

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

February 2011
Volume XXV Issue 2

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

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

707.578.7975

Office Hours: Mon - Fri 10am - 3pm

www.markwest.org

office@markwest.org

WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE

JOIN US ON **WEDNESDAY, OCTOBER 5 4:00 - 8:00 PM**

Wells Fargo Center for the Arts, 50 Mark West Springs Road, Santa Rosa, CA

This free event showcases YOUR BUSINESS while the public enjoys complimentary food and Sonoma County wines and beverages, shops our extensive Silent Auction and plays in our Grand Raffle for a Vacation Prize. Over 1000 visitors attend this popular annual community event. SHOWCASE YOUR BUSINESS at our member prices and take advantage of this Chamber benefit!



**PAY FOR
YOUR 2011
TRADESHOW
BOOTH BY
MARCH 31
& SAVE 20%**

DISCOUNT FOR EARLY PAID SIGNUPS by 3/31!
For information call the Chamber: 707 578-7975
or email: office@markwest.org

Purchase Your Tradeshow Booth Online NOW:
<http://www.markwest.org>

Visit [MarkWest.org](http://www.markwest.org) for
SHOWCASE TIPS

Member's Price:

4' Table= ~~\$200 \$250~~ 8' Table= ~~\$280 \$350~~

TELL YOUR FRIENDS AND ASSOCIATES:

Non-Member's Price: *(includes 1 year membership)*

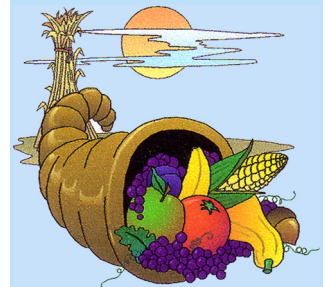
4' Table= ~~\$300 \$375~~ 8' Table= ~~\$380 \$475~~

As an early participant YOU get first pick of our booth locations, and receive recognition prior to the show - taking advantage of the discount as well as a mention of YOUR BUSINESS in The LARK and on our website. Sign up NOW!

SHOW SPONSORSHIP

We offer Show Sponsorship for those members who want the **most** advertising promotion for their investment - on our Tradeshow flyers and advertising, on our website and, of course, in **The LARK!**

Support Your Chamber = Support Your Community!



Wednesday, October 5
4:00 - 8:00 pm



**WELLS FARGO
CENTER FOR
THE ARTS**

50 Mark West
Springs Road
Santa Rosa

**OFFICE SPACE
AVAILABLE!**

We have office space available in the Chamber building on Old Redwood Hwy, across from Larkfield Center see page 2



January Social hosted by
Beck Law, Inc. page 3

UPCOMING EVENTS:

next **AFTER HOURS BUSINESS SOCIAL** hosted by

WINE COUNTRY INN & SUITES

formerly **Holiday Inn Express**

870 Hopper Ave., Santa Rosa

Thursday, Feb 10

5:30 pm - 7:30 pm

next **RIBBON CUTTINGS**

COMPUTERSCANWORK&HEALTHYAREWE Friday, Feb 25

at the Chamber Office, 4787 Old Redwood Hwy.

4:00 pm



Will Brodt
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 February 8 at
Grace Fellowship,
608 Larkfield Center
11:00 am - 12:00 pm

*Want to keep abreast of
important information
pertinent to local
business issues?*

Visit:
sonoma-county.org/edb

PRESIDENT'S MESSAGE:

Happy February Everybody!

I am proud to announce that Brian Molsberry has accepted the position of President-Elect! Brian will be installed at our annual installation dinner in July. I look forward to the leadership Brian brings to our Chamber.

I want to thank Tony Geraldi of Sonoma County Airport Express for his leadership as the Head Ambassador of our Chamber. He held that position for 2 years. Tony and the ambassadors have really put a shine on our Chamber. That being said, let's congratulate our new Head Ambassador Kimberlee Anderson of Assets Insurance. I am sure that with Kimberlee's positive attitude and energy our fun Chamber will be even funner!

The Chambers 2010 Harvest Fair trade show was a great success last October. It was a fun time to meet, greet, eat and socialize. Everyone that I spoke to loved it. Well, it's time to begin planning for the 2011 event. The Board of Directors has authorized a 20% discount for the early bird entries. Reserve your booth space before March 31st and save 20%! Applications will be available on the website at www.MarkWest.org

Did you know that the **Pot of Gold** is up to **\$220.00**? Don't miss this month's Business After Hours Social. Hosting this month is Todd Anderson of Wine Country Inn & Suites at 870 Hopper Ave. Thursday the 10th at 5:30 pm. Remember, You have to be there to win the **Pot of Gold**.

Cheers, Will Brodt

*PS: We were given: Two hands to hold. Two legs to walk. Two eyes to see. Two ears to listen. But why only one heart? Because the other was given to someone else. For us to find. **Happy Valentines Day!***

"2011 – Better Times Ahead" Presentation by EDB Director Ben Stone

Mark West Chamber members are invited to a special luncheon on Feb. 15, 11:30 a.m. at the Vintners Inn. Hosted by the Windsor Chamber of Commerce & Visitors Center.

Ben Stone, Director of the Economic Development Board, will provide an outlook for the local economy in a presentation entitled "2011 – Better Times Ahead." He'll explain why there's good reason to believe that 2011 will be a better year for business. He'll also explain which sectors are likely to do particularly well—and why. In addition, he is planning to give a special outlook on the greater Windsor area, including a five-year forecast for many key indicators, and what they mean for local business.

We know you won't want to miss this economic overview of Windsor and the region. The luncheon fee of \$20 per person is the same rate as that for Windsor Chamber members. To RSVP, call 838-7285 and ask to speak with Christine Tevini. Please make an advance reservation by noon February 11.

Gary Quackenbush, Windsor Chamber of Commerce



California
Reverse Mortgage Consultants

Fernande Marie Bencze
Reverse Mortgage Specialist

3033 Cleveland Ave Suite 150 | Santa Rosa CA 95403
Toll Free: (877) 969-7383 | Direct: (707) 799-5888
fbencze@CRMcares.com | www.CRMcares.com



DRE Lic.# 01702360

www.retireriskfree.com



Serving Sonoma County Since 1959
Family Owned and Operated
We offer more to our shoppers.

*Stop by our Gourmet Cheese Counter and
Sample Imported and Domestic Cheese*
522 Larkfield Center, Santa Rosa
707/546-0307

**JANUARY
BUSINESS AFTER
HOURS SOCIAL**

**2011 CELEBRATED IN STYLE AT THE JANUARY SOCIAL
HOSTED BY BECK LAW, INC.!**

January's Business After Hours Social was hosted by Beck Law, Inc., in their stylish offices at 2681 Cleveland Ave. Their selection of wines and buffet treats cheered our members as we networked & shared plans for the new year!

Chamber Head Ambassador Kimberlee Anderson of Assets Insurance served as Master of Ceremonies for the evening. Kimberlee introduced our host, Dan Beck of Beck Law, Inc. Dan thanked everyone for attending and spoke about the services his law office provides - including family law, criminal law, personal injury, civil litigation, real estate, business law, debt relief and bankruptcy services - in northern California since 1975. Dan introduced his team. *(see page 5)*

Beck Law, Inc. also contributes to the community thru the Beck Law for Literacy Program and Book Donation Drive, Holiday Gifts/Food for Unemployed Families with Children, Salvation Army, Education in the Arts for Underprivileged Teens, and Toys For Tots. They have been Chamber members since 2005.

Chamber President Will Brodt from Promos Oncall wished everyone in attendance a Happy New Year and announced that Brian Molsberry of Molsberry Markets, Inc. has agreed to be the Chamber's next Board President. Brian has served on the Chamber Board for 4 years, providing not only his strong business acumen, but also generous support from Molsberry Market's for our events. He has served on the Tradeshow Committee and has helped to bring in the wonderful food and beverage vendors that are a trademark of our show and make it a big draw for the local community to attend and meet our business participants. He and his family and staff have helped to make our Holiday Tree Lighting THE season opener for the Mark West area, and teamed up with Exchange Bank has made our Holiday Social an annual highlight for members and their guests. Thank you and Congratulations, Brian!

New Member Sue Hall, JD of Empire Document Services was presented with her new member plaque. She described her business as a Sonoma County certified paralegal and legal document assistant. "I specialize in divorces and family law and mediation, including child/spousal support, custody & visitation issues and restraining orders. I can help you save money and time when you need it the most". Welcome Sue!

Lacey Burdette of the Windsor Times used her "2 Minute Showcase" to explain the services offered by our local weekly newspaper. In addition to news and advertising, the Windsor Times has a local event calendar and provides event coverage - for example, they run a photo and business description for Chamber members who hold a Ribbon Cutting. Lacey also volunteered to be a Chamber Ambassador!

The business drawn for the Pot of Gold was Costco. Leigh Ann Wheeler was unfortunately able to attend the January social. The Pot of Gold payout at the February social hosted by Wine Country Inn & Suites will now be increased to \$220.00. The 50 / 50 raffle of \$70.00 was won by Doug Williams of the Rincon Valley Fire Department.

Prizes for our business card drawing were donated by Beck Law, Inc., Sonoma County Airport Express, and Eichler's Auto & Truck Repair. Winners drawn included Lacey Burdette, Windsor Times, Susan Lindstrom, GUARDIAN Caregiver Connections and Kimberlee Anderson, Assets Insurance.

The winner of the two minute showcase for February's social is Denise Brodt of Promos OnCall. Congratulations to all of our winners and thank you to the businesses donating prizes. A very big thank you to Dan Beck and the staff of Beck Law, Inc.

contributed by Kathleen Palmer, Ambassador



*Dan Beck, Beck Law, Inc.,
Supervisor Mike McGuire,
and son Jarin Beck*



*Todd Anderson, Wine Country
Inn & Suites, Anthony Gerald,
SC Airport Express*



*Rhonda Walker, Chancellor
Place of Windsor, Lacey
Burdette, Windsor Times*



*Jay Messick, Computers
Can Work, Jeanne Haddorff,
Healthy Are We*

*Photos by Sonoma
CONNECTION
More photos on page 4
and at MarkWest.org*

SOCIALS
see schedule on page 5



Beck Law, Inc.:

Sterling Tipton - Civil Litigation, Kelly McHugh - Financial Services Manager, Shannah Ahmad - Paralegal/Office Manager, Dan Beck - Lead Attorney & Principal, Lisa Leandro - Paralegal, Melissa Pope - Family Law/Bankruptcies, Mike Liotta - Family Law, Joline Strange - Paralegal

NEW MEMBERS:

Sally Crain
 Broker @ Hurd Real Estate
 1401 Fourth St.
 Santa Rosa CA 95404
 (707) 636-1629
 Fax: (707) 523-4489
 Email: sallycrain@hotmail.com
 Website: hurdrealestate.com

New Member Sue Hall, JD of Empire Document Services receives her Chamber Membership Plaque from Head Ambassador Kimberlee Anderson of Assets Insurance

Welcome to the Chamber, Sue!



CORPORATE SPONSOR RENEWALS:

BoDean Co., Inc.

RENEWALS:

- Hair Encounters 1983
- Mark West Union 1989
- School District
- Sevall, Thwaites & Soper 1997
- Insurance
- AactionRents 1998
- Markell Incorporated 2003
- Assets Insurance 2007
- & Investments
- Costco Wholesale #041 2007
- Cellularworld 2008
- Chancellor Place 2008
- of Windsor
- Global Medical & Safety 2008
- KA Chinese Restaurant 2008
- Real Goods Solar 2009
- Heather McConnell 2009
- Landscape Artist



Enjoy a fly-in, exhibits, program, food & drink, music, silent auction & more!

You're invited to honor history-making pilot Fred Wiseman at a Centennial Celebration on Saturday, February 19, 2011 from 12:00pm to 3:00pm at Charles M. Schulz Sonoma County Airport's historic Redwood Hangar.

A native of Santa Rosa, Fred flew the first officially recognized--by the Smithsonian--air mail flight in America in February 1911 from Petaluma to Santa Rosa...it happened here in Wine Country 100 years ago! Like to get REAL mail? Then thank Fred! Visit <http://pacificcoastairmuseum.org> for ticket info for the Centennial Celebration.

UPCOMING BUSINESS SOCIALS

Thursday, February 10 5:30-7:30pm
 Hosted by **Holiday Inn Express**
 Location: 870 Hopper Ave, Santa Rosa

Thursday, March 10 5:30-7:30pm
 Hosted by **OPEN**
 Location: TBD

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

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

Thursday, June 9 5:30-7:30pm
 Hosted by **Chancellor Place of Windsor**
 Location: 907 Adele Drive, Windsor

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

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

Thursday, September 8 5:30-7:30pm
 Hosted by **California American Water**
 Location: TBD

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

Thursday, November 8 5:30-7:30pm
 Hosted by **Extended Child Care Coalition**
 Location: TBD

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

WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE

Wednesday, October 5 4 - 8 pm
 Hosted by **60+ Local Businesses**
 Location: Wells Fargo Center for the Arts
 50 Mark West Springs Road 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 Molsberrys Market

SIGN UP FOR YOUR SOCIAL IN 2011!

Sign Up NOW for 2012 Socials - your pick of dates!
 If you are a member interested in hosting a Business After Hours Social, please contact Kimberlee Anderson, 546-8020, email assetsinsurance@gmail.com, or visit our Calendar of Events page at markwest.org.

CHAMBER MEETINGS

Tuesday, February 8
Board of Directors
 11:30am - 1:00pm
 Grace Fellowship

Thursday, February 10
Ambassadors
 3:30pm - 5:00pm
 Chamber Office



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

Serving the Wine Country Since 1979

- Project Planning
- Civil Engineering
- Land Surveying
- Wastewater Specialists

LESCURE
 ENGINEERS, INC.
 (707) 575-3427

www.lescure-engineers.com



Sonoma CONNECTION

John Essman
Kathleen Palmer
 P O Box 1381
 Healdsburg, CA 95448
(707) 433-8774
 info@sonomaconnection.com
 www.sonomaconnection.com

Web Site Design • Search Engine Optimization
 Digital Photography • Photoshop • Graphic Design

www.sonomaconnection.com

CHAMBER BLOG FOR BUSINESS TIPS

Join the conversation at markwest.org

Contributed by Elaine B. Holtz, Chamber VP Business Services, Pre-Paid Legal Services, Norton & Holtz Independent Associate

KNOW YOUR CUSTOMER

In business one of the most important things to understand is your customer and what motivates them to do business with you. After all is said and done where do your revenues actually come from? Right - from your customer/client base.

I believe it is important from time to time to explore what it is like to be a customer and why you work with or purchase products from someone. Your own personal experience can give you insight into how to motivate and treat your customer base.

Suggestion - have your front line people do this exercise.

Try this simple exercise.

Exercise: I Am a Customer

Personal experiences and observations can help you understand techniques to adopt when dealing with people and to understand what works and what doesn't when working with clients and/or customers.

Write in your own words, a personal response in each of the following sections:

Positive Experience when purchasing a product or talking with a salesperson:

- 1.
2.

Negative Experiences when purchasing a product or talking with a salesperson:

- 1.
2.

What caused you to buy a product or to shop at a particular store?

- 1.
2.

Write a sentence or two about what you learned doing this exercise and how you will integrate this knowledge when you are working with your next customer.

.....
.....

Let me know if this is helpful to you:

Comment at http://markwestchamber.blogspot.com/

Thank you for allowing me to be of service. If you have any questions or ideas for Business Tips do not hesitate to let me know. - Elaine

Advertisement for Pre-Paid Legal Services, Inc. featuring Elaine B. Holtz, Independent Associate/Director. Includes contact information for Santa Rosa, CA and mentions Identity Theft Shield.

Advertisement for Larkfield Body & Paint featuring David Hartman. Includes address: 15 Lark Center Drive, Santa Rosa, CA 95403 and phone numbers 707-546-5717 and 707-546-0902.

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

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

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)	

**Saving Water
 Saves Money**

www.californiaamwater.com • (888) 237-1333

www.amwater.com

OFFICERS

President, VP Public Relations
 Will Brodt Promos Oncall
 539-5133 will@grafixoncall.com

President-Elect
 Brian Molsberry Molsberry Markets, Inc.
 546-5041 Molsberry522@sbcglobal.net

Past President
 James Bajgrowicz Office of James Bajgrowicz
 235-9774 jim@markwest.org

Corporate Secretary
 Susan Lindstrom Guardian Caregiver Connections
 328-2588 guardiangivers@gmail.com

Corporate Treasurer
 John Essman Sonoma CONNECTION
 433-8774 john@sonomaconnection.com

VP Membership
 Anthony Gerald SC Airport Express
 837-8700 tony@airportexpressinc.com

VP Business Services
 Elaine B. Holtz Pre-Paid Legal, Norton & Holtz
 579-5319 elaine@nortonholtz.com

VP Community Services
 Patricia Dearmin 539-4945

DIRECTORS

Laura Buhler Exchange Bank/Larkfield
 524-3077 buhrerl@exchangebank.com

Shawna De Grange Cloverleaf Ranch
 545-5906 cloverleaf ranch@hotmail.com

Stephanie Munson Goodwill Industries
 523-0550 ext. 213 smunson@gire.org

Sue Sloat Mark West Union School District
 524-2970 ssloat@mwusd.org

Doug Williams Rincon Valley Fire District
 539-1801 dwilliams@rvfire.org

HEAD AMBASSADOR

Kimberlee Anderson Assets Insurance
 546-8020 assetsinsurance@gmail.com

PUBLICITY

Evan Jacobs Cal-American Water Co.
 542-8329 Evan.Jacobs@amwater.com

CONSULTANT

Daryl Anderson Wikiup Properties
 546-8000 andybaum@comcast.net

OFFICE VOLUNTEERS

Patricia Dearmin Jim Bajgrowicz
 578-7975 office@markwest.org

Mark West Area Chamber of Commerce and VISITORS CENTER



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

AFTER HOURS BUSINESS SOCIAL

Thursday, Feb 10
5:30- 7:30pm

Hosted by
WINE COUNTRY INN & SUITES
formerly
HOLIDAY INN EXPRESS
870 Hopper Ave

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

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

MORE PHOTOS NEXT MONTH!



Brian Molsberry
Roger Olson - PCAM

Burgess Lumber

Cal State Central
Credit Union

Careful Moving and Storage

Cellularworld



Thank You To Our
Corporate Sponsors!



Sonoma
CONNECTION



RIVER ROCK CASINO
ALEXANDER VALLEY



22nd Annual Wine Country Harvest Faire Business Showcase & Silent Auction



Wednesday, October 5, 2011 4 – 8 PM

presented by the
Mark West
Area Chamber
of Commerce &
Visitors Center



Exhibits, Entertainment, Networking

FUN, FOOD & WINE

Please call the Chamber at 578-7975 or
visit www.MarkWest.org to participate.

Company _____
 Contact _____
 Address _____
 City/State/ZIP _____
 Phone/FAX _____
 Email _____

Check payable to: Mark West Chamber
 Pay Online: MarkWest.org
 Please charge my VISA/MASTERCARD

Card # _____
 Exp Date _____ Ver # _____
 Signature _____

YES, I will donate to the Silent Auction:
 item _____ value \$ _____

Corporate Sponsorships Available.
 Ask for Details.

Join us at the

**WELLS FARGO
 CENTER FOR
 THE ARTS**



	Members	Non-Members
4' Table	\$200 \$250	\$300 \$375*
8' Table	\$280 \$350	\$380 \$475*

20% discount when payment is
 received by March 31st, 2011

(* includes 1 Year
 Membership)

Booth Fee includes display space, table, 2 chairs,
 tablecloth, and exhibitor ribbons.

Electricity available on request, at no additional charge.

Reserve Your Space NOW!

Table Location

1st Choice _____ 2nd Choice _____

4' Table 8' Table

Check if table not needed
 (see back for height restrictions)

Mail: MWACC, 4787 Old Redwood Hwy, Suite 101, Santa Rosa, CA 95403 FAX: 707 578-0397

Wine Country Harvest Faire and Business Showcase
 Wednesday, October 5, 2011



Wednesday, October 5, 2011

Balcony

Balcony

Patio

Patio



20

19

18

17

16

15

14

13

12

11

10

9

8

7

6

5

4

3

2

1

21

22

23

24

25

26

27

28

29

30

31

32

33

34

35

36

37

38

39

CC

51

52

53

54

55

56

57

58

59

60

61

62

63

64

65

43

44

45

46

47

48

49

50

51

52

53

54

55

56

57

40

41

42

43

44

45

46

47

48

49

50

51

52

53

54

43

44

45

46

47

48

49

50

51

52

53

54

55

56

57

40

41

42

43

44

45

46

47

48

49

50

51

52

53

54

43

44

45

46

47

48

49

50

51

52

53

54

55

56

57

40

41

42

43

44

45

46

47

48

49

50

51

52

53

54

43

44

45

46

47

48

49

50

51

52

53

54

55

56

57

40

41

42

43

44

45

46

47

48

49

50

51

52

53

54

43

44

45

46

47

48

49

50

51

52

53

54

55

56

57

40

41

42

43

44

45

46

47

48

49

50

51

52

53

54

43

44

45

46

47

48

49

50

51

52

53

54

55

56

57

40

41

42

43

44

45

46

47

48

49

50

51

52

53

54

43

44

45

46

47

48

49

50

51

52

53

54

55

56

57

40

41

42

43

44

45

46

47

48

49

50

51

52

53

54