

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

February 2012
Volume XXVI Issue 2

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

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

707.578.7975

Office Hours: Mon - Thurs 10am - 3pm

www.markwest.org

office@markwest.org

WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE
JOIN US ON WEDNESDAY, OCTOBER 3, 2012 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!



Wednesday, October 3
4:00 - 8:00 pm



PAY FOR YOUR 2012 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 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~~



50 Mark West Springs Road
 Santa Rosa

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!



Saturday, February 4
 10:00 am - 3:00 pm
details on page 2



January Social hosted by
 Best Western Plus Wine Country
 Inn & Suites page 3

UPCOMING EVENTS:

next **AFTER HOURS BUSINESS SOCIAL** hosted by

LARKFIELD FLORIST & GIFTS
 558 Larkfield Center

Thursday, February 9
 5:30 pm - 7:30 pm

*This month's Pot of Gold is \$220!
 Make sure someone from Your Business is at the Social to WIN!*

RECHERCHE DU PLAISIR
 3401 Cleveland Ave, Suite #9

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



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 February 14 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:

Well January has come and gone. Todd held our January social at Best Western Plus Wine Country Inn & Suites. We had a great turnout. Todd did his first turn as M.C. at the social and had everybody laughing!

Our next social is at Missy's place (Larkfield Florist) on February 9th right before Valentines Day, located in the Larkfield Center (next to Molsberry's). Ha Ha! For all you guys who wait until the last minute if you want to kill two birds with one stone, go to the social and pick up a gift at the same time for your loved one! Missy's flower shop is our newest member in the chamber :)

Another new member is Recherche du Plaisir chocolates located on Cleveland Ave. just north of Trader Joe's.

I know its only February, but don't lose sight on those goals you made in January. I hope everyone has a great month!

Brian Molsberry, President



The Chamber has a booth at the **Sonoma Family Life iLearn Fair** and will have member information and giveaways. Drop by to see us and all of the other family-friendly vendors!

Celebrate what interests, inspires and engages! Discover local creative opportunities, resources and ideas, that ignite a new passion for learning and success! Get answers to your questions from local experts! FREE Admission and fun for the Whole Family!

Enjoy these Exciting Fun Performances ONSTAGE

- 10:15 Birthday Safari Animal Show
- 11:00 Santa Rosa Singers Presents
Babies on a Budget
- 11:15 Taiko Japanese Drummers
- 11:30 Studio B Dancers Audience Participation
- 12:00 Karate Demonstration with ASK
- 12:15 Ballet Folklorico Mexican Folk Dance
- 12:30 Healdsburg Childrens Chorus
- 12:45 Amazing Magic Show with Buzz Lawrence
- 1:00 Keenan Irish Dancers
- 1:45 Kids Magic Show
- 2:00 Ballet Folklorico Mexican Folk Dance
- 2:15 Scottish Dancers
- 2:30 Santa Rosa Singer Showcase
- 2:45 Traditional Pomo Dancing



Serving the Wine Country Since 1979

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

LESCURE
ENGINEERS, INC.
(707) 575-3427

www.lescure-engineers.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

BEST WESTERN PLUS WINE COUNTRY INN & SUITES HOSTS A LIVELY SOCIAL

January's After Hours Business Social was hosted by Todd Anderson and his staff at the Best Western Plus Wine Country Inn & Suites located at 870 Hopper Avenue. Todd provided delicious appetizers and beverages in the hotel's large banquet room for members and guests to network and socialize.

Todd also served as Emcee for the gathering. Todd told everyone that all the guest rooms have free high speed internet access, microwaves, mini-refrigerators, coffeemakers, irons and ironing boards, hair dryers, a private patio or balcony and an exterior entrance. All guests are treated to a complimentary breakfast buffet. Todd also talked about how he has recently incorporated features to make the hotel extremely environmentally friendly. Todd made available a number of his guest rooms for chamber members to tour, including one of his luxurious Jacuzzi suites.

Our 50/50 raffle with \$100.00 was won by chamber office volunteer and board VP Pat Dearmin. Congratulations Pat! The business drawn from the \$100.00 Pot of Gold was the office of Jerry Hankins. Unfortunately for Jerry he was unable to attend which means at the next social the pot will be \$220.00.

Chamber Ambassadors introduced a new opportunity for members attending our socials - the Instant Two-Minute Showcase. The winner is drawn from member's business cards, and can speak about their business to the attendees. If the winner prefers, they can pass on the Two-Minute Showcase and select from the remaining business card drawing prizes.

The winner of the Instant Two Minute Showcase drawn from member's business cards was Rodan + Fields Dermatologists. Judy Mikeska told everyone that Rodan + Fields Dermatologists is a skincare company committed to offering real people real results with their skincare. Judy said that all products come with a money back satisfaction guarantee.

Prizes for our business card drawing were donated by Best Western Plus Wine Country Inn & Suites, Sonoma County Airport Express, and Sonoma Family Life Magazine. Winners drawn included Susan Andrews from California American Water, Steve Plamann from Aaction Rents, Sally Crain from Century 21 Alliance, Jeanne Haddorff from Shaklee, Shawna DeGrange from Cloverleaf Ranch Ken Norton from Norton and Holtz Business Solutions and Jolie Cook from Sonoma Family Life Magazine. John Essman from Sonoma Connection won a free night in one of the luxurious Jacuzzi Suites at the Best Western Plus. Congratulations to our winners and thank you to the businesses donating prizes. A big thank you as well to Todd Anderson and his staff at Best Western Plus Wine Country Inn & Suites for putting together such a great social.

contributed by Anthony Geraldi, Head Ambassador

JANUARY BUSINESS AFTER HOURS SOCIAL



Todd Anderson, Best Western Plus Wine Country Inn & Suites - & staff



Pat Dearmin, Chamber Board VP, Anthony Geraldi, SC Airport Express



Judy Mikeska, Rodan + Fields Dermatologists



Will Brodt, ADT Security Services, Laura Buhner, Exchange Bank, Brian Molsberry, Molsberry Markets



Glenn Dixon, Family Wineries poured from a delicious selection of local wines.



Members network and enjoy the chance to win the drawing



Jay Messick, Computers Can Work, Phil Essner, EssnerTree Service

*Photos by Sonoma CONNECTION
More photos @ MarkWest.org*

SOCIALS
see schedule on page 5

NEW MEMBERS:

Samagse Massage
 918A Cherry Street
 Santa Rosa, CA 95404
 Miguel Lujan
 (707) 293-6785
 Miguel@Samagse.com
 www. Samagse.com
Mobile Massage & Spa Services

CORPORATE SPONSOR RENEWAL:

Sonoma CONNECTION 2002

MEMBER RENEWALS:

- Wikiup Golf Course 1988**
- Airport Business Center 1989**
- Mark West Union School 1989 District**
- Paul Erickson Real Estate 1994 Appraisals**
- Aaction Rents 1998**
- American Red Cross 2002 of Sonoma County**
- Andre' M. Andrus 2007 Electrical**
- Cloverleaf Ranch 2009**
- Vintners Inn 2009**
- Ayres & Associates 2010**
- Business Consultants Sally Crain, Broker 2011 @ Century 21 Alliance**

Thank You!



Interested in joining our Ambassador Club? Contact Anthony Geraldi Sonoma County Airport Express 837-8700

RIBBON CUTTING: NATURALIGHT SOLAR, INC.



Anthony Geraldi, SC Airport Express, Alicia Durand, guest, Kathleen Palmer, Sonoma CONNECTION, CONNECTION, Susan Lindstrom, GuardianCaregivers.Net, Tony Lindstrom, California American Water, Rhonda Walker, Chancellor Place of Windsor, Joel Durand, Crista Durand, Catherine Fiorello, Naturalight Solar, Inc., Will Brodt, ADT Security Services, Lacey Burdette, Windsor Times



New location for

Naturalight Solar, Inc.
 438 Larkfield Center
 Santa Rosa CA 95403-1408
 Phone: (707) 527-5330
 Fax: (707) 676-9165
 Email: info@naturalight.org
 Website: naturalightsolar.com

Crista Durand, Joel Durand, Catherine Fiorello, Naturalight Solar, Inc.

Energy efficient, green, natural lighting and solar water heating products. Cost efficient - save money and save the planet! Naturalight Solar, Inc. is your local certified VELUX 5-Star Skylight and Solar Specialist and can provide you with all the Earth Friendly skylight and solar water heating services you need. Know that you're getting the best service - guaranteed - from local experts who have been in business for over 30 years. You may qualify for a 30% federal tax credit on Solar water heating systems and Solar blinds. Member since 2000.

BEST WESTERN PLUS WINE COUNTRY INN & SUITES IS WAKING UP TO GREEN

Best Western Plus Wine Country Inn & Suites joins the EcoStay™ Program and takes action against climate change.



Your visit to Best Western Plus Wine Country Inn & Suites just got a little greener. Today, the recently renovated upper mid-scale hotel officially joined the EcoStay™ program. EcoStay™ is a national initiative that helps hotels measure their carbon footprint, identify and fund reduction strategies and balance off their greenhouse gas emissions through carbon offsetting.



"We're very excited to be part of the EcoStay Program," said Todd Anderson, General Manager of Best Western Plus Wine Country Inn & Suites. "It's a meaningful and effective way of demonstrating our concern for the environment."

continued on page 5

UPCOMING BUSINESS SOCIALS

Thursday, February 9 5:30-7:30pm
 Hosted by **Larkfield Florist & Gifts**
 Location: 558 Larkfield Center, Santa Rosa

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

Tuesday, February 14
Board of Directors
 11:30am - 1:00pm
 Grace Fellowship

Thursday, February 9
Ambassadors
 4:00pm - 5:00pm
 Chamber Office

RIBBON CUTTINGS:



Interested in having a Chamber Ribbon Cutting?
 Contact Susan Lindstrom
 GuardianCaregivers.Net
 info@guardiancaregivers.net

BEST WESTERN PLUS WINE COUNTRY INN & SUITES IS WAKING UP TO GREEN

continued from page 4 Under the program, Best Western Plus Wine Country Inn & Suites will collect two dollars per night from hotel guests. Funds will be used to purchase carbon offsets in support of emission-reducing projects across the country such as renewable energy from landfill, energy efficiency, composting and recycling - making each hotel night completely 'carbon neutral'. The guest's contribution offsets 128kg of CO₂-e (or carbon equivalents). That's about the same as taking 11 cars off the road for the day. All EcoStay™ Carbon Offset Projects are registered on the Markit Environmental Registry to provide transparency. In addition, each offset tonne is uniquely serialized to ensure proper retirement and avoid double counting.

But that's not all. The program also supports on-site environmental upgrades and renovations, further reducing the hotel's impact. A typical 150 room hotel can produce three tonnes of greenhouses gases each day. That's the same as driving 200 cars, heating and lighting 100 homes or taking 5,000 airplane flights. Guests at Best Western Plus Wine Country Inn & Suites now know they are helping to significantly reduce these emissions caused by their stay.

"EcoStay is a terrific program," Todd Anderson continued, "we're seeing both leisure and business travelers these days that are seriously concerned about their carbon footprint. This is our way of letting guests know that we share those concerns and we're doing something about it."

"We're very proud of the EcoStay program, and the hotels who have embraced it," said Christina deVries, Director of EcoStay. "These hotels are leaders in environmental consciousness and responsibility. They aren't just talking about reducing green house gases - they're doing it." Details at www.ecostayprogram.com

The Best Western Wine Country Inn & Suites is available to serve the needs of both corporate and family travelers. We are thrilled to be the latest addition to the Best Western family in Sonoma County. A proud member of the Heritage Hotel Group (www.heritagehotelgroup.com), Best Western Plus Wine Country Inn & Suites has just completed an extensive renovation in all public areas and guest rooms. We are within minutes of 30 major wineries including Kendall Jackson, Korbel & Rodney Strong. Our location is just six miles from Charles M. Schulz (STS) Airport, 20 miles from Calistoga and The Napa Valley, and 55 miles from the city of San Francisco. Visit our website to learn more about us and book your reservation today: www.winecountryhotel.com, or call 707-545-9000.

Todd Anderson, Phone: 707-545-9000, Email: tanderson@heritagehotelgroup.com

Saving Water Saves Money

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

www.amwater.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 ongoing
conversation at
markwest.org

SALES - THE KEY TO SUCCESS

Happy Valentines Day, amazing how time flies. Unfortunately we are still hearing over and over that either the economy is improving or not. In my mind when things get tough the tough get tougher and one way to toughen up in the business environment is to become more focused on sales and your sales team.

To begin with, it is important to instill in your sales team that sales is a numbers game i.e. the more people you see or present to, the better chance you have in succeeding. The general formula is for every ten calls you make, three will show interest, and one will actually buy your product. That is why persistence is so important.

Many in the retail market will complain that the customers are not coming through the door. These are hard times and it is important to be a bit more creative and reach out in lieu of waiting for people to simply walk through the door.

An important thing to remember when working with the public is that your self-esteem does not depend on anything outside of yourself. Do not let your customers affect your attitude.

Some ideas to remember:

Salespeople are not born. They are developed through training and incentives.

Remember: A good attitude is good for business. Have your salespeople read positive materials each day. Don't be afraid to include them in the process and have them provide marketing ideas.

Staff meetings are important, have one on a regular basis. Include in your meetings some information or guidelines on sales. During these challenging times, this is extremely important. It both informs and keeps your sales team motivated.

Salespeople love acknowledgement – Find ways to praise them on a regular basis.

Hints when owners/sales staff attend meetings – put ten business cards in your pocket. Introduce yourself to ten strangers, give them your business card and then meet up with your friends.

It helps to attend Chamber Events. Networking is more important now than it has ever been. Let members know about you and your business; and remember to invite them down.

Keep track of your customers. Make sure you have their information so you can send out notices of specials or events you are attending.

To keep your sales staff motivated, have reading material available that inspires and do not forget to say "thank you for doing a good job." All of this helps your bottom line.

Look around you and see what types of businesses are close at hand. Walk in and introduce yourself and see if you can support one another i.e. distribute flyers or make referrals. By getting to know one another you can help one another with their business.

One thing that I do when attending meetings is to put five business cards in my pocket (ten for bigger meetings) and do not socialize with my friends until I have met five new people and have their card, as well as making sure they have mine.

Get your name out there. Some ideas are: attend Chamber Meetings, donate a raffle prize, bring flyers and ask the facilitator if you can announce what is happening in your business, and talk with a minimum of ten people a week you do not know and make sure you give them a business card.

Putting on your creative hat can be lots of fun and remember each new person you meet can become your next customer or source for a referral.

Happy Sales!!

Respectfully Submitted by Elaine B. Holtz

NortonHoltz 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)	

You can pay online @ <http://markwest.org/payment/>



LARKFIELD
 Body & Paint

David Hartman

15 Lark Center Drive Santa Rosa, CA 95403 707-546-5717
 FAX 707-546-0902

OFFICERS

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

President-Elect
 Shawna DeGrange Cloverleaf Ranch
 545-5906 cloverleafbranch@hotmail.com

Past President, VP Public Relations
 Will Brodt ADT Security Services
 539-5133 will@grafixoncall.com

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

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

VP Business Services
 Elaine B. Holtz Norton & Holtz Business Solutions
 527-5987 elaine@nortonholtz.com

VP Community Services, Membership
 Patricia Dearmin 539-4945

DIRECTORS

James Bajgrowicz Office of James Bajgrowicz
 235-9774 jimbajgrowicz@gmail.com

Laura Buhner Exchange Bank/Larkfield
 524-3077 buhnerl@exchangebank.com

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

Steve Plamann Aaction Rents
 838-4373 stevep@aactionrents.com

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

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

OFFICE VOLUNTEERS

Patricia Dearmin Elaine B. Holtz 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, February 9
5:30- 7:30pm

Hosted by
LARKFIELD FLORIST & GIFTS
558 Larkfield Center

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

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

MORE PHOTOS NEXT MONTH!



Kobrin Financial

IMS

Pacific Coast Air Museum

Prono

Real Goods

Thank You to Our Corporate Sponsors!



RIVER ROCK CASINO
ALEXANDER VALLEY

