

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

December 2011
Volume XXV Issue 12

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403
Office Hours: Mon - Thurs 10am - 3pm www.markwest.org

707.578.7975
office@markwest.org



Holiday Tree Lighting

Wednesday, December 7, 6 - 7 pm

Molsberry Markets - Larkfield Center

CELEBRATE THE HOLIDAYS WITH US!



Bring the kids and meet Santa at our **HOLIDAY TREE LIGHTING** on Wednesday, December 7 at 6pm. The celebration will be held in front of Molsberry's Market in the Larkfield Center. The choir and band from MWUSD will start the program with holiday carols, and Santa and Mrs. Claus will arrive on a Rincon Valley Fire District Fire Engine. Molsberry's Market is providing hot cocoa and sweet treats!

Sponsors:

Mark West Area Chamber of Commerce and Visitors Center
Molsberry Markets, Inc. • Larkfield Center
Rincon Valley Fire District • Mark West Union School District



Holiday Helpers

Join the Chamber's Holiday Charity Program
Please bring donations to our December events or
drop off at the Chamber office. Details on page 9

Chamber members California American Water
and Redwood Credit Union are also collecting food
and gifts at their local offices.

The Holiday Tree Lighting
features holiday carols by
Mark West USD students
& Santa and Mrs. Claus!

Treats provided by
Molsberry's Market!
Bring the kids!



November Social hosted by
Extended Child Care Coalition
page 3

Host a 2012 Social! page 5

UPCOMING EVENTS:

Holiday Tree Lighting, Music, Treats & Santa!

Larkfield Center in front of Molsberrys Market Wednesday, December 7
featuring the Mark West School Band & Chorus. 6:00 pm - 7:00 pm
Bring the family!

next **AFTER HOURS BUSINESS SOCIAL** hosted by
EXCHANGE BANK & MOLSBERRY MARKET Thurs, December 8
500 Larkfield Center 5:30 pm - 7:30 pm

RIBBON CUTTING Saturday, December 10
new member: **RECHERCHE DU PLAISIR** 2:00 pm
Location: 3401 Cleveland Ave, Suite #9 Santa Rosa, CA Just north of Trader Joe's



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 December 13 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:

Hi everyone! By the time everyone reads this, Thanksgiving will be over and the crazy people will have done their Black Friday shopping. (*Hope those of you that participated in that mess got some great deals!*) I guess it's a lot of fun for some people, but I personally stay away from those kind of crowds - unless it's a Giants game of course!

With the holiday season in full swing Santa made some reservations to ride in on the Rincon Valley Fire Department truck on Dec. 7th at 6 p.m. in front of Molsberry's located in the Larkfield shopping center. The Mark West area children will be playing music and singing during the tree lighting ceremony. There will be hot chocolate and cookies from the Molsberry's Market for everybody to enjoy.

The Mark West Chamber is helping needy families in the community, so please bring donations to the tree lighting. The very next evening, December 8th is the after hours social hosted by the Molsberry Markets, Inc. and Exchange Bank. The social is at 5:30pm in the Exchange Bank. Please bring a friend and enjoy the Holiday spirit. Any possible new member that night can sign up starting at \$99.00. Again you can bring donations to the social to help with some families in need.

Everyone please remember as we get busy during the holiday season, to slow down, appreciate your loved ones, family and friends and enjoy the holidays!

Thank you....

Brian Molsberry

**CHAMBER RECOGNIZES DAVE PINSKY
SONOMA COUNTY SPIRIT AWARDS**

It is most difficult to imagine an individual who constantly demonstrates his love of Sonoma County more than Dave Pinsky. He has served his community quietly without seeking recognition and has given generously of his time to a wide variety of local projects. Dave Pinsky has contributed immeasurably to the quality of life for residents and visitors of Sonoma County and is a genuine pillar of strength in Sonoma County. He is a caring, giving, loving, community-minded individual who without a doubt is truly deserving of this recognition. He exemplifies the theory behind the "Spirit of Sonoma County Award". The Mark West Area Chamber of Commerce congratulates and thanks Dave Pinsky on his tireless years of contributing to the vitality of Sonoma County.

Dave Pinsky served in the United States Air Force from 1961 to 1987 reaching the rank of full Colonel. During this time he flew many combat missions as a jet fighter pilot including service in Vietnam in which he was awarded two Silver Stars for gallantry in action, the Distinguished Flying Cross and two Purple Hearts. *continued on page 4*



*Dave Pinsky receives the
2011 Spirit Award presented
by Supervisors Mike McGuire,
Shirlee Zane and Devid Rabbitt*

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EXTENDED CHILD CARE COALITION HOSTS A WELL ATTENDED NOVEMBER SOCIAL

November's After Hours Business Social was hosted by the Extended Child Care Coalition located at 1745 Copperhill Parkway. Besides having the opportunity to visit one of the newest businesses in the chamber community, guests were treated to plenty of delicious food including Swedish meatballs, cupcakes, wine and soft drinks.

Chamber Ambassador Tony Geraldi from Sonoma County Airport Express served as Master of Ceremonies for the evening. Tony started off the evening by introducing Missy Danneberg, Executive Director of Extended Child Care Coalition. Missy told everyone Extended Child Care Coalition has been in business since 1978 and offers school site child care before and after school and currently provides child care for approximately 800 children. Each center provides a variety of activities for students, including homework time, outside activities and games, and free play time. Child care is currently provided in the Wright School District, Mark West School District and Windsor School District and cares for Kindergarten through Sixth Grade.

A new member plaque was presented to independent consultant Judy Mikeska from Rodan + Fields Dermatologists. Judy explained that she specializes in anti-aging skincare to everyone. As an independent consultant Judy has seen the difference that intelligent skincare and great skin can make in people's life. Judy also said all of her products come with a satisfaction guarantee.

Kathleen Palmer from Sonoma Connection announced that the chamber's annual tree lighting will be Thursday, December 8th from 6:00 PM to 7:00 PM at Molsberry's Market.

Jeanne Haddorff from Healthy Are We was the evening's 50/50 raffle prize winner of \$55.00. Congratulations Jeanne! The business drawn from the \$160.00 Pot of Gold was So. Pro., Soderstrom Properties. Unfortunately neither Carol or David Soderstrom were able 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 Extended Child Care Coalition and Sonoma County Airport Express. Winners drawn included Kathleen Palmer from Sonoma Connection, Tony Geraldi from Sonoma County Airport Express, Doug Williams from Rincon Valley Fire District and Denise Brodt from ADT Security Service. Congratulations to all of our winners and thank you to the many businesses donating prizes. A very big thank you to Missy Danneberg and her staff at Extended Child Care Coalition.

contributed by Anthony Geraldi, Ambassador

NOVEMBER BUSINESS AFTER HOURS SOCIAL



The staff and board of Extended Child Care Coalition



Carlo Rossi, volunteer, Daria Medeiros, Office Manager Extended Child Care Coalition



Tony Geraldi, SC Airport Express, Jeanne Haddorff, Healthy Are We, Missy Danneberg, Executive Director, ECC



Jay Messick Computers Can Work, Meredith Rennie, ECC Board



New Member: Judy Mikaska Rodan + Fields Dermatologists Tony Geraldi, SC Airport Express



Aggie Maggio, Coldwell Banker, Marlene Fink, ECC Board



Judy Mikaska, Rodan + Fields Dermatologists, Susan Lindstrom, Guardian Caregiver Connections, Denise Brodt, ADT Security

Photos by Sonoma CONNECTION More photos @ MarkWest.org

SOCIALS
see schedule on page 5

CHAMBER RECOGNIZES DAVE PINSKY AT THE 2011 SONOMA COUNTY SPIRIT AWARDS

The Annual Spirit of Sonoma County Award luncheon honors those who contribute to the economic development of the communities in which they live and work through donations of their time and expertise in support of local business, and in helping others.

NEW MEMBERS:

Recherche du Plaisir

3401 Cleveland Ave, Suite 9
Santa Rosa CA 95403
Lucy Gustafson, CEO
Michael Gustafson, CFO
Phone: 707-824-0130
Cell: 707-318-3193
Email: tsunami@prodigy.net

CORPORATE SPONSOR RENEWALS:

Sutter Medical Center 2004
of Santa Rosa

MEMBER RENEWALS:

Kobrin Financial Services 2001
Assets Insurance 2007
Sonic.Net, Inc. 2007
Sonoma County 2009
Employer Advisory Council
Summit State Bank 2010

Thank You!



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



*Kathleen Palmer, Sonoma CONNECTION, Mike McGuire, SC Supervisor, Dave Pinsky, Pacific Coast Air Museum, Betty Pinsky, Anthony Gerald, SC Airport Express, Elaine B. Holtz, Norton and Holtz Business Services, Mike Voorhees, Jim Sartain, PCAM Board
continued from page 2*

He became one of the few individuals in the world to pilot the world's fastest multi-engine jet, the SR-71 Blackbird, as well as the world's fastest single engine jet fighter, the F-106 "Delta Dart". In 1985, he became the Wing Commander of the 9th Strategic Reconnaissance Wing at Beale Air Force Base near Marysville, was responsible for over 5,000 personnel as well as all of the SR-71 and U-2 aircraft in the Air Force. During his tenure, Beale Air Force Base was honored as the best managed Air Force Base in the world.

In 1987, Dave moved to Santa Rosa and became the Deputy Director of Utilities for the City of Santa Rosa. While in that position, he oversaw the completion and successful operation of the Geyser's Recharge Pipeline Project, which solved Santa Rosa's long standing waste water problem and kept treated waste water out of the Russian River. He is also a graduate of Class 7 of the Santa Rosa Chamber of Commerce's Leadership Santa Rosa program. Dave has also served as a Director and President of the Luther Burbank Rose Parade.

In 2005, Dave learned that our Pacific Coast Air Museum had obtained an F-106 jet fighter aircraft which he had previously flown while serving in the Air Force. This peaked his interest in the museum even more, which led him to apply for and be selected to be the Executive Director of the Pacific Coast Air Museum. This became a job he very quickly fell in love with. With the primary missions of the Pacific Coast Air Museum of preserving aviation history and providing an educational venue for the community, Dave Pinsky has been instrumental in bringing more exposure to the museum and, with it, gaining recognition as one of the few civilian air museums certified to meet the high quality standards of the U.S. Air Force Museum. He has instituted tremendous growth in the museum's education program, especially programs for young people and school children. Dave has also overseen the remodel of the museum's gift shop and the outdoor aircraft display park. With his dedication and hard work, he has secured a number of very rare military artifacts and planes not normally available to civilian air museums.

This past year Dave Pinsky became the driving force in obtaining a most special F-15A "Eagle" aircraft, the first aircraft to respond to New York City and the World Trade Center after the 9/11 terrorist attacks. Dave spearheaded the fund raising for and construction of the 9/11 "First-Responder" F-15 exhibit, a permanent exhibit at the museum and the only one of its kind in the nation. Obtaining this most historic aircraft has gained the Pacific Coast Air Museum the envy and respect of much larger and longer standing air museums throughout the country, and gained national recognition for the Air Museum and Sonoma County. *continued on page 5*

UPCOMING BUSINESS SOCIALS

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

RIBBON CUTTING

Saturday, December 10 2:00pm
 New Business: **Recherche du Plaisir**
 Location: 3401 Cleveland Ave, Suite #9, Santa Rosa
 Just north of Trader Joe's

CHAMBER MEETINGS

<p>Tuesday, December 13 Board of Directors 11:30am - 1:00pm Grace Fellowship</p>	<p>Thursday, December 8 Ambassadors 3:30pm - 5:00pm Chamber Office</p>
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2012 BUSINESS SOCIALS

Thursday, January 12 5:30-7:30pm
 Hosted by **Best Western Plus, Wine Country Inn & Suites**
 Location: 870 Hopper Ave., Santa Rosa

Thursday, March 8 5:30-7:30pm
 Hosted by **Recherche du Plaisir**
 Location: 3401 Cleveland Ave, Suite #9, Santa Rosa

2012 RIBBON CUTTING

Friday, January 27 4:00pm
Naturalight Solar & Sonoma County School of Music
 Location: 438 Larkfield Center, Santa Rosa

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



CHAMBER RECOGNIZES DAVE PINSKY AT SONOMA COUNTY SPIRIT AWARDS

continued from page 4 While in overall charge of the Pacific Coast Air Museum's "Wings Over Country Air Show", Dave's dedication and hard work has paid off by attracting some of the top name air show performers in the country and increasing attendance to over 25,000 spectators annually during the two day event, along with the economic and tourism benefits to Sonoma County such an event brings each year. The "Wings Over Wine Country" Air Show is now considered as one of our nation's best run and most professional air shows. With what little spare time he has Dave is also a volunteer Ski Patroller at Squaw Valley, and is active in many of our local chambers of commerce. He enjoys spending time with his wife Betty and two sons. When he isn't flying around the wine country, Dave Pinsky can often be seen skiing, wine tasting, working out at the gym and rooting on his beloved San Francisco Giants.

When asked why he devotes so much time and energy in his involvement in our community, Dave said, "I've had the good fortune of having lived all over the world and it is an honor and a privilege to be able to live here in Sonoma County. I believe that everyone who lives here has an obligation to give back to the community and I'm no different. That's why I'm so proud to be the Executive Director of the Pacific Coast Air Museum". When asked what he would tell someone considering a visit to Sonoma County, Dave replied, "Along with the Pacific Coast Air Museum and the Charles M. Schulz Museum, we are blessed with beautiful weather, rolling hills, vineyards, wineries, and we are close to the gorgeous Sonoma coast. I totally agree with Luther Burbank when he said "I firmly believe, from what I have seen, that this is the chosen spot of all the earth as far as nature is concerned".

contributed by Anthony Gerdali, Ambassador



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CHAMBER BLOG FOR BUSINESS TIPS

Join the ongoing conversation at markwest.org

Congratulations to Elaine B. Holtz for producing her 200th show of Women's Spaces - "A Child's View of Gaza" is an interview with Therese Walrath which includes a 7 minute DVD of the children's art show from Gaza.

Women's Spaces is made possible by the Community Media Center in Santa Rosa

Schedule:
Comcast Channel 26/30

ATT U-Verse go to Channel 99 Govt/Local Programs - Santa Rosa - Select Channel 72

It can also be seen on the Women's Spaces website www.womensspaces.com

CUSTOMER SERVICE REMINDER

Over and over we hear how bad the economy is and businesses are going out of business. Continually we hear how important the holiday season is for shopping and giving. One of the best things a business owner can do is to remember that the big money isn't as much in winning customers as in keeping customers. It is equally important to recognize that each individual customer's perception of your company will determine how well you do this, and that perception will depend on the level of customer service you provide.

Here are several things to remember that will help your business during these challenging times. I call them challenging because one can meet a challenge with planning, training of staff and willingness to try new things to attract and keep customers.

1. Remember there is no way that the quality of customer service can exceed the quality of the people who provide it. It is your employees that are serving your customer needs. Think of ways to reward good service i.e. Christmas Bonus, special acknowledgement when they make a sale and remember a "thank you" at the end of the day goes a long way.
2. Realize that your people will treat your customer the way they are treated. Employees take their cue from management. Be an example and remember rude customer service is a reflection of the company.
3. Are your customers greeted when they walk in the door? All of us like to feel important; calling someone by name is a simple way to do it, and lets them know you value them as customers. When an old or potential customer comes to your facility, remind your staff to greet them by introducing themselves, asking for the person's name, and say, "welcome and let me know if you have any questions." Often times when customers hear the words, "may I help you?", their answer is generally "No."
4. For good customer service, go the extra mile. Include a thank-you note in a customer's package; send a birthday card; clip the article when you see their name or photo in print; write a congratulatory note when they get a promotion. There are all sorts of ways for you to keep in touch with your customers and bring them closer to you. Remember to say thank you and wish them a joyous holiday season.
5. Are your customer service associates properly trained in how to handle a customer complaint or an irate person? Give them guidelines for what to say and do in every conceivable case. People on the frontline of a situation play the most critical role in your customer's experience. Make sure they know what to do and say to make that customer's experience a positive, pleasant one.

It is my hope that these five suggestions help you during this holiday season in increasing your sales and customer retention. Remember the owner, the employees and the customers are of equal importance and are needed for success.

Wishing you a joyous holiday season, one filled with peace of mind, good health and continued prosperity.

contributed by: Elaine B. Holtz, Norton and Holtz Business Solutions

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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Mark West Area Chamber of Commerce and VISITORS CENTER



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

Holiday Tree Lighting

Wednesday, December 7
6:00 pm - 7:00 pm

AFTER HOURS BUSINESS SOCIAL

Thursday, December 8
5:30- 7:30pm

Hosted by
EXCHANGE BANK & MOLSBERY MARKET
500 Larkfield Center



Holiday Helpers

Join the Chamber's
Holiday Charity Program
Please bring donations to our
December events or drop off at the
Chamber office. Details on page 9

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

Thank you to our 22nd Annual Harvest Faire & Business Showcase Vendors & Participants!

MORE PHOTOS NEXT MONTH!



California American Water

Cellularworld

Chancellor Place

Costco

Dr. Kyle Chiropractic

Thank You to Our Corporate Sponsors!



Mark West Chamber

Holiday Charity Program

Your Donation of any of the following items will be greatly appreciated to bring support & joy to those in need this season...

FOOD ITEMS

Breakfast Cereals	Coffee (decaf & regular), Creamer
Juice Mixes, Frozen Orange & Apple Juice	Hot Cocoa Packets
Jam, Peanut Butter, Butter	Pancake Syrup, Splenda, Sugar
Cup of Soups	Baby Formula
Milk, Eggs, Fresh Meat, Fruit, Vegetable	Bottled Salad Dressing
Breads, Pastries, Desserts	Snack Packs

BASIC NEEDS

Women's Bras, Underwear & Socks (new)	Hairbrushes, Combs, Hair Accessories
Disposable Razors, Q-Tips, Kleenex	Deodorant, Chapstick
Sanitary Pads & Tampons	Skin & Hair Care Products
Toothpaste, Toothbrushes, Dental Floss	Blankets, Sleeping Bags, Duffel Bags
Mouthwash & Children's Toothbrushes	Tarps & Backpacks, Any Clothing
Cosmetics/Cosmetic Bags	Flashlights & Batteries
Diapers (size 5 & 6), underwear	Strollers, Baby Wipes, Socks (youth)

PROGRAM SUPPLIES

Postage Stamps	Bus Tickets (City & County)
Phone Cards	Gas Cards & Taxi Vouchers
Silverware, Plastic Utensils	Grocery Store Gift Cards
Paper Plates, Bowls, Hot & Cold Cups	Motel Vouchers

This year the Mark West Chamber is proud to be partnered with The Living Room to support those in need this holiday season. Please deliver donations to:

**1) The Mark West Chamber Office 4787 Old Redwood Hwy. Suite 101
(Mon – Thurs 10am – 2pm)**

OR

2) Cloverleaf Ranch Office (3892 Old Redwood Hwy) ANYTIME