

# Mark West Area Chamber of Commerce and VISITORS CENTER



*BRINGING BUSINESS & THE COMMUNITY TOGETHER!*

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**The Lark**

**December 2010**

Volume XXIV Issue 12



*Holiday Tree Lighting*

*Thursday, December 2, 6 - 7 pm*

*Molsberry Markets - Larkfield Center*

**CELEBRATE THE HOLIDAYS WITH US!**

Bring the kids and meet Santa at our **HOLIDAY TREE LIGHTING** on Thursday, December 2 at 6pm. The celebration will be held in front of Molsberry Markets in the Larkfield Center. The choir and band from MWUSD will start the program with holiday carols, then Santa and Mrs. Claus will arrive on a Rincon Valley Fire District Fire Truck. Our generous sponsors are providing hot cocoa and sweet treats!

**Sponsors:**

**Mark West Area Chamber of Commerce and Visitors Center**

**Molsberry Markets • Larkfield Center**

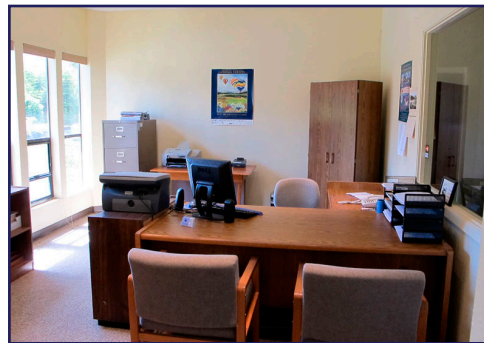
**Rincon Valley Fire District • Mark West Union School District**



Single OR Double Office in prime Mark West 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)



**OFFICE SPACE AVAILABLE NOW!**

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



November Social hosted by Anytime Fitness page 3

next **AFTER HOURS BUSINESS SOCIAL** hosted by

**EXCHANGE BANK & MOLSBERRY MARKETS, INC.**  
500 Larkfield Center

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

*Holiday Tree Lighting*

Molsberry's Market, Larkfield Center

*Tree Lighting, Caroling, Treats & Santa!!!*

featuring the Mark West School Band & Chorus. *Bring the family!*

Thursday, Dec 2  
6:00 - 7:00pm



Will Brodt  
President

**PRESIDENT'S MESSAGE:**

Merry Christmas Everyone!

I love the holidays. It's that time of year when the air is brisk with an occasional wisp of smoke from the fireplace. The house has that scent of a Christmas tree and the smell cookies in the oven. Bells are ringing wherever you go. The holidays for me are a time to give and to give thanks for all of our blessings. To be with loved ones, reminisce about the old days and gain another five pounds. I wish you all a fantastic holiday season and may Santa grant all of your wishes. I love the Holidays and I hope you do too!

Don't miss the mixer on December 9th at Exchange Bank. Hosted by Laura Buhrer and her team at Exchange Bank and Brian Molsberry and his staff at Molsberry Markets. This is always a fun event with great food, wine, raffle prizes and most of all, Fun. Don't miss The Pot of Gold. Someone could go home with \$180.00 but you have to be there to win.

I would like to thank all of you for making our Chamber the "Best Little Chamber Ever" Have A Happy Holiday, A Merry Christmas and a Very Happy New Year!

Cheers, Will Brodt

PS: **"Always give without remembering and always receive without forgetting".**

**Brian Tracys**

*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.*

**SANTA FLY IN:**

*Where can you see Santa Claus arrive on the scene by air? At the **Pacific Coast Air Museum!***

**December 18, 2010**

*Admission is free for everyone!  
Santa's planned arrival is approximately 11:00 a.m.  
The Museum is open from 10:00 a.m. to 4:00 p.m.*

*After Santa arrives by helicopter, he will set up shop with his bag of treats and will take requests from all of the kids who have been nice. Every child will get a free bag of goodies. The event will have something for children of all ages.*



*While the kids wait to see Santa, they can test their skills making crafts, enjoy animals in the petting zoo, get their face painted, and play in the jumps and on the air slide.*

*The museum will have a selection of food and beverages available similar to the famous Hot Dog Thursday menu, with extra items like popcorn, cookies, hot chocolate, tea and coffee. Also, don't forget to check out the many discounted specials offered in the gift shop to fill out your shopping list.*

[www.pacificcoastairmuseum.org](http://www.pacificcoastairmuseum.org)

The next Board of Director's meeting is December 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)




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*Heather P. McConnell*



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**ANYTIME FITNESS HOSTS A VERY LIVELY NOVEMBER SOCIAL**

**NOVEMBER  
BUSINESS  
AFTER HOURS  
SOCIAL**

November's After Hours Business Social was hosted by the Larkfield Anytime Fitness located at 490 Larkfield Center. Besides having the opportunity to visit one of the newest businesses in the chamber community guests were treated to plenty of delicious fresh fruit, sandwich rolls, wine and soft drinks.

Chamber Ambassador Evan Jacobs from Cal-American Water served as Master of Ceremonies for the evening. Evan started off the evening by introducing Brett Livingstone, the owner of Anytime Fitness. Brett told everyone that the Larkfield Anytime Fitness had just opened a week earlier and is proud to be committed to our community. With over 1300 locations including 5 in Sonoma County a member can use any other club – worldwide - at no extra charge. Anytime Fitness clubs are open 24/7, allowing members to work out any time of the day or night, even when the clubs are not staffed. By becoming a member of Anytime Fitness you have the ability to exercise at a convenient and affordable health club with quality equipment and a relaxed friendly atmosphere. Brett also introduced some of his staff including Eric, Ashley and his wife Rachel. Brett also thanked Chamber members for their support in helping make his business a reality.

A new member plaque was presented to Missy Danneberg of Extended Child Care Coalition. Missy said Extended Child Care offers school site child care before and after school and currently provides child care for the Mark West, Wright and Windsor school districts at ten different school sites. Each center provides a variety of activities for students, including homework time, outside activities and games, and free play time.

Chamber President Will Brodt from Promos Oncall thanked everyone for attending the social and also congratulated Chamber members for a great trade show held last month.

Kathleen Palmer from Sonoma Connection announced that the Chamber has now been operating for 30 years and said it is due to the support and dedication from its members, including some that have been around since the beginning. Kathleen also invited everyone to attend the Holiday Tree Lighting to be held on December 2nd from 6:00 PM to 7:00 PM in front of Molsberry's Market.

Brian Molsberry from Molsberry's Market was the evening's 50/50 raffle prize winner of \$72.00. Congratulations Brian! The business drawn from the \$160.00 Pot of Gold was Business & Tax Consultant Wayne Dzedzic. Unfortunately Wayne was unable to attend the evening's social which means the Pot of Gold payout at the December Social hosted by Molsberry's Market and Exchange Bank will be increased to \$180.00.

Prizes for our business card drawing were donated by Anytime Fitness, Sonoma County Airport Express, Costco, Eichler's Auto & Truck Repair and Hankins Travel. Winners drawn included Daryl Anderson from Wikiup Properties Elaine Holtz from Pre-Paid Legal Services, Jerry Hankins from Hankins Travel, Phil Essner from Essner Tree Services, and Ken Norton from Pre-Paid Legal Services. The winner of the two minute showcase for December's Social was Andy Smith from RenCon Energy Products. Congratulations to all of our winners and thank you to the many businesses donating prizes.

A very big thank you to Brett Livingstone and the staff at Anytime Fitness.

*contributed by Anthony Gerald, Head Ambassador*

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



*Ashley, Rachel & Brett Livingstone, Eric Nelson*



*Brett Livingstone, Anytime Fitness addresses the crowd*



*50/50 Winner Brian Molsberry, Molsberry Markets, Inc  
Jerry Hankins Hankins Travel*



*Eric Bleau, Andy Smith, RenCon Energy Products*

**SOCIALS**  
see schedule on page 5

**NEW MEMBERS:**

**Empire Document Services**

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 Sue Hall, J.D., Owner  
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 summitonline@  
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 www.summitstatebank.com

**RENEWALS:**

- State Farm Insurance Gary Senneff 1982
- Creskide Apartments So. Pro., 1987
- Soderstrom Properties 1991
- Friendly Feed & Supply 1994
- Garzini Floors 1997
- Goodwill Industries 1998
- Safari West 1998
- Blood Bank of the Redwoods 2000
- Kobrin Financial Services 2001
- Redwood Empire Beauty College 2002
- Rogina Pestell Structural Engineers 2006
- Promos Oncall 2007
- Storage Master 2007
- Tenant Screening Center 2007
- Bistro 29 2008
- Image Consultant 2009
- Sonoma County Employer Advisory Council 2009

**EXTENDED CHILD CARE COALITION JOINS CHAMBER**

Extended Child Care’s mission is to provide quality child care that supports children, families, school districts, employers and the community. We currently operate 10 centers on elementary school campuses. We have a center at all three Mark West elementary schools. We serve approximately 800 children, over 300 in the Mark West district.



*Sheri Kemper, Program Director and Missy Danneberg, Executive Director receive their new member plaque from Evan Jacobs, Cal Am Water*

Our programs open in the morning before school, serving breakfast and then after school until 6:00 pm. On non-school days and during the summer our programs operate from 7:00 am to 6:00 pm, serving breakfast, lunch and snack. Our programming includes home time, physical activities, literacy and math activities as well as arts and crafts. We work closely with parents and the schools to meet each child’s academic, social and emotional needs. Member since 2010.

1745 Copperhill Pkwy #5, Santa Rosa CA 95403 (707) 545-2402  
 Business Email: missy@extcc.org Website: extcc.org

**MEMBERSHIP DIRECTORY**



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**

**LAST CHANCE for ADs or Corrections:**  
 Call the office at 578-7975,  
 email office@markwest.org,  
 or purchase online.

Half Page = 3.5" high x 4.5" wide  
**Half Page = \$200**



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



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**UPCOMING BUSINESS SOCIALS**

*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

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

**HOLIDAY EVENTS**

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

*Thursday, September 8*  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **California American Water**  
 Location: TBD

**2011 BUSINESS SOCIALS**

*Thursday, January 13*  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **Beck Law, Inc.**  
 Location: 2681 Cleveland Ave., Santa Rosa

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

*Thursday, February 10*  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **Holiday Inn Express**  
 Location: 870 Hopper Ave., Santa Rosa

*Thursday, November 8*  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **Extended Child Care Coalition**  
 Location: TBD

*Thursday, March 10*  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **OPEN**  
 Location: TBD

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

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

**Sign Up NOW for 2011 Socials - only 2 left!**  
 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.

*Thursday, April 14*  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **AutoBahn - Anything Detailing**  
 Location: 1675 Piner Rd., Suite B, Santa Rosa

**WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE**

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

*Thursday, May 12*  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **Wikiup Tennis & Swim Club**  
 Location: 500 Wikiup Drive, Santa Rosa

**CHAMBER MEETINGS**

*Thursday, June 9*  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **OPEN**  
 Location: TBD

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

*Thursday, December 9*  
**Ambassadors**  
 3:30pm - 5:00pm  
 Chamber Office

*Thursday, July 14*  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **Mike McGuire, 4th District Supervisor**  
 Location: TBD

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CHAMBER LAUNCHES BLOG FOR BUSINESS TIPS

“TO BLOG, OR NOT TO BLOG” There’s really no reason not to!

Join the conversation at markwest.org

BUSINESS TIPS BLOG A RESOURCE FOR MEMBERS

The Mark West Area Chamber of Commerce and Visitors Center has been a resource to it’s members for over 30 years. Now, we are announcing the launch of a new Blog for Business TIPS. Elaine B. Holtz, VP Business Services and owner of Norton Holtz Business Services, says that the new blog will allow her to expand her frequent column (seen in this newsletter - The LARK) and make it easy for members to comment or question the latest local business news. “We hope to stimulate discussion about local issues among our members. We also plan to post Business TIPS to help members navigate the complex business environment”. Elaine will be a regular contributor to the Business TIPS Blog, and we welcome your participation!

contributed by Kathleen Palmer, Newsletter & Website Editor Sonoma CONNECTION (707) 433-8774 sonomaconnection.com

**Business TIPS**

THURSDAY, DECEMBER 2, 2010

**Holiday Tree Lighting**

Everyone is invited to attend the Holiday Tree Lighting to be held on December 2nd from 6:00 PM to 7:00 PM in front of Molsberry's Market in the Larkfield Center.

Tree Lighting, Caroling, Treats & Santa!!! featuring the Mark West School Band & Chorus. Plan on bringing the family!

12:21 PM 0 comments

WEDNESDAY, DECEMBER 1, 2010

**Showcase TIPS**

Planning to participate in our 22nd Annual Wine Country Harvest Faire & Business Showcase? It's happening Wednesday, October 5, 2010, 4:00pm – 8:00pm. Look for a special promotion and download our Showcase TIPS to prepare for success!

6:11 PM 0 comments

TUESDAY, NOVEMBER 23, 2010

**Welcome to the Mark West Chamber blog!**

9:19 AM 0 comments

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Santa Rosa, CA,  
United States  
markwest.org

The Mark West Area Chamber of Commerce and Visitors Center serves the Mark West Area, including Larkfield, Wikiup, the Charles M. Schulz Sonoma County Airport, and the rural environs of Mark West Springs Rd. and River Rd., Sonoma County, CA. Organized to serve your Business and our Community, the Chamber is dedicated to advancing the economic well-being & uniqueness of the Mark West Area.

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Educating Employers for Today and Tomorrow  
www.sonoma.ceac.org

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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 Hwy, 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  
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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

*Holiday Tree Lighting  
December 2, 6pm  
Larkfield Center*

## AFTER HOURS BUSINESS SOCIAL

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

Hosted by  
**EXCHANGE BANK & MOLSBERY MARKETS, INC.**  
500 Larkfield Center

*Best Wishes for a Bountiful Holiday Season  
and a Prosperous New Year!*

**BRINGING BUSINESS & THE COMMUNITY TOGETHER!**

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

*MORE PHOTOS NEXT MONTH!*



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