

Mark West Area Chamber of Commerce and VISITORS CENTER



BRINGING BUSINESS & THE COMMUNITY TOGETHER!

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

February 2014
Volume XXVIII Issue 2

BEST WESTERN PLUS WINE COUNTRY INN AND SUITES STARTS OFF OUR 2014 YEAR OF SOCIALS

Best Western Plus Wine Country Inn and Suites hosted the January After Hours Business Social on January 9. Giving us a festive New Year Party theme we had party hats, tasty food and, of course, beverages. Todd Anderson, Manager, being the gracious host that he always is, was the Master of Ceremonies. While attending to business he, as usual, kept it light, humorous and made everyone feel welcome and treated us like special guests.

Here's a shout out to Todd as he always provides the Mark West Area Chamber with a perfect conference room for our Quarterly Luncheon, at The Best Western Plus Wine Country Inn and Suites. It's a perfect location, great size and the hospitality of the staff is always so gracious.



Todd Anderson of Best Western Plus Wine Country Inn & Suites, Tony Geraldi of Sonoma County Airport Express, Inc., Jim Bajgrowicz, Consultant



Kathy Erickson of Paul Erickson Real Estate Appraisals, Katherine Phillips of Key Properties

that can accommodate up to 90 total attendees. Catering is also available. There is an outdoor heated pool that is open year round, a Zen garden, and a courtyard.

All rooms include free high-speed Internet access, microwaves, mini-refrigerators, coffeemakers, irons and ironing boards, hair dryers, a private patio or balcony and an exterior entrance. Not to mention all guests are invited to the complementary full hot breakfast.

Todd would like to remind us all that, situated in the heart of the Sonoma Wine Country, The Best Western Plus Wine Country Inn & Suites is great for both corporate and family travelers. It is within minutes of 30 major wineries and is just 3 miles from the Charles M. Schulz Sonoma County Airport (STS), 20 miles from Calistoga and Napa Valley, and 55 miles from San Francisco. Nearby attractions include the Sonoma Coast, Charles M. Schulz Museum & Ice Rink, Infineon Raceway, Wells Fargo Center for the Performing Arts, the Luther Burbank Gardens, and countless fine restaurants.

The hotel has a fully equipped business center and two conference rooms



The friendly hostesses from Best Western Plus Wine Country Inn & Suites helped Todd provide a wonderful evening.

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UPCOMING EVENTS:

January Social hosted by Best Western Plus Wine Country Inn & Suites. See article this page.

next **AFTER HOURS BUSINESS SOCIAL** hosted by

ROYAL CARE LIFESTYLE
192 Wikiup Dr., Santa Rosa CA 95403

Thursday March 13
5:30 PM - 7:30 PM



Doug Williams
Central Fire Authority of
Sonoma County
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.

CHAMBER MEETINGS

Board of Directors

Second Tuesday
Of Each Month
11:30 am - 1:00 pm
Grace Fellowship
608 Larkfield Center

Ambassadors Mtg.

Second Thursday
Of Each Month
4:00 pm - 5:00 pm
At the Chamber offices

PRESIDENT'S MESSAGE

Welcome to the New Year!

Here we are in the middle of winter! I was reminded of one of the benefits of living in our area when I realized that some of the surrounding ridges were covered with snow. It was wonderful to see some precipitation during a time when it has been all too rare.

With the year well underway, it is a good time to focus and plan for the remaining months. The Mark West Area Chamber of Commerce is continuing to offer the programs and events that it is well known for. Monthly socials, periodic topical lunches, annual dinner, trade show, tree lighting, and ribbon cuttings are all being planned by a very dedicated group of volunteers.

In a larger sense, it is also a good time to remember why we have a chamber of commerce. The chamber exists to promote our community and to emphasize the commerce that is associated with it. It is my sincere belief that the enthusiasm that we see at chamber events ultimately translates to a better business environment.

This month starts the annual process for selecting board members. The first step is the appointment of a nominating committee. This three-member committee will be anxious to hear from incumbent members who would like to continue on the board and from others who may have an interest.


We are looking forward to a special event in June when Molsberry Markets and the Exchange Bank are planning to celebrate their respective anniversaries. The chamber will certainly have some involvement as these two long-time members celebrate their achievements. There will be more information on this in the future.

Finally, I would like to emphasize the need the chamber has for additional office volunteers. Pat Dearmin and Jim Bajgrowicz are very faithful in providing coverage for the chamber office, but there are lots of opportunities to expand that coverage. Please contact a board member if you or someone you know might be a good candidate to volunteer.

As always, thank you for your support of the Mark West Area Chamber of Commerce!

And remember, try to do business with other chamber members whenever possible!

Doug Williams, President, Central Fire Authority of Sonoma County



Pete

Proud Member since 1993, Past President, & Member of the Year 2007
of the Mark West Area Chamber of Commerce

Foppiano

for Supervisor pete2014.com

Campaign Headquarters:
California FPPC ID # 1362428

Golden Bear Financial - 16001 Healdsburg Avenue, Healdsburg
petefoppiano2014@gmail.com (707) 280-6076



Valerie Hopkins of Royal Care Lifestyle, Anthony and Aggie Maggio of Coldwell Banker, Pete Foppiano and Marian Barbieri-Foppiano of Golden Bear Mortgage

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Besides these items, which Todd would expect of any quality hotel, it is a winner of the 2013 Certificate of Excellence award and a Certified Eco Friendly Hotel.

Todd says he looks forward to having you and or your family, friends or business associates as guests very soon!

Some facts about the evening:



Paul Erickson, Real Estate Appraisals, James Gore, Candidate for Supervisor, Doug Williams of Central Fire Authority of Sonoma County

Some special people were there to mingle with us: Candidates for 4th District Supervisor James Gore and Pete Foppiano. We enjoyed the opportunity to talk with them. Marian Barbieri (Pete's wife) also attended and joined in on the conversations.

We had a number of lucky prizewinners. The Pot of Gold winner was Jim Bajgrowicz, Consultant, who won \$100.

Peter Loughlin of Loughlin Marketing won the 50/50 drawing, adding \$50 to his pocket. Pete Foppiano of Golden Bear Mortgage (and currently one of the candidates for 4th District Supervisor) won a \$50 discount certificate to be applied towards a new membership. Pete's wife Marian Barbieri-Foppiano, from Golden Bear Mortgage, won a one-night stay in a suite at Best Western Plus Wine Country Inn & Suites. Tim Campbell from Friendly Feed & Supply won a free meeting room rental at Best Western Plus Wine Country Inn & Suites. Aggie Maggio, Realtor at Coldwell Banker won round-trip Sonoma County Airport Express tickets. And last but certainly not least, Sally Crain, Broker at Century 21 Alliance won a nice



Margaret DiGenova of California American Water. Steve Plamann of Aaction Rents, Jim Bajgrowicz, Consultant



Sally Crain, Broker @ Century 21 Alliance, Tony Geraldi of Sonoma County Airport Express, Inc., Erin McCauley of Hilton Garden Inn Sonoma County Airport

bottle of Paradise Ridge wine. Thank you to the donors of these wonderful prizes!

Congratulations to our winners and thank you to everyone who attended and made this the pleasurable evening that it was.

Contributed by Aggie Maggio, Coldwell Banker



Sonoma CONNECTION

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MARK WEST AREA CHAMBER HOSTS CHILDREN'S TABLE AT SONOMA FAMILY LIFE "ILEARN" EVENT

The Mark West Area Chamber recently participated in the Sonoma Family Life Magazine "ILearn" event held at the Wells Fargo Center of the Arts on January 25.



Many kids dropped by our table to indulge their creative sides and do some beading.

Sonoma Family Life Magazine and Mendo Lake Family Life Magazine are the #1 resource guides for families in three counties. Their mission is to help local families find the best ideas, opportunities, and resources, through the trusted local Sonoma Family Life brand community magazine, website, enewsletter and social network.

The ILearn event caters to children as well as families in a special way. The event is full of children's activities, programs, schools and businesses that offer many different giveaways, local children's activity programs and informational products which are all free to take and enjoy!

The Mark West Area Chamber is an annual participant and this year we set up a table full of children's activities. We called it the Children's Fun Center. We had children making bracelets to take home, gave away stickers, candy, educational beach balls, and had a highly interactive table with a lot of the families stopping to see what we had going on. We made well over 70 bracelets and hundreds of stickers and balls!

The Mark West Area Chamber is an annual participant and this year we set up a table full of



This great event is something all families should attend and next year's event is right around the corner. Sonoma Family Life Magazine hosts many events, and you'll want to check their website for exciting new events that they post all the time: www.sonomafamilylife.com.



The Mark West Area Chamber gave away "globe" beach balls and small sweet treats in addition to the beading activities.

Contributed by Eugene Patterson, Exchange Bank, Larkfield Branch



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UPCOMING BUSINESS SOCIALS

Thursday, March 13, 2014
Chamber Business-After-Hours Social 5:30-7:30pm
Hosted by **Royal Care Lifestyle**
Location: 192 Wikiup Drive, Santa Rosa

Thursday, April 10, 2014
Chamber Business-After-Hours Social 5:30-7:30pm
Hosted by **Right at Home**
Location: 1111 Sonoma Ave. Ste 324, Santa Rosa

Thursday, May 8, 2014
Chamber Business-After-Hours Social 5:30-7:30pm
Hosted by **James Gore**, candidate for 4th District Supervisor. Location to be announced.

Wednesday, May 28, 2014.
Chamber Business Luncheon 11:30am-1:00pm Topic: **Update on the Charles M. Schulz-Sonoma County Airport**
Speaker: **Jon Stout, Airport Facilities Manager**
Hosted at **Best Western Plus Wine Country Inn & Suites**
Location: 870 Hopper Ave., Santa Rosa

Thursday, June 12, 2014
Chamber Business-After-Hours Social 5:30-7:30pm
Hosted by **Central Fire Authority of Sonoma County**
Location: Rincon Valley Fire Protection District - Larkfield
45 Lark Center Drive, Santa Rosa

Thursday, July 10, 2014
Chamber Business-After-Hours Social 5:30-7:30pm
Hosted by **Extended Child Care Coalition**
Location: 1745 Copperhill Pkwy #5, Santa Rosa

Friday, July 18, 2014
33rd Annual Installation Dinner 6:00-9:00pm
Hosted by **Charlie's Restaurant**
at the Windsor Golf Club
Location: 1320 19th Hole Drive, Windsor

Thursday, August 14, 2014
Chamber Business-After-Hours Social 5:30-7:30pm
Hosted by **Coldwell Banker - Aggie Maggio**
Location: 600 Bicentennial Way #100, Santa Rosa

Thursday, September 11, 2014
Chamber Business-After-Hours Social 5:30-7:30pm
Hosted by **Sutter Medical Center of Santa Rosa next to the Wells Fargo Center for the Arts**
Location: 50 Mark West Springs Rd., Santa Rosa

25TH ANNUAL WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE

Wednesday, October 1, 2014
4:00-7:00pm
Hosted by 60+ Local Businesses
Location: **Wells Fargo Center for the Arts**
50 Mark West Springs Road, Santa Rosa



Thursday, October 9, 2014
Chamber Business-After-Hours Social 5:30-7:30pm
Hosted by **Friendly Feed & Supply** and **Aaction Rents**
Location: 1000 River Road, Fulton

Thursday, November 13, 2014
Chamber Business-After-Hours Social 5:30-7:30pm
Hosted by **Anytime Fitness**
Location: 490 Larkfield Center, Santa Rosa

HOLIDAY TREE LIGHTING
Wednesday, December 3, 2014 6pm
Location: **Molsberry Market**,
522 Larkfield Center, Santa Rosa

Thursday, December 11, 2014
Chamber Business-After-Hours Social 5:30-7:30pm
Hosted by **Exchange Bank, Larkfield Branch & Molsberry Markets, Inc.**
Location: 500 Larkfield Center, Santa Rosa

NEW BUSINESS NEWS RESOURCE

The Sonoma County Economic Development Board has launched a new e-newsletter titled "Sonoma County Business Bulletin". Look for details in the March issue of "The Lark." It's designed to keep you abreast of programs and tools offered by local public agencies and utilities.

Register online at <http://www.formstack.com/forms/?1419239-kTO8dTeD1S>

Interested in joining our
Ambassador Club?

Contact Tony Gernaldi
Sonoma County Airport Express
707-837-8700



Interested in having a
Chamber Ribbon Cutting?

Contact Eugene L. Patterson
Exchange Bank, Larkfield Branch
Eugene.Patterson@exchangebank.com



Want to keep abreast of important information pertinent to local business issues? Visit: Sonoma-county.org/edb

2013 HOLIDAY CHARITY DRIVE

The Mark West Area Chamber had a very successful 2014 Holiday Charity Program! This was due to the very generous donations that you made to us at the Chamber. These items went to various families, children and members of our community who were in need during the holidays. Thank you for making this 2013-2014 Holiday season a memorable and special one for the families that really needed it most!

TOILETRIES

- Women's Deodorant – 1
- Cotton Swabs – 2 boxes
- Dental Floss – 8 packs
- Mini Hair Shampoos – 4
- Men's Razors – 20
- Toothbrushes – 22
- Toothpaste – 8
- Mouth Wash – 3
- Women's Bath & Make Up Bags – 8
- Hair Clips – 2 packages
- Sanitary Pads & Tampons – 3 pkgs.
- Body Lotion – 5
- Bath Treatment – 1
- Kleenex – 1 box
- Diapers – 4 packages
- Diaper Bag – 1

CLOTHING

- Mittens – 1
- Blankets – 2
- Women's jacket – 1
- Men's jacket – 1
- Child's Bath Robe – 1
- Large cups – package of 50
- Large lids – package of 50

FOOD

- Sugar – 1 box
- Juice – 1 bottle
- Soups – 2 cans
- Canned Food – 12
- Macaroni & Cheese – 2 Boxes
- Peanut Butter – 1 jar
- Honey – 1 jar

TOYS

- Children's Puzzle – 1
- Children's truck play sets - 2

*Contributed by Eugene Patterson,
Exchange Bank, Larkfield Branch*



A few of the items collected during the Mark West Area Chamber's 2013 Holiday Charity Drive.

**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.**



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

The Lark Newsletter is emailed to member businesses each month.
 For more information, contact the Chamber office at 578-7975.

Editor: Peter Loughlin, Loughlin Marketing 707-704-6498
 peter@loughlinmarketing.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 at <http://markwest.org/payment>

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Thu. Mar. 13, 5:30-7:30 pm

ROYAL CARE LIFESTYLE

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