



The Lark

Bringing Business & the Community Together!

Volume XX Issue 2

February 2006

Mark West Area Chamber of Commerce

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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."

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After Hours Business Social

February 9, 2006

Hours: 5:30pm - 7:30pm

Hosted by:

Grace Fellowship

608 Larkfield Center
Santa Rosa

NEW Community Services District formed for the Mark West Area

The Larkfield/Wikiup Water District Advisory Committee is attempting to establish a **Community Services District**. **Mark West Area Chamber of Commerce** leaders have been appointed by Supervisor Paul Kelley to serve on the Board to advocate on your behalf. The first community meeting was held on January 21, for more information, visit markwestcsd.org.

*If you would like to be added to our **Chamber Email News**, please send your email address to info@markwest.org*

Mobile Animal Center

Since January of 1998, the **Sonoma County Animal Shelter Volunteers** and staff have worked toward the goal of purchasing a mobile vehicle that could be used in mobile animal adoptions, provide low cost spay and neuter outreach programs, & disaster relief throughout the County of Sonoma. This goal was reached in November 2003, with the purchase of the thirty-three foot, **MAC** (Mobile Animal Center).

continued on page 2



**You are invited to visit your Chamber's new office:
642 Larkfield Shopping Center, Santa Rosa, CA 95403**



Chamber Board Member Daryl Anderson encourages members to get involved in the new **Community Services District**.

Office Space!

2 private offices are for rent in the Chamber's new office space. Each is 12x12 feet, and the monthly rent includes utilities, bathroom and a kitchenette.

Call Pat at **578-7975** for details and a tour.

Showcase Your Business!

A Doorprize featuring member products or services is given at the Chamber's Business Socials - please call the Chamber to offer a Doorprize and showcase your business!

Our next social is **February 9th!**



**Sonoma County Animal Shelter
Volunteers**

The purpose of the Sonoma County Animal Shelter Volunteers is to support the efforts of the Sonoma County Animal Regulation's Shelter in the care and welfare of animals; to assist the Shelter with respect to animal adoptions and lost animal returns; to educate the public about animal welfare issues; and generally to further the cause of humane treatment of animals.

The mission of the Shelter's volunteer program is to help provide the best quality care for the Shelter's animals, and to find suitable homes for as many of our adoptable animals as possible.

Our volunteers also work to help reunite owners with their lost pets and participate in an array of community activities to educate the public about responsible pet ownership and the need for humane treatment of all animals.

Of course, volunteers and fundraising is critically important to maintaining all the programs for the animals. If you are interested in becoming a volunteer or would like to donate a little something for the animals, please contact our **Volunteer Coordinator, Greg at 707-565-7116.**

Article & photos contributed by Patty Malnick, President

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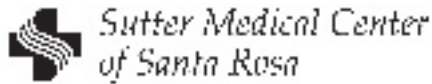
 California American Water

Serving Larkfield

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

**January
Social**
Hosted by



Sutter Medical Center of Santa Rosa

Sutter Medical Center of Santa Rosa (SMCSR) enjoyed hosting the January Mark West Area Chamber of Commerce after hours social. Even though the weather was not our usual ideal “California Style”, the evening was still very well attended by over 30 chamber members. Thank you to Chamber member Molsberry Market for a delicious spread of hors d’oeuvres and beverages.

Beth Pardo, Administrative Assistant and Sukie Gill, Major Gifts Officer, planned the refreshments, set-up the spacious Vesalius Conference Room at SMCSR and welcomed everyone. Tom Minard, Project Manager with Sutter Health, spoke about the history of the current SMCSR buildings and the plans for the new hospital that will be located on the grounds of the Luther Burbank Center. Tom fielded questions, mostly about the plans for the new hospital and explained that the plans continue to change as the design proceeds forward. Tom noted that the “neighborhood/

public discussions” regarding the new hospital plans will begin again this spring. A detailed plan of the new hospital site, with comments from CEO Mike Cohill, can be found on the internet at www.suttersantarosa.org/hospital/newhospital.

As is the custom at all chamber socials, there were several raffle prizes given away, loads of good food eaten and much interesting conversation to be heard. SMCSR looks forward to attending and hosting future MW Chamber Socials. Anyone with questions about the services or who would like a tour of the hospital may contact Sukie Gill at 573-7315 or gills@sutterhealth.org or visit our web site at www.suttersantarosa.org.

Article contributed by Beth Pardo



**Tom Minard, Sukie Gill, & Beth Pardo
Sutter Medical Center of Santa Rosa**

photos by Sonoma CONNECTION



**Board Member Leonard Sevall
President Doug Williams
President-elect Jim Bajgrowicz**

Tom Minard of Sutter Medical Center of Santa Rosa describes the planning process for the new hospital located near the Luther Burbank Center for the Arts. The portion of the map in white is in process- plans have not been finalized.



**SUTTER MEDICAL CENTER OF SANTA ROSA
LUTHER BURBANK CENTER OF THE ARTS**
SUTTER MEDICAL CENTER OF SANTA ROSA, CA 95628
INSPIRATIONAL STEPS AND PHASE 1

President's Message

The new year certainly began with a literal splash!

The Mark West area was impacted by some of the rising water, but fortunately the damage was fairly minimal. Just another reminder about how important it is to be ready for the unexpected.



Dealing with emergencies is something that is familiar to the host of the January business-after-hours social. Sutter Medical Center (corporate sponsor) hosted the Chamber at its current location on Chanate Road. Dana Ellerbe, Tom Minard and crew offered a wonderful assortment of refreshments and gracious hospitality. It was also good to get an update on the hospital relocation project and how it will be situated in the Mark West area.

Another thank you is due to Pat and Dee for getting the Chamber well established at the new Larkfield Center location. The community sign was recently installed at the corner of Old Redwood Highway and Saint James Drive and should provide timely information to the community. Unfortunately, the sign has already been the target of vandalism which is a reminder for all of us to be vigilant. Also, don't forget that there is an urgent need to lease the remaining office space the Chamber has to help keep the cash flow heading in the right direction.

This month's business-after-hours social is being hosted by Grace Fellowship. They are a relatively new member in the Chamber and their willingness to jump in and host a function is truly

appreciated. Aside from that, they are neighbors to the new Chamber office and attendees will get a first-hand look at the location.

John and Kathleen from (corporate sponsor) Sonoma Connection are continuing to provide excellent (and quality) information in the newsletter and on the web site. Be sure to take some time to visit www.markwest.org on the web.

Finally, thank you to Jim Bajgrowicz for agreeing to assume the role of president-elect. Jim was president last year and his enthusiasm for the Chamber is well known. Also, please note that nominations for the Board will start very soon and members with an interest in serving are encouraged to get involved.

Remember to do business with another Chamber member this month!

Respectfully,

Doug Williams

The next Board of Director's meeting is February 14, at the Mark West School District Office from 11:30 am - 1:00 pm.

The Ambassador's Club helps with Chamber Membership recruitment and by introducing new members and guests at the After Hours Business Socials. Network for your business by joining us, and have FUN, too!

Call the Chamber Office at 578-7975 or email info@markwest.org for more info!



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FYI: Are you Recognized In Your Community as a Leader?

*"We judge ourselves based on our intentions.
Others judge us based on our behavior."*

A Leader Keeps His/Her Eyes on the Goal

What Defines a Leader?

- Leaders have a natural curiosity and willingness to challenge the norm
- Leaders can inspire others to follow their vision
- Leaders help others to succeed
- Leaders provide a good example
- Leaders have compassion along with commitment

Traits of Great Leaders

- Always prepared
- Truthful about their strengths & weaknesses
- Are strong in their beliefs and can communicate those beliefs to others
- Set an example
- Study, reach and learn on their own
- Are open to change & encourage it
- Have a "compass" not a map
- Understand the importance of mentors
- Know about current topics everywhere
- Believe in themselves
- Have credibility & integrity

A word about credibility & integrity

- Knowledgeable
- Truthful
- Ethical
- Consistent
- Compassionate
- Honorable

Additional Leadership Skills

- Be able to "read the room"
- Be able to learn & remember names
- Be able to think on your feet
- Be able to focus on the issue at hand
- Be willing to stand up and speak

Article contributed by Jim Bajgrowicz

Member Profile

The Lodge at Paulin Creek

We are a Retirement Community (62 and up). We offer 3 meals a day, all utilities plus cable (phone is extra). We offer housekeeping service, bus service, full activity programs, maintenance & janitorial services, along with a full staff of 82 people who are loving & efficient. We have a swimming pool & jacuzzi, shuffleboard court, putting green, pool table and much more. Our Community just had our "15 years in business" anniversary. We provide exceptional living for our seniors. We would like to maintain 100% occupancy and we have an excellent rapport with the Community. We conduct over 10 Junior College classes on the premises that are enjoyed by both our residents and our outside Community

In Memorium

Marijka Byck-Hoenselaars
(Paradise Ridge Winery)

The chamber has lost a very special member. One that will be remembered by many. She gave of herself so freely and anonymously and was always so happy to see each one of us. We will all miss her.

Renewing Members

Wikiup Tennis & Swim Club	(1983)
Wikiup Properties	(1988)
American Red Cross of SR	(2002)
Optaphone Corporation of CA	(2002)
Curves (Wikiup)	(2003)
Continental Trade Exchange	(2004)

upcoming
Business-After-Hours-Socials

- Feb 9** Grace Fellowship
- Mar 9** Goodwill / Job Link
- Apr 13** Marbles Cafe
- May 11** Healdsburg Nursery
- Jun 8** ZAP! Electric Vehicles

**FYI: Highway 101
Steele Lane Interchange &
Widening Project Update**

The Sonoma County Transportation Authority and CalTrans have provided information on the Highway 101 Widening Project that will affect Highway 101 from Route 12 to the Steele Lane exit. The purpose of the project is to widen Route 101 from 4 to 6 lanes and provide HOV lanes in both directions; reduce congestion, enhance safety, and maintain and improve the transportation linkages (streets & ramps).

Steele Lane, College Avenue, 3rd, 4th, 5th and 9th Streets (Downtown), and the on- and off-ramps from 101 that serve these streets, will be subject to scheduled street closures and detours starting in Spring 2006 and ending in Fall 2008.

For more info, visit: www.sctainfo.org

**FYI: Chamber Encourages Employers
to Sign Up for Fit Business Tips**

The **California Chamber of Commerce** is encouraging companies to get involved in a statewide effort by the California Department of Health Services to promote healthy eating and physical activity in the workplace.

“The engine that drives California’s economy is its employees,” said Chamber President Allan Zaremborg. “If the engine is not running on all cylinders, our economy isn’t running efficiently.”

Employer Fit Business Tips

Through its California 5 a Day-Be Active! Worksite Program, the Health Services Department has launched a campaign to provide employers with Fit Business Tips each month to distribute to employees. The goal of the program is to encourage adults to eat the recommended amounts of fruits and vegetables and enjoy 60 minutes of physical activity everyday.

Tips provided by the program each month feature a fruit and vegetable, healthy recipes highlighting the fruit and vegetable of the month and suggestions for incorporating more fruits and vegetables into meals prepared for home or work.

Heavy Price of Poor Health

According to the California Department of Health Services, physical inactivity, overweight, and obesity are projected to cost California’s employers \$28 billion this year in lost productivity, workers’ compensation, and direct and indirect medical costs, making it increasingly more important for employees to have healthy eating and physical activity opportunities on the job. Encouraging healthy habits at the workplace will not only reduce the absenteeism and lost productivity, but can help improve an organization’s bottom line.

The program encourages both employers and employees to improve their efforts to ensure healthy lifestyles of all of California’s working adults.

Promoting Workplace Wellness

Here are some recommendations to promote workplace wellness:

- Provide food choices in vending machines that meet healthy nutritional standards.
- Offer safe and secure bike storage for those employees who choose to ride a bike to work.
- Take advantage of existing tax law deductions to provide healthy foods for employees on a pre-tax basis and collect for it through payroll deductions.
- Replace doughnuts, coffee and sodas with 100 percent fruit or vegetable juice, fruits, vegetables and whole grain bagels.

Many More Fitness Tools

The Fit Business Tips are just one part of the Fit Business Kit available from the California 5 a Day-Be Active! Worksite Program.

Information on making a workplace healthy is available through the California 5-A-Day program website at www.ca5aday.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
Mark West Lodge on Mark West Springs Rd - East
West Olivet Road - West

About the Newsletter

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The Mark West Area Chamber of Commerce

642 Larkfield Shopping Center
Santa Rosa, CA 95403
(707) 578-7975

Deadline for publication is the
3rd Wednesday of each month.

ADVERTISING

**Monthly \$25; 3 Months \$60
6 months \$107.50; 1 year \$200**

FLYER INSERTION: \$35 per issue. You supply 200 copies of your 8.5 x 11" flyer on 28# paper. If you would like to have your flyer typeset and printed by the Chamber, the cost is \$75.

The Lark Newsletter is mailed to member businesses each month. For more information, please contact Office Manager Patricia Morelli, at 578-7975.

THE DEADLINE FOR LARK PUBLICATION

The deadline for all articles, pictures, and flyers for the Lark is the third Wednesday of each month, following our Monthly After Hours Business Social.

The Deadline for the February Lark is **February 15.**

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Mark West Area Chamber of Commerce
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**After Hours
Business Social**

February 9, 2006

Hours: 5:30pm - 7:30pm

Hosted by:

**Grace
Fellowship**
608 Larkfield Center
Santa Rosa



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