

# Mark West Area Chamber of Commerce and VISITORS CENTER



**The Lark**

January 2011  
Volume XXV Issue 1

*BRINGING BUSINESS & THE COMMUNITY TOGETHER!*

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## 2010 SONOMA COUNTY SPIRIT AWARDS

The 10th Annual Sonoma County Spirit Award Luncheon was held on Friday, December 3rd at the DoubleTree Hotel in Rohnert Park. Sonoma County Chambers of Commerce and local business organizations selected Spirit Award recipients from their area who have contributed greatly to the vitality of Sonoma County through support of local community projects and nonprofit causes with their time, devotion and resources.

The selection process was made extremely easy this year as our chamber decided to honor Mark West Area businessman and chamber member Pete Foppiano, owner of Golden Bear Financial.

Pete has served Sonoma County quietly without seeking recognition and gives generously of his time and financial resources to a wide variety of local charities. The chamber board felt that Pete fully exemplified the theory behind the Spirit of Sonoma County due to his tireless work of giving back to our community.

This included being a volunteer driver for the Healdsburg Food Pantry in addition to his financial contributions made to the Kids in Development Society and local animal shelters and pet rescue organizations and has greatly supported our local chapter of Disabled American Veterans Organization.

As a lifetime resident of Sonoma County Pete Foppiano has served two terms as Mayor of Healdsburg including 3 terms as council member. He has been the only person in Sonoma County to serve simultaneously on both the Bay Area Metropolitan Transportation Commission as well as the Sonoma County Local Agency Formation Commission. From 1990 to 1996 he also held the position as commissioner with the Sonoma County Transportation Authority.

With what little spare time he has Pete Foppiano has coached students in the art of speaking and debating at local schools, has hosted programs on KSRO & KRCB, hosted the weekly program Talk Sonoma on Access Healdsburg TV and has been a regular columnist for the Russian River Times. For the past ten years he has delighted countless children as Santa Claus for tree lightings ceremonies sponsored by the Mark West Area Chamber of Commerce and Visitors Center. Pete Foppiano owns **Golden Bear Financial** of Healdsburg and Santa Rosa.

*continued on page 5*



*Pete Foppiano with his wife Marian Barbieri and friend Patty.*



*Pete Foppiano receives his Spirit Award from Assemblyman Wes Chesbro & Supervisor Efrén Carrillo*



*December Social hosted by Exchange Bank and Molsberry Markets, Inc. page 3*

## UPCOMING EVENTS:

*next* **AFTER HOURS BUSINESS SOCIAL** hosted by  
**BECK LAW, INC.**  
2681 Cleveland Ave.

Thursday, Jan 13  
5:30 pm - 7:30 pm

*February* **AFTER HOURS BUSINESS SOCIAL** hosted by  
**HOLIDAY INN EXPRESS**  
870 Hopper Ave., Santa Rosa

Thursday, Feb 10  
5:30 pm - 7:30 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 January 11 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](http://sonoma-county.org/edb)

**PRESIDENT'S MESSAGE:**

Happy New Year!

At the dawn of the New Year is a great time to reflect on the past and to plan your future successes. I am excited to see what 2011 will bring.

I want to pass on to you all some wisdom that my mentor gave me.

**THE SEVEN F'S FOR SUCCESS**

**Forsake** the things that hinder you.

**Forget** the things that hurt you.

**Focus** on the things that will help you.

**Find** your drive, your excitement.

**Follow** those that teach you.

**Form** a plan that works for YOU.

**Forge** with passion and purpose.

**USE THE SEVEN F'S  
WHEN YOU PLAN  
YOUR MONTH,  
YOUR YEAR,  
AND YOUR LIFE.**

Our next mixer is hosted by Beck Law located at 2681 Cleveland Ave. You don't want to miss this one because Dan Beck always is a great host. And...the Pot of Gold is up to \$200 Bucks. You have to be present to win. I'll see you there!

Cheers, Will Brodt

**PS: "You were born to win, but to be a winner you must plan to win, prepare to win, and expect to win." – Zig Ziglar**

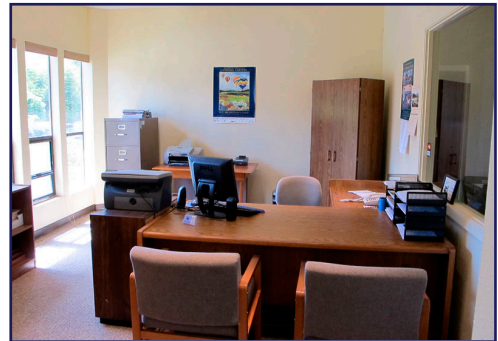
**OFFICE SPACE AVAILABLE NOW!**

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

Single OR Double Office in  
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*Heather P. McConnell*



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**HOLIDAY CELEBRATION HOSTED BY EXCHANGE BANK LARKFIELD & MOLSBERRY MARKETS!**

December's After Hours Business Social was hosted by Exchange Bank and Molsberry Markets, Inc. at the Larkfield Branch located at 500 Larkfield Center. As in years past, our hosts treated guests to a fabulous buffet, including sushi and wraps, a selection of veggies, cheeses and wines, more than enough to satisfy our hearty holiday appetites!

Chamber Ambassador Jerry Hankins of Hankins Travel served as Master of Ceremonies for the evening. Jerry introduced our hosts, Laura Buhrer of Exchange Bank and Brian Molsberry of Molsberry Markets, who then introduced their staff and thanked the members for supporting their businesses over the years.

Founded in 1890, Exchange Bank is one of the oldest businesses and has 24 locations in Sonoma County, including the Larkfield Branch which has been in the Larkfield Center for over 50 years. One of the Mark West Area's founding members, Exchange Bank is active in the Chamber's annual Tradeshow and Vice President, Branch Manager Laura Buhrer serves on our Board of Directors.

Brian mentioned that 8 members of the Molsberry family work at the market, including his brothers Joe and Dean. He said that he is proud that the family has worked well together for so long. Molsberry Markets is known and loved by the locals for their fresh and delicious produce, meats, deli items, specialty cheeses and wines.

Chamber President Will Brodt from Promos Oncall thanked outgoing Head Ambassador Tony Geraldi of Sonoma County Airport Express for his leadership and support of the Chamber, and for doing such a great job of organizing our socials and events. Will welcomed Kimberlee Anderson of Assets Insurance, who will be stepping up to the role in January.

**Thank you Tony and GO Kimberlee!**

Prizes for our business card drawing were donated by Exchange Bank, Sonoma County Airport Express, Anytime Fitness, Big Boys Buns & Burgers, Eichler's Auto & Truck Repair and Hankins Travel. Winners drawn included David Israel of HR to Go, Jeanne Haddorff of Healthy Are We, Leslie Pietsch of Club WIN, Kimberlee Anderson of Assets Insurance, Jerry Hankins from Hankins Travel, Katherine Phillips of Key Properties, Annabel Ayres of Ayres Associates, Max McDonald of Autobahn Anything Detailing, and Ken Norton from Pre-Paid Legal Services. The winner of the two minute showcase for January's social is Cherie Kelsay of Sonoma West Publishers. Congratulations to all of our winners and thank you to the many businesses donating prizes. A very big thank you to Brian Molsberry and Molsberry Markets, Inc, as well as Laura Buhrer of Exchange Bank and their staff.

*contributed by Kathleen Palmer, Ambassador*

**DECEMBER BUSINESS AFTER HOURS SOCIAL**



*Brian Molsberry, Molsberry Markets, Inc. Lois, Exchange Bank, Larkfield*



*Laura Buhrer, Exchange Bank congratulates 50/50 winner Jodie Williams*



*Lois, Dean Molsberry and guest.*



*Will Brodt, Promos Oncall with Kimberly Anderson, Assets Insurance, our new Head Ambassador!*



*Judy Reynolds and Deanna Schutz, Summit Bank*



*Jerry and Linda Hankins, Hankins Travel*



*Lacey Burdette, Windsor Times, Kathleen Palmer, Sonoma CONNECTION, new member, Sue Hall, JD, Empire Document Services*

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

**SOCIALS**  
see schedule on page 5

**CORPORATE SPONSOR RENEWALS:**

Sonoma CONNECTION 2002

**RENEWALS:**

- Wikiup Properties 1988
- Airport Health Club 1990
- GRP Wealth Strategies Group, LLC 1990
- Cal State Central Credit Union 1998
- AmericanAgCredit, FLCA 2001
- Coldwell Banker - Aggie Maggio 2007
- GUARDIAN Caregiver Connections 2007
- Pacific Coast Air Museum 2007
- Big Boy's Buns & Burgers 2008
- Anytime Fitness 2009
- Kiwanis Club of Windsor 2010

**2010 SONOMA COUNTY SPIRIT AWARDS**



Joining Pete Foppiano and honoring him at the luncheon were a number of ambassadors and board members from the chamber. Included were Board VP Membership and Head Ambassador Tony Geraldi from Sonoma County Airport Express, Board VP Business Services Elaine Holtz from Pre-Paid Legal Services, Board Secretary and Ambassador Susan Lindstrom from Guardian Caregiver Connections, Ambassador Evan Jacobs from California American Water, Ambassador Aggie Maggio from Coldwell Banker, Past President Jim Bajgrowicz from Office of James Bajgrowicz, Ambassador Kathleen Palmer of Sonoma Connection, and Board Corporate Treasurer John Essman of Sonoma Connection (*photographer*).

The Mark West Area Chamber of Commerce and Visitors Center congratulates Pete Foppiano for his tireless years of volunteer service and for his many contributions to Sonoma County. *more photos at MarkWest.org*

*contributed by Anthony Geraldi, Head Ambassador*



*Santa and his elves at the 2010 Holiday Tree Lighting at Molsberry Markets, Larkfield Center*



*The Holiday Tree Lighting featured holiday carols by Mark West USD students & Santa!*



*Just a friendly reminder that Chamber membership renewals are sent via email - please keep a lookout for your invoice when your anniversary rolls around. The Chamber relies on our members renewing promptly to continue our community service. You receive the full benefits of Chamber membership when you renew!*

*As an additional convenience for you, you can pay online at [markwest.org/payment.cfm](http://markwest.org/payment.cfm) Thank you!*



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**UPCOMING BUSINESS SOCIALS**

*Thursday, January 13*  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **Beck Law, Inc.**  
 Location: 2681 Cleveland Ave., Santa Rosa

*Thursday, February 10*  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **Holiday Inn Express**  
 Location: 870 Hopper Ave., Santa Rosa

*Thursday, March 10*  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **OPEN**  
 Location: TBD

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

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

*Thursday, June 9*  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **OPEN**  
 Location: TBD

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

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

*Thursday, September 8*  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **California American Water**  
 Location: TBD

**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

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

*Thursday, November 8*  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **Extended Child Care Coalition**  
 Location: TBD

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

**SIGN UP FOR YOUR SOCIAL IN 2011!**

Sign Up NOW for 2011 Socials - only 2 dates left!  
 If you are a member interested in hosting a Business After Hours Social, please contact Kimberlee Anderson, 546-8020, email [assetsinsurance@gmail.com](mailto:assetsinsurance@gmail.com), or visit our Calendar of Events page at [markwest.org](http://markwest.org).

**CHAMBER MEETINGS**

*Tuesday, January 11*  
**Board of Directors**  
 11:30am - 1:00pm  
 Grace Fellowship

*Thursday, January 13*  
**Ambassadors**  
 3:30pm - 5:00pm  
 Chamber Office



*Interested in joining our Ambassador Club? Contact Kim Anderson Assets Insurance 546-8020 [assetsinsurance@gmail.com](mailto:assetsinsurance@gmail.com)*

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## CHAMBER BLOG FOR BUSINESS TIPS

Join the conversation  
at [markwest.org](http://markwest.org)

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

### BENEFITS OF BEING A MEMBER

**2011** - Hard to believe so much time has passed. I look forward to the next year and my primary goal for the Blog is to educate and inspire members to be more active in the chamber and to utilize each other's businesses.

For beginners I thought I would remind everyone of our Mission. This is important as it gives us a new look at what motivated us to join the chamber and how we can utilize the events, the newsletter, the blog, the membership directory along with our tradeshow.

#### Mission Statement

***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.***

To help achieve the mission for both ourselves and the Chamber as a member you can...

- \* Be listed free on the Chamber's Website.
- \* Showcase your business with a Business-After-Hours Networking Social.
- \* Participate in the Annual Wine Country Harvest Faire and Business Showcase and Silent Auction at the Wells Fargo Center for the Arts, Christmas Tree Lighting, Annual Installation Dinner, and other events.
- \* Advertise in the Monthly Newsletter (**The LARK**) with ads and flyers.
- \* Be listed free in the Chamber Directory.
- \* Order Chamber member mailing labels.
- \* Promote your business free through a Member Profile in **The LARK**.
- \* Utilize the Chamber Office Resource Center.

Wow there in itself is a lot of ways to get your name out there and let other members know that you want to know about their business as well as telling them about your business. **An old fashioned idea, you will do business with individuals that you know and trust.** How do you get to know and trust others or get others to trust you, my suggestion is picking at least three of the items on the list and participate in that way.

Getting to know about other businesses can be difficult and I thought it might be useful if a member utilizes the services of another member they will let me know and I can mention them and their opinion in the Blog. What does this accomplish?  
**1. Members reading this get to know about other members and their experience.**  
**2. Your name gets mentioned so members become aware of you & your services.**

**Here we go: Special acknowledgment to Benjamin Tires.** They provided four brand new tires for my Toyota. I was given the most thorough service i.e. when I came to the facility they greeted me and Mrs. Benjamin was there so I got to met the owner. A quote was provided and after checking around found them to be very competitive, in fact I got top of the line tires. I was taken care of in a timely fashion and this Christmas as I ran from store to store felt very safe because of those tires.  
**Thank you Benjamin Tires.** *read more at <http://markwestchamber.blogspot.com/>*



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David Hartman

15 Lark Center Drive  
 Santa Rosa, CA 95403

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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 Hwy, 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  
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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)	



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**Mark West Area  
Chamber of Commerce  
and VISITORS CENTER**



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

*Happy New Year!*

**AFTER HOURS  
BUSINESS SOCIAL**

Thursday, Jan 13  
5:30- 7:30pm

Hosted by  
**BECK LAW, INC.**  
2681 Cleveland Ave.

**BRINGING BUSINESS & THE COMMUNITY TOGETHER!**

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

*MORE PHOTOS NEXT MONTH!*



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