

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

January 2012
Volume XXVI Issue 1

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

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

707.578.7975
office@markwest.org



Happy New Year!

Our **HOLIDAY TREE LIGHTING** was the best attended - ever! Thanks to our sponsors and volunteers, and to the children who performed the holiday music & songs!

Sponsors:

Mark West Area Chamber of Commerce and Visitors Center

Molsberry Markets, Inc. • Larkfield Center

Rincon Valley Fire District • Mark West Union School District



Holiday Helpers

The Chamber's Holiday Charity Program gathered many donations for our friends at the Living Room. Molsberry Market's donated 3 \$150 gift certificates for groceries. Thanks to everyone for their generous donations!



Community members enjoyed the holiday music, sweet treats, and Santa!



Todd Anderson, host of our next social at Best Western Plus, and his family.

Want to help? The Chamber welcomes donations and volunteers - any time of year - to help our community!



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

Host a 2012 Social! page 5

UPCOMING EVENTS:

next **AFTER HOURS BUSINESS SOCIAL** hosted by

BEST WESTERN PLUS WINE COUNTRY INN & SUITES
870 Hopper Ave.

Thurs, January 12
5:30 pm - 7:30 pm

*This month's Pot of Gold is \$200!
Make sure someone from Your Business is at the Social to WIN!*

RIBBON CUTTINGS Friday, January 27
NATURALIGHT SOLAR, INC. 438 Larkfield Center 4:00pm
SONOMA COUNTY SCHOOL OF MUSIC 4795 #B Old Redwood Hwy



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 January 10 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:

Hi everyone! I would like to finish off last year by saying thank-you to all the members in the Mark West Chamber. A special thanks to all the board members and Ambassadors, especially Kimberlee Anderson who served as Head Ambassador. Welcome back to Tony Gerald, who is returning to serve as Head Ambassador. Its been a good year for the Chamber and hopefully 2012 will be even better.

Last month we had the tree lighting ceremony with all the kids in the local music programs singing Christmas songs for us. Mrs. Hufford did a great job. We had approx. 300 people attending. It was a real team effort. Steve Plamann from Action Rents worked his magic and received a tree donated by Kris Kringles Corner. Phil from Essner Tree Service delivered it, and Lori Molsberry decorated! Rincon Valley Fire Dept. brought over Mr. & Mrs. Claus. Molsberry's donated hot cocoa & cookies for everyone. Many Chamber Board members helped in the whole tree lighting activities. Thank You.

Exchange Bank and Molsberry's held the December social. It was very well attended. Thanks to Laura and her staff for helping to put it together. The January social is at Best Western Plus Wine Country Inn & Suites. Hopefully we'll see you there.

With another year passed, lets look forward to 2012. Everybody has started their New Year's resolution. Personal goals, business goals and weight loss goals which will pack people in by the herds to Anytime Fitness!!!!

Have a great month and a wonderful New Year!!

Brian Molsberry

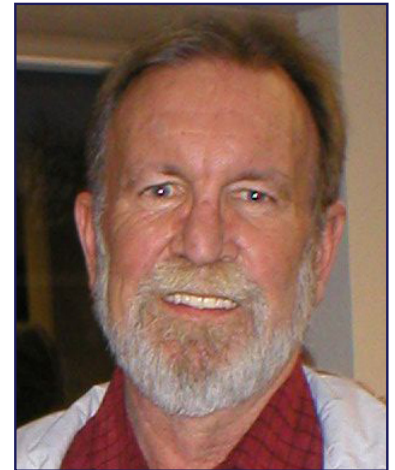
REMEMBERING DARYL ANDERSON, WIKIUP PROPERTIES

The Chamber lost a great friend on Saturday, January 7 - Daryl Anderson of Wikiup Properties.

Daryl served our Chamber with commitment and enthusiam. He was a Board Director for 22 years, and Chairman of our Tradeshow Committee. As the owner of Wikiup Properties, Daryl was a leasing agent and oversaw the construction of several area properties. Daryl was also one of the founding members of the Mark West Area Community Services District Formation Committee. After "retiring" from the Board in 2008, he continued on as a consultant, helping us with our building leases and providing support for the Tradeshow.

It is hard to imagine how much he will be missed, because he was always there with an idea or advice. Our thoughts are with his family and many friends.

Funeral services are pending, if you would like info please email office@markwest.org.



Daryl Anderson

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EXCHANGE BANK AND MOLSBERRY MARKETS, INC. HOST A FESTIVE DECEMBER SOCIAL

December's After Hours Business Social was hosted by Exchange Bank and Molsberry Markets, Inc., and was held at the Larkfield Shopping Center branch of Exchange Bank. Laura Buhrer from Exchange Bank and Brian Molsberry from Molsberry Markets provided plenty of food and beverages for the large turnout of chamber members and guests in attendance.

Chamber Head Ambassador Kimberlee Anderson from Assets Insurance & Investments served as Master of Ceremonies for the evening. Chamber board member and Larkfield Exchange Bank Branch Manager Laura Buhrer introduced some of her staff in attendance. Laura told everyone that Exchange Bank has money to loan to local businesses and they are working very hard to bring back the Doyle Scholarships. Laura said that Exchange Bank is doing everything possible to give back to our local community. Chamber board President Brian Molsberry introduced his sister-in-law Lori and his brother Dean. Brian said that out of the 65 employees at Molsberry Market 10 of them have the last name of Molsberry and that all of the employees are equivalent to a big family. In business for over 53 years, the market has been operated by 5 generations of Molsberry family members. Their store has been so successful due to their many loyal customers and their focus on family ownership.

A new Member plaque was presented to Dr. Kyle Yoder of Dr. Kyle Chiropractic. With 25 years of experience Dr. Yoder uses different techniques to treat a problem, as one technique might work on one patient but probably not on every patient. When you visit Dr. Kyle Chiropractic your first exam and treatment are free.

The business drawn for the \$180.00 Pot of Gold was the Cove Covenant Church. Neither Pastor Jeff Johnson or any of his staff were able to attend the social. \$20.00 will now be added to the Pot of Gold drawing at the January 12th social hosted by Best Western Plus Wine Country Inn & Suites, which now makes the pot a very rich \$200.00!

Our 50/50 raffle with \$103.00 was won by Erin Schreiner from Eichler's Auto & Truck Repair. Congratulations Erin!

Prizes for our business card drawing were donated by Sonoma County Airport Express, Molsberry Markets, Exchange Bank, Eichler's Auto & Truck Repair, Windsor Times, Elaine Holtz and Norton & Holtz Business Solutions. Winners drawn included, Brett Livingstone, Anytime Fitness, Missy Danneberg, Extended Child Care Coalition, Anthony Gerald, Sonoma County Airport Express, Jeannie Haddorff, Healthy Are We and Don Wilson, Rincon Valley Fire District, Andre' Andrus, Andre' M. Andrus Electrical and Jerry Hankins. Congratulations to our winners and thank you to everyone at Exchange Bank and Molsberry Markets, Inc. for hosting such a fun and festive social.

contributed by Anthony Gerald, Head Ambassador

DECEMBER BUSINESS AFTER HOURS SOCIAL



*Laura Buhrer, Exchange Bank
Brian Molsberry, Molsberry Markets*



*Susan Lindstrom, GuardianCaregivers.net,
John Essman, Sonoma Connection,
Bev Graham, GRP Financial*



*Anthony & Aggie Maggio, Coldwell Banker,
Missy Roger, Larkfield Florist, guest*



*Kimberlee Anderson, Assets Insurance,
Brian Molsberry, Molsberry Markets,
Tony Gerald, SC Airport Express*

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

SOCIALS
see schedule on page 5



*Will & Denise Brodt, ADT Security Services,
Evan Jacobs, Cal Am Water*



Bret Livingstone, Anytime Fitness won a raffle prize



*Annabel Ayres, Ayres & Associates,
Judy Mikeska, Rodan + Fields Dermatologists*

NEW MEMBERS:

Larkfield Florist & Gifts

Missy Rogers, Owner
558 Larkfield Center
Santa Rosa CA 95403
Phone: (707) 526-4091
Email: larkfieldflorist@sonic.net

Edward Jones

Sam Crump
PO Box 12335
Santa Rosa CA 95406
Phone: (707) 578-3032
sam.crump@edwardjones.com
Website: edwardjones.com

Ancient Oak Cellars

Ken Moholt-Siebert, Co-Owner
4120 Old Redwood Highway
Santa Rosa CA 95403
Phone: (707) 542-3099
Email: kenms@teleport.com
Website: ancientoakcellars.com

CHANGES:

Sally Crain, Broker @
Century 21 Alliance
has moved:
1057 College Ave.
Santa Rosa CA 95404

Larsen Auto Care
has moved:
940 Petaluma Hill Rd
Santa Rosa CA 95404

MEMBER RENEWALS:

- Sevall, Thwaites & Soper 1997 Insurance
- Goodwill Industries 1998
- Naturalight Solar, Inc. 2000
- Lytle's Redwood Empire 2002
- Beauty College
- GUARDIANCaregivers.net 2007
- BigBoy'sBuns&Burgers 2008
- Kiwanis Club of Windsor 2009

Thank You!

HOLIDAY TREE LIGHTING



Chamber Volunteers: Kathleen Palmer, Sonoma CONNECTION, Don Wilson, RVFD, Doug Williams, RVFD, Shawna De Grange, Cloverleaf Ranch, Patti Dearmin, Pat Morelli, Wikiup Properties, Barbara Wilson, RVFD, Santa & Mrs. Claus, Brian Molsberry, Molsberry Markets, Santa's Elf, John Essman (not shown), Sonoma CONNECTION



A new Member plaque was presented to Dr. Kyle Yoder, D.C., Q.M.E. of Dr. Kyle Chiropractic.

8499 Old Redwood Hwy #204,
Windsor CA 95492
Phone: (707) 838-7900
Email: drkyle@drkylechiropractic.com
Website: drkylechiropractic.com

A new Member plaque was presented to Lucy Gustafson of Recherche du Plaisir.

3401 Cleveland Ave, Suite 9
Santa Rosa CA 95403
Phone: (707) 843-3551
Email: info@rdpsweets.com
Website: rdpsweets.com



RIBBON CUTTING: RECHERCHE DU PLAISIR



Michael & Lucy Gustafson opened their new chocolate and sweets store, Recherche du Plaisir. Their Ribbon Cutting was attended by family, friends and Chamber members.

UPCOMING BUSINESS SOCIALS

Thursday, January 12 5:30-7:30pm
 Hosted by **Best Western Plus,
 Wine Country Inn & Suites**
 Location: 870 Hopper Ave., Santa Rosa

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

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

Thursday, April 12 5:30-7:30pm
 Hosted by **Anytime Fitness**
 Location: 490 Larkfield Center, Santa Rosa

Thursday, May 10 5:30-7:30pm
TBA

Thursday, June 14 5:30-7:30pm
OPEN

RIBBON CUTTINGS

Friday, January 27 4:00pm
Naturalight Solar
 Location: 438 Larkfield Center, Santa Rosa
Sonoma County School of Music
 Location: 4795 #B Old Redwood Hwy, Santa Rosa

CHAMBER MEETINGS

| | |
|---------------------------|----------------------|
| Tuesday, January 10 | Thursday, January 12 |
| Board of Directors | Ambassadors |
| 11:30am - 1:00pm | 4:00pm - 5:00pm |
| Grace Fellowship | Best Western Plus |

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



CORPORATE SPONSOR BODEAN COMPANY HONORED

BoDean Company’s Mark West Quarry made history in May of this year when they “Flipped the Switch” and became the first quarry in the world to be 100% reliant on solar power. They were honored by the North Bay Business Journal when their solar installation was recognized as one of 2011’s Top Real Estate Projects.

The quarry, located at 4611 Porter Creek Road in Santa Rosa is the home to 3,444 solar panels generating 1.165 megawatts of green energy annually; enough energy to power more than 190 typical Californian homes for a full year. electricity produced by the solar panels will offset the release of 1,844,521 pounds of carbon dioxide annually



Incorporated in 1989, BoDean Company is a chief supplier of quality crushed rock and asphaltic concrete to Sonoma County and northern Napa County. Owners, Belinda and Dean Soiland have made BoDean Company an industry leader in sustainability, which includes their introduction of eco-friendly mining operations along with their commitment to become the World’s first 100% solar powered quarry. In addition, BoDean Company is dedicated to the extensive use of recycled materials in their production process, while pursuing a managed reclamation plan that coincides with quarry operations.

Contact: *Bill Williams, General Manager* BoDeanCompany.com



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CHAMBER BLOG FOR BUSINESS TIPS

Join the ongoing conversation at markwest.org

Joy of Public Speaking Workshop

Wed. January 25, 2012
6:00 PM - 8:00 PM

If your New Year's Resolution was to get over your fear of public speaking, or need help on becoming a clear and concise speaker, then this is the workshop for you!

Led by Elaine B. Holtz, this informal workshop will review tools and tips to become a comfortable and confident public speaker, whether in just returning a phone call, talking at a party, or providing a presentation at work. Learn how to clearly and confidently speak your message, a crucial tool for community activists to make their point!

\$10 minimum donation to the ShareExchange

About the presenter: Elaine has a strong background in sales, marketing and public speaking. She is the author of several books, and is the producer and host of the show "Women's Spaces" on Santa Rosa's Public Access TV.

<http://theshareexchange.camp9.org/ViewEvent.ashx?eventId=420274>

Happy New Year!

Wishing everyone a Happy and Prosperous New Year. I can hardly believe it is 2012. Last year felt like it simply flew right by.

At the beginning of the year it is time to set your goals for growth in 2012. Often times when we look at doing New Year's Resolutions we tend to write them for the whole year. To help you achieve your goals I suggest that you make monthly resolutions (goals) in addition to whole year goals.

One of the problems with New Year's Resolutions is that sometimes we are not always realistic when we set them. Unfortunately when we set unrealistic goals we set ourselves up for failure. That is why monthly goals are more practical, have a better chance of being achieved, and, if you miss the mark, you can evaluate and make improvements during the following months.

It is also a good idea at the beginning of the year, prior to setting your goals that you take time to sit down with your staff and evaluate your businesses success and disappointments during the past year. This helps give the business professional an opportunity to see what was realistic and what was a fantasy.

Remember to give yourself a pat on the back for your successes and to recognize that when you fail at something that it is an opportunity to get more information and set a more realistic goal for that area.

Some questions you might ask yourself when doing an evaluation of your business, i.e.

- How many new customers did you get?
- Was your marketing successful? What could you have done better?
- Did you have cash on hand to weather the slow periods?
- Are you poised for new growth in 2012?

Out of the above questions you can see whether or not you were satisfied with the results. If you were not satisfied the next question would be. "Why not?" It is the why not that will help you write your goals for the year.

Increasing sales is always a good goal. It is helpful when setting goals to make sure they are measurable. Break them down into daily, weekly or monthly goals is a way to help achieve the goals that you have set.

Another goal might be to add new products or services. Even the smallest companies need to grow and change. A question to ask yourself is, "which products or services are compatible with your business?"

Every company should evaluate its costs of doing business. The end of the year is a great time to review your company's financials therefore giving you the opportunity to see where you might increase costs or reduce costs for the company year. A New Year is a natural time to re-evaluate your business and your entrepreneurial activities.

Two of the goals I have for my Chamber participation is to write more often in the blog and call all the members and introduce myself. The monthly goal will be one blog entry a month and to call on 12 members.

Happy New Year and Happy Goal Setting.

*Respectfully submitted by: Elaine B. Holtz NortonHoltz Business Solutions
Elaine is also the Producer/Host of Women's Spaces www.womenspaces.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/>



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Mark West Area Chamber of Commerce and VISITORS CENTER



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AFTER HOURS BUSINESS SOCIAL

Thursday, January 12
5:30- 7:30pm

Hosted by
BEST WESTERN PLUS WINE COUNTRY INN & SUITES
870 Hopper Ave.



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

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

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

MORE PHOTOS NEXT MONTH!



SC Employer Advisory Council

Eichler's Auto & Truck Repair

Exchange Bank

Extended Child Care Coalition

Heather McConnell, Landscape Artist

Thank You to Our Corporate Sponsors!

