

Mark West Area Chamber of Commerce and VISITORS CENTER



BRINGING BUSINESS & THE COMMUNITY TOGETHER!

The Lark

February 2008

Volume XII Issue 2

UPDATE FROM THE MARK WEST COMMUNITY SERVICES COMMITTEE:

On January 8th the Sonoma County Board of Supervisors approved the funding of an additional study to determine the feasibility of creating a Community Services District in the Larkfield/Wikiup area.

On January 14th the MWCSC met with Supervisor Paul Kelley and other members of the County to discuss district formation. It has been determined that formation of a smaller district with a focus on the urban areas of Larkfield would be a good first step. The MWCSC will move forward based on the study findings which will hopefully be available in March of this year.

The MWCSC will be seeking volunteers to help communicate with the community. The MWCSC may be contacted by e-mail at: mwscsd@markwestcsd.org



Mark West Community Services Committee

Members:

Jim Boulter,

Daryl Anderson,

Jim Bajgrowicz,

Doug Williams

MEMBER PROFILE: LARKFIELD AUTO BODY

"It's good business to do business with Chamber Members"!!

A few weeks ago I had my 'Classic' Pontiac Bonneville backed into by a teenage driver at a local service station. The damage was to my driver's door. The teenager's parent was insured so it all went well for me to have my car repaired at a shop of my choice.

Larkfield Auto Body & Paint, owned by David Hartman, has been a member of our Chamber of Commerce since 1987 in good standing. They enjoy an excellent reputation for their outstanding work, so it was an easy decision for me to have them repair my car.

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Daryl Anderson with his car after repair by Larkfield Auto Body



AFTER HOURS BUSINESS SOCIAL February 14, 5:30 - 7:30pm
hosted by **KOBFIN FINANCIAL SERVICES** **190 WIKIUP DRIVE**

Join us for wine & chocolate to celebrate Valentine's Day!

Chamber members & their guests are invited to network at our monthly social.

Bring your business cards! Door prizes are always welcome!



**FYI: MARK WEST UNION SCHOOL DISTRICT
2007-2008 STRATEGIC PLAN**

details on page 5

January Social hosted by Sonoma Eyeworks

...more about the Social on page 3

**4787 Old Redwood Highway, Suite 101
Santa Rosa, CA 95403
Office Hours: Mon - Thurs 1 - 4pm**

**707.578.7975
markwest@markwest.org
www.markwest.org**

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.



Walt Smith, President

The next Board of Director's meeting is February 12 at the Grace Fellowship, 608 Larkfield Center 11:30 am - 1:00 pm All Members Welcome!

DIRECTORY ADS

Business card size \$75
1/2 page ads \$180
Full page ads \$225

We do not remember days, but moments. Life moves too fast, so enjoy your precious moments.

PRESIDENT'S MESSAGE

Our goals for this month and thereafter is more community involvement. As a Chamber of Commerce our primary focus is towards the local business environment and promotion. We will be working closely with our local schools, which will include the PTA. Look for articles and schedules in this newsletter each month.

We need office volunteers to help us keep our office and Visitors Center open to the community longer hours than we are currently able. These positions are generally part-time and are ideal for those of you that wish to help fill your days and also help your community. Please call our Office Manager, Pat Morelli for more details.

It is time to produce a current Membership Directory. Please review your listing in the current online (www.markwest.org) directory and advise us as to any corrections, etc. To place an ad in the directory, we have advertising sizes and prices (see side bar). If you don't hear from one of us soon, please call the Chamber Office to place your ad.

Although it is several months away, October is our Trade Show time. We need to hear from those that wish to participate with a booth and we will be looking for donations to our Silent Auction. Dana Larson is the Chairperson for this event.

I wish to announce one of our more recent members, Anthony Gerald of Sonoma County Airport Express, has been appointed to the Chamber Board of Directors. He has already proven to be a wonderful asset to this Chamber and is also an Ambassador. He is very community minded and we are fortunate to have him and Airport Express on our team.

Building our Chamber Membership also includes building up our Ambassador Program. If you are interested in getting more involved with us, do give us a call. It isn't just all work, we do have a good time too!!!

Our monthly Chamber Socials are being very well attended. This is an excellent way to promote yourself, network for your business and have a good time also. How much better can it get than that???

If you haven't been by to see our new offices, please do so. And, let us know of any ideas you may have that we can be of help to you and our Community.

Wishing you a Happy Valentine's Day on the 14th. We hope you will drop by our social for some wine and chocolate - bring your loved one! Have a wonderful February!

With best regards, Walt Smith

Rev. Sharon Albritton
Wedding Minister
(707)525-8402
www.aWeddingLady.com
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Santa Rosa, CA 95401

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JANUARY SOCIAL

hosted by: **SONOMA EYEWORKS**

Hosts Dr. Michael and Cynthia Harmon of Sonoma Eyeworks hosted a delightful social which was very well attended. The food was catered by Molsberrys, and as you can see it was delicious.

Featured on the gallery walls of the offices was the art of Dannell Powell, author and photographer of "The Mannequin Chronicles". Dannell is pictured at right with her husband. For more info on Dannell's work and books, visit www.mannequinchronicles.com.



Dr. Michael and Cynthia Harmon of Sonoma Eyeworks



Sonoma Eyeworks invites you to visit their modern office for a new perspective on eyecare. Relax with a cup of espresso while you experience Sonoma Eyeworks' renowned customer service.

They are dedicated to providing state-of-the-art eyecare and eyewear delivered with a personal touch. Their expert optical staff welcomes the opportunity to help you see better—and look spectacular and our in-house lab can provide same-day service on most single vision prescriptions.



Michael Willette of Minuteman Press and Anthony Gerald of Sonoma County Airport Express, a new Chamber Ambassador

They're open six days a week for your convenience: Monday through Saturday 9–6:30 and late on Thursday 9–7.

Cynthia Harmon with Julie Corso, Optician, Sonoma Eyeworks

Visit www.MarkWest.org/January2008Social for more photos



Sue Tennier of Flamingo Conference Resort & Spa & Walt Smith, President



photos by Sonoma CONNECTION

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Call to schedule your Business Social in 2008

- BUSINESS-AFTER-HOURS-SOCIALS**
- FEB 14** KOBKRIN FINANCIAL SERVICES
 - MAR 13** CELLULAR ONE
 - APR 10** SC AIRPORT EXPRESS
 - MAY 8** BENJAMIN TIRE & BRAKE
 - JUNE 12** REALTY WORLD/TOWN & COUNTRY PROPERTIES
 - JULY 10** HEALTHY WE ARE

WINE COUNTRY HARVEST FAIRE AND BUSINESS SHOWCASE 2007



Mark West Area Community Services Committee

Kobrin Financial Services



North Bay Corp.



Interested in joining our Ambassador Club? Contact Dana Larson dmlarson@sonic.net 571-1573



Artists for a Better World

MAX G. McDonald
Owner

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707/546-0307



David Hartman

15 Lark Center Drive
Santa Rosa, CA 95403

707-546-5717
FAX 707-546-0902

FYI: MARK WEST UNION SCHOOL DISTRICT 2007-2008 STRATEGIC PLAN

Last spring the Board of Trustees initiated a Strategic Planning process to focus our district on specific goals and align our resources to achieve the major areas the strategic plan address. A strategic planning committee was organized to review our goals and action plans, analyze major issues facing schools, and to develop strategic goals that address the major areas of concentrations. The strategic plan provides insights to keep organizations viable. It ensures the organization is working toward its mission. The Strategic Plan for the Mark West Union School District provides a multi-year framework for leading and managing change, analyzing resources, and planning for an uncertain future. The Strategic Plan is to serve as a roadmap for all that we do in the district. The Strategic Plan has five major areas that goals, objectives and action plans have been written. The five areas are: 1) Student Achievement, 2) Financial Sustainability, 3) Technology, 4) Marketing and Public Relations, & 5) Facilities.

THE STRATEGIC GOALS FOR 2007-08 ARE:

STUDENT ACHIEVEMENT

Goal 1: To improve academic achievement and educational opportunities for all students.
 Goal 2: To provide a range of support services to meet the needs of all students and families.

FINANCIAL SUSTAINABILITY

Goal 1: Promote and maintain the fiscal stability in the District

TECHNOLOGY

Goal 1: Integrate technology in the instructional program to improve learning outcomes and prepare students for the future through implementation of the District Technology Use Plan.

MARKETING AND PUBLIC RELATIONS

Goal 1: To achieve the District's goals through communication and partnerships with citizens, parents, local business leaders, local government and community groups.
 Goal 2: To focus resources on attracting and retaining students to the Mark West Union School District.

FACILITIES

Goal 1: To provide facilities that meets the needs of all students in the Mark West Union School District.

Kay Schultz, Superintendent

If you would like a complete copy of the district's strategic plan please email or call Sue Sloat at 524-2972 or ssloat@mwusd.org. You can also access the plan on the district's website at www.mwusd.org

*Half Moon Bay
Chinese Restaurant*

**Larkfield Shopping Center
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Our Larkfield team works hard each day to make sure you receive high-quality water. Please do your part in conserving this valuable resource. To learn more about your water quality and ways to conserve, visit our Web site at www.calamwater.com.

RWE Group

Larkfield Bakery

Fresh Danish from Scratch
Sandwiches on Fresh Baked Bread
Cakes * Pies * Muffins * Donuts

Sunday	6 am - 12 pm
Mon-Thurs	6 am - 6 pm
Fri-Sat	6 am - 7 pm

Just North of the LBC on Old Redwood Hwy
57° Larkfield Center Santa Rosa, CA 95403
707-579-4991

We serve  espresso.

NEW MEMBERS

Akeena Solar
 Robert Bialkin
 3721 Santa Rosa Ave, B-3
 Santa Rosa, CA. 95407
 484-0484 (F) 206-9270
 www.akeena.net



Cellular World
 Mr. Will Ruffin, Store Mgr.
 2280 Mendocino Ave. B-1
 Santa Rosa, CA 95403
 575-7933
 will.ruffin@cellularworldinc.com
 www.cellularworldinc.com

Davis Carpets
 Michael Daily
 420 1st Street
 Santa Rosa, CA 95401
 579-5015 (F) 579-5043
 dcmd@sonic.net
 www.daviscarpets.com

Hughes Photography
 Melinda Hughes-Berland
 4729 Hillsboro Circle
 Santa Rosa, CA. 95405
 575-8301 (F) 576-7185
 mel@hughes-photography.com
 www.hughes-photography.com

Lakeside Pure Water
 Arvind & Bharat Patel
 4754 Old Redwood Hwy., #430
 Santa Rosa, CA 95403
 528-7499 (F) 542-0521
 lakesidepurewater@gmail.com
 www.lakesidepurewater.com

Mark West Community
 Services Committee
 Mr. Daryl Anderson
 4787 Old Redwood Hwy. #102
 Santa Rosa, CA 95403
 546-8000 (F) 546-1645

MEMBER PROFILE: LARKFIELD AUTO BODY

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Not only did they provide me with excellent work, but they made the entire ordeal easy. Mitch Hartlby saw to it that my car was done in a short period of time. The paint job and the complete detail to my car made it look like new again!!

Thank you all at Larkfield Auto Body & Paint. Daryl Anderson

MEMBER PROFILE: CELLULAR WORLD

Cellular World is proud to be a new member of the Mark West Chamber! My name is Will Ruffin; my hobbies include computers and audio video home theater systems. I have been managing in electronics retail since I was 18 years old. My tenure has helped me realize that as the economy changes; my customers will call on me for an even better value, to be found in better savings and more personal customer service. As a long time manager for Cellular World it is my mission to uphold a higher standard for customer service and technical knowledge than anyone in the North Bay.

Our Northern Santa Rosa store is the premier location for all of your AT&T home and mobile media and communication needs. We are located in the Safeway shopping at the corner of Steele Lane and Mendocino Avenue.

We offer one on one free training for any cell phone by appointment. Just give us a call and we will even look at your bills and see if we can save you any money on your home phone, TV. Or high speed internet. We have met and now exceeded our customer's expectations for personal service, and if you want to know more than just ask Walt Smith.

Since 1982 Cellular World takes great pride in being able to provide personal service to the communities and businesses in Sonoma, Marin, and Napa counties. As a company we give back with support for youth programs, community outreach programs, and educational programs to make the community a fulfilling place to live. Cellular World stands apart from the corporate stores you might find in malls, by providing immediate personal service, in-person, on-line, and on the telephone so your questions or concerns are addressed at your convenience. Please stop on by when you get the chance, or even visit our new website, at www.cellularworldinc.com.

Sapphire Salon
 Andrea Young, Owner
 598 Larkfield Ctr.
 Santa Rosa, CA 95403
 576-1717
 sapphiresalon@sbcglobal.net
 Struthers Lighting Products
 Scotty Struthers
 3540 Stallion Dr.
 Santa Rosa, CA 95404
 528-9110

RENEWING MEMBERS

Cricklewood	(1982)
Wikiup Tennis and Swim Club	(1983)
Larkfield Auto Body and Paint	(1987)
Goodwill Industries/ Job Link	(2005)
Charlies Grill	(2006)

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 200 copies of your 8.5" x 11" flyer on 20# paper.

The Lark Newsletter is mailed to member businesses each month. For more information, contact Office Manager Patricia Morelli, 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
\$245.00	Business (11+ Personnel)	\$215.00
\$625.00	Corporate Sponsor	
\$ 95.00	Individual (no business affiliation)	

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**AFTER HOURS
BUSINESS SOCIAL**

**FEBRUARY 14, 2008
5:30pm - 7:30pm**

hosted by
**KOBRIN
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190 WIKIUP DRIVE**

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