

Mark West Area Chamber of Commerce and VISITORS CENTER



BRINGING BUSINESS & THE COMMUNITY TOGETHER!

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403
Office Hours: Tues - Thurs 10am - 3pm www.markwest.org

707.578.7975
office@markwest.org

The Lark

February 2013
Volume XXVII Issue 2

SONOMA COUNTY SPIRIT AWARDS HONOREE: PAUL KELLEY

The Sonoma County Spirit Awards held in December were another grand recognition of community members who gave generously to many deserving organizations in their lives. We honored Paul Kelley for his help to improve conditions here during the term of his Supervisorship.



Jim Bajgrowicz, consultant, John Essman, Sonoma CONNECTION, Aggie Maggio, Coldwell Banker, Jake Mackenzie, Rohnert Park City Council, Shawna De Grange, Cloverleaf Ranch, Paul Kelley, former 4th District Supervisor, Doug Williams, CFASC, Erin Carlstrom, Santa Rosa Vice Mayor Elect



Cathy Slack, Maverick Media, and Lori Rooney, North Bay BIZ



Tony Gerald, SC Airport Express, Jessica Greer, Miss Sonoma County



Tony Gerald, SC Airport Express, received a Spirit Award from Supervisor Shirlee Zane, honored by the Rohnert Park Chamber



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

UPCOMING EVENTS:

next **AFTER HOURS BUSINESS SOCIAL** hosted by

CHANCELLOR PLACE OF WINDSOR Wednesday, February 13
907 Adele Drive, Windsor CA 95492
5:30 pm - 7:30 pm
Please note this is a Wednesday.



Shawna De Grange
Cloverleaf Ranch
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 13 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:

Happy February!

I'd like to thank LynAnn King for being our guest speaker, and Sherrie Miller and Todd Anderson from the Best Western Plus Wine Country Inn & Suites for hosting the luncheon for us to discuss Social Networking and using Constant Contact for business email outreach. A special thank you to Elaine Holtz for putting together another great event! Promoting our businesses was a topic that many were very interested in learning about. Brian Molsberry provided a tasty lunch... thank you.

February 13th (Wednesday,) I'm looking forward to the Business-After-Hours Social this week at Chancellor Place of Windsor. I encourage you to bring yourself, business cards and another local business owner to this fun event 5:30 – 7:30pm. You might just win that Pot of Gold!?

With love in the air... show your business some love and find something fun and creative to add to what you already offer. Spring is a time of renewal; so get motivated to try new things for your business.

Happy Valentines to you and your loved ones,

Shawna DeGrange, Chamber President, Cloverleaf Ranch

STOP BY TO SEE THE NEW CHAMBER OFFICE

The interior construction for the California American Water offices is completed, and the Chamber has moved back into our office at the back entrance to the Chamber building. Thanks to John Essman, Treasurer, Sonoma CONNECTION, for overseeing this large project for the Chamber, which included reconstruction of the CalAm offices, as well as accommodating the Sheriff's office.



Steve Plamann, Aaction Rents, will be taking on the Building Services tasks in the future, including improvements to the parking lot to accommodate handicapped access capabilities.

VISITORS CENTER

Our Visitors Center is located in the entrance hallway - stop by and make sure your marketing materials are in place for visitors and CalAm customers to see and take with them. Our Office and Visitors Center are now prominently placed - please take advantage of this marketing opportunity. You can also pick up current copies of The Windsor Times and Sonoma Family Life magazines.

**California American Water offers
free rebates, home water surveys
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**Give us a call at (707) 542-1717 or
email us at Larkfield@amwater.com.**



www.amwater.com



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

JANUARY BUSINESS AFTER HOURS 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.

Along with a Happy News Year's theme Todd provided delicious appetizers and beverages in the hotel's large meeting room for members and guests to network and socialize. Todd also served as Emcee for the gathering.

Todd stated that all 85 rooms are in impeccable condition with the hotel completing its major renovation last year. All guests are treated to a complimentary breakfast buffet. Todd along with Sherrie Miller made available a number of his guest rooms for chamber members to take a look at.

Our 50/50 raffle with \$95.00 was won by Lacey Burdette from The Windsor Times. Congratulations Lacey!

The business drawn from the \$100.00 Pot of Gold was Vintner's Inn. Unfortunately no representative from Vintner's Inn was able to attend the social so \$20.00 will be added to the pot for a possibility of \$120.00 being won at February's 13th social hosted by Chancellor Place of Windsor.

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 Anthony Gerald from Sonoma County Airport Express, Phil Essner from Essner Tree Service, Steve Plamann from Aaction Rents, John Essman from Sonoma Connection, Susan Lindstrom from Guardian Caregivers.net, Lori Rooney from Northbay Biz Magazine, and Lacey Burdette from The Windsor Times.

contributed by Anthony Gerald, Head Ambassador



Sherrie Miller, Todd Anderson, Best Western Plus Wine Country Inn & Suites



Local wines were poured and enjoyed.



Lacey Burdette, The Windsor Times, wins the 50/50 raffle worth \$95.00 with Tony Gerald, SC Airport Express, Lori Rooney, NorthBayBIZ, Todd Anderson, Best Western Plus Wine Country Inn & Suites



Kim Anderson, Assets Insurance, John Essman, Sonoma Connection, Lacey Burdette, The Windsor Times

Susan Lindstrom, GuardianCaregivers.net, Tony Gerald, SC Airport Express, Doug Williams, CFASC, Jeanne Haddorff, Healthy Are We



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

SOCIALS
see schedule on page 5

NEW MEMBERS**Santa Rosa Original Certified Farmers Market:**

Jaime Smedes, Market Manager
 50 Mark West Springs Road
 Santa Rosa CA 95403
 P.O. Box 3148 SR CA 95402
 Phone: (707) 522-8629
 Email: foodandfarm@hotmail.com
 thesantarosafarmersmarket.com
 Phone: (707) 889-4020
 Jaime@
 thesantarosafarmersmarket.com

Edward Jones - Windsor

Mark C. Molina,
 Financial Advisor
 8945 Brooks Road South, Suite B
 Windsor CA 95492
 Phone: (707) 836-0744
 Fax: (888) 253-9820
 mark.molina@edwardjones.com
 www.edwardjones.com

Minuteman Press

Greg Gallegos, Owner
 3401 Cleveland Ave. #8
 Santa Rosa CA 95403
 Phone: (707) 578-6004
 Fax: (707) 578-3205
 gregg@minutemanpress.com
 www.santarosa.minutemanpress.com

MEDIA SPONSORSHIP RENEWALS:

The Windsor Times	2009
NorthBay biz Magazine	2011
Sonoma Family Life	2011

MEMBER RENEWALS:

Mark West Union School District	1989
GRP Wealth Strategies Group, LLC	1990
Friendly Feed & Supply	1994
Jim Bajgrowicz, Consultant	2002
Markell Incorporated	2003
Costco	2007
GUARDIANCaregivers.Net	2007
Pacific Coast Air Museum	2007
Patricia Dearmin	2007
Global Medical and Safety	2008
Jerry Hankins	2008
Cloverleaf Ranch	2009
Extended Child Care Coalition	2010
Recherche du Plaisir	2011

2013 WATER AGENCY TOURS

The Sonoma County Water Agency looks forward to providing you tours of its Russian River water supply facilities on the following dates:

Saturday, April 13th

Saturday, May 18th

Saturday, September 14th

The Water Agency is hosting public tours and have one scheduled in the Larkfield area in April. If you have questions about the event, Ryan Pedrotti from the Water Agency is the contact person: 521-6209.

Details are attached, and here is a summary:

Tour participants will get to see a subset of energy and sustainability projects the Water Agency has developed in an effort to deliver carbon-free water by 2015. The tour will include solar panels, ground source and pond loop geexchange heating and cooling systems, electric vehicle charging stations and the Hybrid and Plug in Hybrid Electrical fleet, and the Airport-Larkfield-Wikiup Sanitation Zone's wastewater treatment plant.

Carbon Free Water by 2015 tour:

Tour participants will get to see a subset of energy and sustainability projects the Water Agency has developed in an effort to deliver carbon-free water by 2015. The tour will include solar panels, ground source and pond loop geexchange heating and cooling systems, electric vehicle charging stations and the Hybrid and Plug in Hybrid Electrical fleet, and the Airport-Larkfield-Wikiup Sanitation Zone's wastewater treatment plant.

Thursday April 11, at 404 Aviation Blvd 5:00pm-6:30pm

You can sign up here: www.sonomacountywater.org/tours. If you have any questions or need special assistance, please contact Ryan Pedrotti at 707-521-6209 or ryanp@scwa.ca.gov. We look forward to seeing you and thank you for taking the time to learn more about our water resources.

Attire: Please wear comfortable walking/hiking shoes as there will be moderate walking up and down dirt roads and pathways. We will be outside for a majority of the tour.

Transportation: We will be traveling in 12-person passenger vans.

Directions to the Water Agency's administration building

Address: 404 Aviation Blvd, Santa Rosa, CA 95403

From Highway 101 northbound:

Take the Airport Blvd exit

Head west on Airport Blvd (go over the freeway)

Turn right at the first stop light, turning onto Aviation Blvd

The Water Agency's administration building is on the left hand side across the street from the movie theaters.

From Highway 101 southbound:

Take the Airport Blvd exit

Turn right onto Airport Blvd, heading west towards the airport

Turn right at the first stop light, turning onto Aviation Blvd

The Water Agency's administration building is on the left hand side across the street from the movie theaters.

UPCOMING BUSINESS SOCIALS

Wednesday
 February 13, 2013 Please note this is a Wednesday.
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Chancellor Place of Windsor**
 Location: 907 Adele Drive, Windsor CA 95492|

Thursday
 March 14, 2013
 Chamber Business-After-Hours Social 5:30-7:30pm
Open - please contact Tony Geraldini to host a social.

Thursday
 April 11, 2013
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Larkfield Florist & Gifts**
 Location: 558 Larkfield Center, Santa Rosa CA 95403

Thursday
 May 9, 2013
 Chamber Business-After-Hours Social 5:30-7:30pm
Open - please contact Tony Geraldini to host a social.

Thursday
 June 13, 2013
 Chamber Business-After-Hours Social 5:30-7:30pm
Open - please contact Tony Geraldini to host a social.

Thursday
 July 11, 2013
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Aggie Maggio of Caldwell Banker & Susan Lindstrom of Guardian Caregivers**
 Location: Mark West Chamber offices

Thursday
 August 8, 2013
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Aaction Rents**
 Location: 1000 River Rd., Fulton, CA

Thursday
 September 12, 2013
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by: **Supervisor Mike McGuire**
 Location: TBA

WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE
 Wednesday, October 2, 2013 4 - 8 pm
 Hosted by **60+ Local Businesses**
 Location: TBA



Thursday
 October 10, 2013
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **The Windsor Times**
 Location: 9025 Old Redwood Hwy., Ste E, Windsor

Thursday
 November 14, 2013
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Anytime Fitness**
 Location: 490 Larkfield Center, Santa Rosa

HOLIDAY TREE LIGHTING
 Wednesday, December 4, 2013 6pm
 Location: Larkfield Center, Santa Rosa

Thursday
 December 12, 2013
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Larkfield Exchange Bank / Molsberry's Market**
 Location: 500 Larkfield Center, Santa Rosa

CHAMBER MEETINGS

Tuesday, February 12
Board of Directors
 11:30am - 1:00pm
 Grace Fellowship

Wednesday, February 13
Ambassadors
 4:00pm - 5:00pm
 TBA

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



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



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

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**QUARTERLY
LUNCHEON:
SOCIAL MEDIA
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MADE SIMPLE**

You've probably heard of social media. You may even understand the value social media can bring to your business.

Now if you've been wondering how to start, we had a wonderful introductory session covering strategies and best practices to get the most out of your social media activities.

If you weren't able to attend, copy the link below to view the presentation slideshow which the speaker, LynAnn King, marketing visionary and publicist with KingSings PR, used to outline the steps and process to setting up your own Social Media plan:
<http://markwest.org/files/CCPresentationSlides.pdf>

LynAnn King is the Authorized Local Expert for Constant Contact, which provides easy to use email and event marketing tools, including managing and growing email contact lists, and giving you easy to use templates to create and distribute professional email messages.

It also has reporting functions that allow you to track the results of your email effort, by seeing who opened them, who clicked through links and what emails bounced, so your list stays current.

LynAnn King has offered Mark West Chamber Members subscription discounts, and a free series of seminars covering Constant Contact's email marketing and social media tools and services. If your business is interested in this opportunity, please call the Chamber office at 578-7975.



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 - A press release to announce your community support!**
- Advertising:*
- Business Card sized ad in Newsletter** *value \$200*
 - Half Page Ad in printed Directory** *value \$200*
 - 8' Trade Show Booth** *value \$350*
 - Additional special placement ads on website** *value \$250*
(On Trade Show and Event pages)

ALL FOR \$1625 IN CASH OR TRADE FOR SERVICES
Contact Treasurer John Essman 707 433-8774 john@sonomaconnection.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
 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
 Shawna DeGrange Cloverleaf Ranch
 545-5906 cloverleafbranch@hotmail.com

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

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

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

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

VP Community Services, Membership
 Patricia Dearmin 539-4945

VP Public Relations
 Will Brodt Hansel Toyota/Scion
 769-2333 WillYourCarGuy@gmail.com

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

DIRECTORS

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

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

Susan Lindstrom GuardianCaregivers.Net
 328-2588 guardiangivers@gmail.com

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

HEAD AMBASSADOR

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

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

Wednesday, February 13
- Please note this is a
Wednesday
5:30- 7:30pm

Hosted by
**CHANCELLOR
PLACE OF
WINDSOR**
907 Adele Drive,
Windsor CA

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