

# Mark West Area Chamber of Commerce and VISITORS CENTER



**The Lark**

**August 2012**  
Volume XXVI Issue 8

*BRINGING BUSINESS & THE COMMUNITY TOGETHER!*

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403  
Office Hours: Tues - Thurs 10am - 3pm [www.markwest.org](http://www.markwest.org)

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

## MARK WESTERN ANNUAL INSTALLATION DINNER

We had a crowd for the “Mark Western” Annual Installation Dinner at **Cloverleaf Ranch**. Members and guests were treated to delicious appetizers, beverages and an all you can eat dinner!

Presentations included Jessica Greer, Miss Sonoma County 2012 and Kaela Wall, Sonoma County’s Outstanding Teen 2012. Mike McGuire, 4th District Supervisor, presented a local update and installed the Chamber’s Board of Directors and Officers. Brian Molsberry, president for 2011-2012, presented this year’s awards for Business, Director and Volunteers of the Year.



*Sherrie Miller of Best Western Plus Wine Country Inn & Suites, Business of the Year Award presented by Brian Molsberry, Molsberry Markets, Inc.*



*John Essman, Sonoma CONNECTION, received the Director of the Year award. Brian thanked John for his work in acquiring new tenants for the Chamber office building (California American Water, and the Sonoma County Sheriff), and for his oversight of the building tenant improvements.*



*Tony Gerald, SC Airport Express, Jessica Greer, Miss Sonoma County 2012, Tom Eichler, Eichler's Auto & Truck Repair, Kaela Wall, Sonoma County's Outstanding Teen*



*Mike & Erika McGuire*



*July Social hosted by Max McDonald, AutoBahn Anything Detailing, Pete Lescure, 50/50 Raffle winner, Lescure Engineers page 3*

## UPCOMING EVENTS:

next **AFTER HOURS BUSINESS SOCIAL** hosted by

**ASSETS INSURANCE & INVESTMENTS**  
3270 Mendocino, Suite 1B, Santa Rosa

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

**SONOMA COUNTY SHERIFF**  
3270 Mendocino, Suite 1B, Santa Rosa

Thursday, September 13  
5:30 pm - 7:30 pm

**BUSINESS LUNCHEON**  
Sutter Medical Center  
10 Mark West Springs Rd.  
Topic: New Health Insurance Issues

Friday, September 28  
11:30 am - 1:00 pm



Shawna De Grange  
Cloverleaf Ranch  
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 14 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](http://sonoma-county.org/edb)

**PRESIDENT'S MESSAGE:**

I would like to take a moment to thank Brian Molsberry for a wonderful job during his Presidential term. Brian has done so much for our chamber and the community. Next time you are craving a great sandwich for your summer picnic... stop into Molsberry's Market! Remember to support all Mark West Area Chamber Members, a great way to boost our local economy and help our businesses thrive.

Thank you to Max's Autobahn for hosting a great social. Keep the Autobahn in mind as the perfect gift for family, friends and employees! Taking care of things you own makes everyone feel good. Thanks Max.

The installation dinner was a great evening. Thank you everyone for coming... if you missed out be sure to mark it on your calendar for next year. A few thank you's... to Mike McGuire who installed our new board members, thank you for your continued support of the Mark West Area Chamber. Thank you to Jessica Greer, Miss Sonoma County, and Kaela Wall, Miss Sonoma County's Outstanding Teen; we appreciated you joining us for the evening.

Congratulations to our award winners!

**Business of the Year:**

**BEST WESTERN PLUS WINE COUNTRY INN AND SUITES**

**Director of the Year:**

**JOHN ESSMAN, SONOMA CONNECTION**

**Volunteers of the Year:**

**THE AMBASSADOR TEAM**

- Kimberlee Anderson
- Todd Anderson
- Will Brodt
- Lacey Burdette
- Patricia Dearmin
- John Essman
- Tony Gerald

- Jerry Hankins
- Evan Jacobs
- Susan Lindstrom
- Aggie Maggio
- Kathleen Palmer
- Barbara Wilson
- Don Wilson

The Chamber also presented an Honorary Lifetime Membership to Patricia Morelli.

Our Trade Show is just around the corner and is the perfect opportunity to get exposure for your business. Sign up on line at [MarkWest.org](http://MarkWest.org) or call the Chamber office at 578-7975.

**Shawna De Grange, President**

**California American Water offers  
free rebates, home water surveys  
and more.**

**Give us a call at (707) 542-1717 or  
email us at [Larkfield@amwater.com](mailto:Larkfield@amwater.com).**



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



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**522 Larkfield Center, Santa Rosa  
707/546-0307**

**AUTOBAHN – ANYTHING DETAILING HOSTS A LIVELY SOCIAL AT THEIR NEW LOCATION**

**JULY BUSINESS AFTER HOURS SOCIAL**

July's After Hours Business Social was hosted by Max McDonald and his staff at AutoBahn – Anything Detailing at their new location at 1851 Piner Road in Santa Rosa. Max made sure all guests were taken care of with plenty of delightful food and drinks available that evening.

Chamber Ambassador Aggie Maggio from Coldwell Banker served as Master of Ceremonies for the evening and introduced Max McDonald to everyone. After being in business for 27 years Max stated that the current economic climate has been very tough on his business, however he is most optimistic the worst is behind him - due to his new location - along with the monthly savings associated with the relocation. Max then talked about services he offers including complete car, RV and boat detailing, dent removal, window tinting, windshield repair and replacement - all with the highest quality and some of the most competitive prices in all Sonoma County. Max also told everyone about his limousine service.

A new member plaque was presented to Peter Loughlin from Loughlin Marketing. Pete told everyone about his business saying he provides marketing writing for web content, email, brochures, articles, press releases, blogs, annual reports, business plans, white papers, and more. Loughlin Marketing also offers project management for selected communications projects.

Chamber President Shawna DeGrange reminded everyone of the upcoming trade show and annual dinner being held at Cloverleaf Ranch and also of the August 9th social hosted by Assets Insurance and Investments.

The business drawn for the \$140.00 Pot of Gold was Aaction Rents. Steve Plamann - knowing how beneficial it is to promote their business at the monthly socials - was in attendance and was rewarded with the pot. Congratulations, Steve from Aaction Rents! \$60.00 will now be placed in the pot for the August social. Our 50/50 raffle with \$52.00 was won by Pete Lescure from Lescure Engineers. Congratulations Pete!

Members donating the many gifts for the business card drawing included AutoBahn – Anything Detailing and Sonoma County Airport Express. Winners included Jim Bajgrowicz from The Office of Jim Bajgrowicz who won the 2 minute instant business showcase, Jay Messick from Computers Can Work, and Sally Crane from Century 21 Alliance.

Congratulations to our winners and thank you to AutoBahn – Anything Detailing for hosting such a great social.

*contributed by Anthony Geraldi, Head Ambassador*



*Sharon Bricker-Ferris, Primerica,  
Max McDonald, AutoBahn  
Anything Detailing*



*Aggie Maggio, Coldwell Banker,  
Pot of Gold Winner  
Steve Plamann, Aaction Rents,  
Anthony Geraldi, SC Airport Express*



*Shawna DeGrange  
Cloverleaf Ranch*

*Kenneth Norton,  
Norton & Holtz Business Solutions,  
Sherrie Miller, Best Western Plus,  
Peter Loughlin, Loughlin Marketing,  
Elaine B. Holtz,  
Norton & Holtz Business Solutions*



*Photos by Sonoma CONNECTION  
More photos @ MarkWest.org*

**SOCIALS**  
*see schedule on page 5*

**NEW MEMBERS**

**Loughlin Marketing**  
 1354 Holly Park Way  
 Santa Rosa CA 95403  
 Phone: 707-704-6498  
 Email: peter@  
 loughlinmarketing.com  
 Peter Loughlin, Owner

**BloodSource**  
 3505 Industrial Drive  
 Santa Rosa CA 95403  
 Phone: 707-303-8690  
 Fax: 916-366-2595  
 Website: www.bloodsource.org  
 Devon Bazzano,  
 Administrative Director  
 Phone: 707-303-4010  
 Cell: 707-758-0073  
 devon.bazzano@bloodsource.org  
 Julie Rottmayer,  
 Account Manager  
 Phone: 707-303-4016  
 Cell: 707-758-3766  
 julie.rottmaye@bloodsource.org

**CORPORATE SPONSOR RENEWALS:**

**River Rock Casino 2003**  
**Sonoma County 2007**  
**Airport Express Inc.**

**MEMBER RENEWALS:**

**Rogina Pestell 2006**  
**Structural Engineers**  
**Struther's Lighting Service 2007**  
**Redwood Empire Disposal 2008**  
**AJ Printing & Graphics 2009**  
**Norton & Holtz 2009**  
**Business Solutions**  
**Eichler's Auto & Truck Repair 2010**  
**California Hawk Wealth Mgt. 2011**

**CHAMBER BOARD OF DIRECTORS 2012 - 2013**



Mike McGuire installs new Chamber Board of Directors and Officers.

Susan Lindstrom, GuardianCaregivers.Net, Brian Molsberry, Molsberry Markets, Past President, Shawna De Grange, Cloverleaf Ranch, President, Steve Plamann, Aaction Rents, Laura Buhner, Exchange Bank, John Essman, Sonoma CONNECTION, Treasurer, Jim Bajgrowicz, Consultant, Doug Williams, Central Fire Authority of Sonoma County, Secretary

not pictured: Will Brodt, ADT Security Services, VP Public Relations, Patricia Dearmin, VP Community Services, Membership, Elaine B. Holtz, Norton & Holtz Business Services, VP Business Services, Stephanie Munson, Goodwill Industries, Sue Sloat, Mark West Union School District

**NEW MEMBER: LOUGHLIN MARKETING**

New member Peter Loughlin, Loughlin Marketing, receives his membership plaque from Aggie Maggio, Coldwell Banker.

Loughlin Marketing provides marketing writing for web content, email, brochures, articles, press releases, blogs, annual reports, business plans, white papers, and more.

He also offers project management for selected communications projects. Peter says "My goal is to understand your business and your products, and to tell your story in the most persuasive and accurate way possible."



**LIFETIME MEMBERSHIP: PATRICIA MORELLI**

Former Chamber Office Manager Patricia Morelli received an honorary lifetime membership in the Chamber. Jim Bajgrowicz presented the certificate to Pat.

Pat recently retired from Wikiup Properties.

**UPCOMING BUSINESS SOCIALS**

Thursday, August 9 5:30-7:30pm  
 Hosted by **Assets Insurance & Investments**  
 Location: 3270 Mendocino, Suite 1B, Santa Rosa

Thursday, September 13 5:30-7:30pm  
 Hosted by **Sonoma County Sheriff**  
 Location: 2796 Ventura Avenue, Santa Rosa

Thursday, October 11 5:30-7:30pm  
 Hosted by **Windsor Times**  
 Location: 9025 Old Redwood Hwy., Windsor

Thursday, November 8 5:30-7:30pm  
 Hosted by **Anytime Fitness**  
 Location: 490 Larkfield Center, Santa Rosa

Thursday, December 13 5:30-7:30pm  
 Hosted by **Exchange Bank & Molsberry Markets**  
 Location: 500 Larkfield Center, Santa Rosa

**CHAMBER MEETINGS**

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

Thursday, August 9  
**Ambassadors**  
 4:00pm - 5:00pm  
 TBA

**Join BloodSource on Friday, August 10th** and be treated to a day of summer fun while you help save lives with your blood donation! BloodSource will host their Summer Classic Blood Drive from 7am – 5p at the Santa Rosa center located at 3505 Industrial Drive in Santa Rosa. Participants will receive a \$5 Togos Coupon, a Summer Classic T-Shirt, and be entered to win one of three \$500 Visa Gift Cards! Call Julie Rottmayer at (707) 303-4016 for more information or visit [www.bloodsource.org](http://www.bloodsource.org)



Interested in having a Chamber Ribbon Cutting?  
 Contact Susan Lindstrom  
 GuardianCaregivers.Net  
[susan@guardiancaregivers.net](mailto:susan@guardiancaregivers.net)

**CHAMBER BUSINESS LUNCHEON**

Friday, September 28 - 11:30am-1:00pm  
 Speaker: TBA

**WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE**

Wednesday, October 3, 2012 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 5 6pm  
 Location: Larkfield Center, Santa Rosa



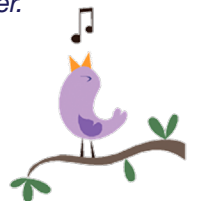
**VOLUNTEERS OF THE YEAR**

**THE AMBASSADOR TEAM**

*Barbara Wilson, Lifetime Member, Evan Jacobs, California American Water, Susan Lindstrom, GuardianCaregivers.Net, Aggie Maggio, Coldwell Banker, Tony Gerald, SC Airport Express, John Essman, Sonoma CONNECTION, Kathleen Palmer, Sonoma CONNECTION*

*not pictured: Kimberlee Anderson, Assets Insurance, Todd Anderson, Best Western Plus, Will Brodt, ADT Security Services, Lacey Burdette, Windsor Times, Patricia Dearmin, office volunteer, Jerry Hankins, Internet Consultant, Don Wilson, Lifetime Member.*

Interested in joining our Ambassador Club?  
 Contact Anthony Gerald  
 Sonoma County Airport  
 Express 837-8700



**Sonoma CONNECTION**  
 John Essman  
 Kathleen Palmer  
 P O Box 1381  
 Healdsburg, CA 95448  
 (707) 433-8774  
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[www.sonomaconnection.com](http://www.sonomaconnection.com)

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[www.lescure-engineers.com](http://www.lescure-engineers.com)



Visit [MarkWest.org](http://MarkWest.org) for SHOWCASE TIPS

**WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE**

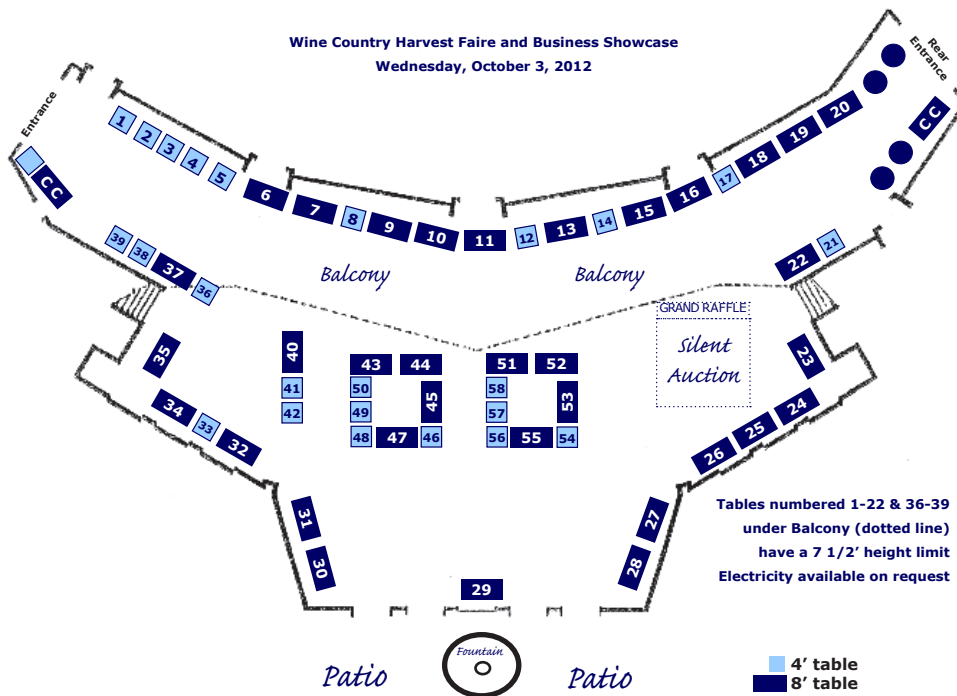
**WEDNESDAY, OCTOBER 3  
4:00 - 8:00 PM**

**WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE**  
**JOIN US ON WEDNESDAY, OCTOBER 3 4:00 - 8:00 PM**  
 Wells Fargo Center for the Arts, 50 Mark West Springs Road, Santa Rosa, CA

For information call the Chamber: 707 578-7975 or email: [office@markwest.org](mailto:office@markwest.org)  
 Purchase Your Tradeshow Booth Online NOW: <http://www.markwest.org>

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

**Non-Member's Price:** 4' Table= **\$375**  
 8' Table= **\$475** (includes 1 year membership)



**NEW!**

**PLATINUM CORPORATE SPONSORSHIPS**

**AND**

**MEDIA SPONSORSHIPS**

**AVAILABLE NOW!**

**PLATINUM CORPORATE OR MEDIA SPONSORSHIPS**

- INCLUDES:**
- One Year Chamber Membership**
  - Annual Membership Dinner for two**
  - Corporate logo displayed on Tri-fold at all Chamber functions**
  - Listed in Monthly Newsletter & Membership Directory**
  - Chamber Website: [markwest.org](http://markwest.org)**
  - (Banner on each page, special mention on Sponsorship page, and special placement ads on Tradeshow & Calendar of Events pages)*
  - A press release to announce your community support!**
- Advertising:*
- Business Card sized ad in Newsletter** value \$200
  - Half Page Ad in printed Directory** value \$200
  - 8' Trade Show Booth** value \$350
  - Additional special placement ads on website** value \$250
- (On Trade Show and Event pages)*

**ALL FOR \$1625 IN CASH OR TRADE FOR SERVICES**  
 Contact Treasurer John Essman 707 433-8774 [john@sonomaconnection.com](mailto:john@sonomaconnection.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  
 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)	

You can pay online @ <http://markwest.org/payment/>



**LARKFIELD**  
 Body & Paint

**David Hartman**

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15 Lark Center Drive Santa Rosa, CA 95403      707-546-5717  
 FAX 707-546-0902

**OFFICERS**

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 Shawna DeGrange Cloverleaf Ranch  
 545-5906 cloverleafbranch@hotmail.com

*Past President*  
 Brian Molsberry Molsberry Markets, Inc.  
 546-5041 Molsberry522@sbcglobal.net

*Corporate Secretary*  
 Doug Williams Rincon Valley Fire District  
 539-1801 dwilliams@rvfire.org

*Corporate Treasurer*  
 John Essman Sonoma CONNECTION  
 433-8774 john@sonomaconnection.com

*VP Business Services*  
 Elaine B. Holtz Norton&HoltzBusinessSolutions  
 527-5987 elaine@nortonholtz.com

*VP Community Services, Membership*  
 Patricia Dearmin 539-4945

*VP Public Relations*  
 Will Brodt ADT Security Services  
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Stephanie Munson Goodwill Industries  
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 838-4373 stevep@aactionrents.com

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**OFFICE VOLUNTEERS**

Patricia Dearmin Jim Bajgrowicz  
 578-7975 office@markwest.org

# Mark West Area Chamber of Commerce and VISITORS CENTER



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

## WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE

Wednesday, October 3  
4:00 - 8:00 pm

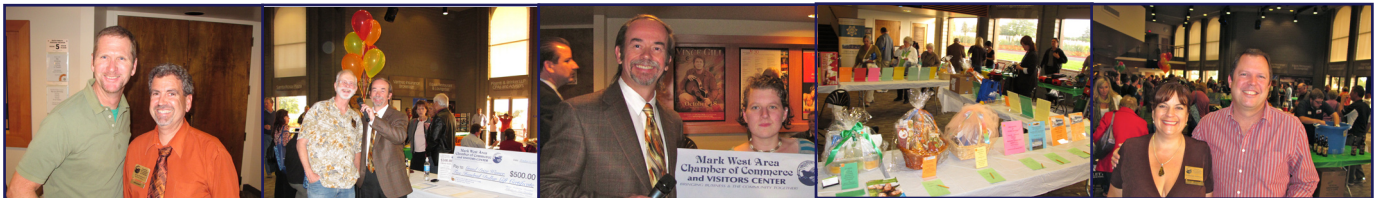
## AFTER HOURS BUSINESS SOCIAL

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

Hosted by  
**ASSETS INSURANCE & INVESTMENTS**  
3270 Mendocino, Suite 1B  
Santa Rosa

**BRINGING BUSINESS & THE COMMUNITY TOGETHER!**

Reserve your booth for our 23rd Annual Harvest Faire & Business Showcase October 3, 2012!  
MORE PHOTOS NEXT MONTH!



Attendees

Photographer

Grand Raffle Winner

Silent Auction

Attendees

Thank You to Our Corporate Sponsors!



RIVER ROCK CASINO  
ALEXANDER VALLEY

