

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

July 2012
Volume XXVI Issue 7

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

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

707.578.7975
office@markwest.org

www.markwest.org

ANNUAL DINNER AT CLOVERLEAF RANCH - JULY 27, 6 - 9 PM

Chamber members and their guests will enjoy a delicious meal, networking and local updates at our **Annual Installation Dinner on July 27th**. Chamber member **Cloverleaf Ranch** will be our host for the evening.

Cloverleaf owner, Shawna De Grange, will be installed as our new Board President for 2012-2013, along with officers John Essman, Treasurer (Sonoma CONNECTION), Susan Lindstrom, Secretary (GuardianCaregivers Net), Past President Brian Molsberry, Will Brodt, VP Publicity (ADT Security Services), Elaine B. Holtz, VP Business Services (Norton & Holtz Business Solutions), Patricia Dearmin, VP Community Services, Membership, and our other board directors, James Bajgrowicz (Office of James Bajgrowicz), Laura Buhner (Exchange Bank), Stephanie Munson (Goodwill Industries), Steve Plamann (Aaction Rents), Sue Sloat (Mark West Union School District), and Doug Williams (Rincon Valley Fire District). Chamber members and volunteers will be recognized for their contributions this year!

Appetizers will be served at the Barn bar, along with wine or beer, soft drinks or water. Two (2) drink tickets are included with the ticket price. Dinner will be three kinds of pasta, salads, garlic bread and dessert. Wine will also be included with the dinner. A great deal and you can't beat the location for a summer feast! Kick up your heels with Dance the Night Away DJ!

Mike McGuire, 4th District Supervisor will give us an update on local issues, followed by the installation of officers. Join us for a fun and informative evening!

Tickets are \$30/person.

Please call the Chamber office to reserve your seats or pay online at markwest.org by July 23.



Shawna De Grange and her Cloverleaf Ranch crew



Mike McGuire, 4th District Supervisor

UPCOMING EVENTS:

next **AFTER HOURS BUSINESS SOCIAL** hosted by

AUTOBAHN - ANYTHING DETAILING
1851 Piner Road

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



Reserve your seat - only \$30 per person - markwest.org

**"MARK WESTERN"
INSTALLATION DINNER**
Cloverleaf Ranch
3892 Old Redwood Hwy.

Friday, July 27
6:00 pm - 9:00 pm



June Social hosted by
Rincon Valley Fire District
page 3



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 July 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:

HELLO MEMBERS!! Don't Miss The Fun... Join me for the Annual Installation Dinner Friday, July 27th at the Cloverleaf Ranch. "THE MARK WESTERN" will be a great event...dust off your cowboy (and cowgirl) boots, wear your finest hat... and meet me in the barn! We will be installing the new board members and honoring some of our finest with special awards. County Supervisor Mike McGuire will be our special guest, providing a key note speech and installing our new board. Purchase tickets on-line now.

In June, I had the pleasure of attending the Chamber Business Luncheon with speaker Elinor Stutz, as well as the Chamber Social at the Central Fire Station #22. At both events the underlying theme of community was strong. Elinor spoke about her determination to overcome incredible challenges and the beauty of truly connecting with others. Her speech was motivational, touching and helped give local business owners great tips on how to increase sales. The social was very fun and educational... Cindy Foreman and Don Johansen presented the Safety Pals program that provided informative safety programs that are fun as well as beneficial to our local community. Thank you Central Fire for all you do for us!

I strongly encourage you all to get involved in our community, whether it's volunteering or simply learning about local programs. As a business owner it can be easy to get overly involved in the day to day running of business and miss out on all the great things our community offers. Go to some of the local events, reconnect with passions that are meaningful to you... I look forward to seeing you all at the next chamber event! HAPPY SUMMER ☺
Shawna De Grange, President

PAST PRESIDENT'S MESSAGE:

I hope everyone is enjoying their summer. We were pretty busy this past month starting with the Chamberee out at the Air Museum - eleven Chambers total. Over 300 people attended and it was a nice event.

We also had our second luncheon put together by Elaine Holtz and Todd Anderson. Our guest speaker was Elinor Stutz. Elinor was very inspiring. Sherry did a nice job organizing the room. It was perfect for all who attended. The sandwiches weren't half bad, provided by Molsberry Market. Our social was at the Rincon Valley fire house. Doug and his staff always do a nice job entertaining.

This is my last month as President for the Chamber. I would like to thank everybody for the support. A special thanks to everybody on the Board and our Ambassador Committee for their hard work.

Good luck to Shawna De Grange. She is our next President and she'll need all the help she can get HAHA.
Thank you, Brian Molsberry, Past President

PS My daughter Kristine and her husband David had their first baby 6-16-12 Holden Doan.



Brian Molsberry,
Molsberry Markets,
Past President

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www.amwater.com



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**522 Larkfield Center, Santa Rosa
707/546-0307**

THE CENTRAL FIRE AUTHORITY OF SONOMA COUNTY HOSTS A VERY EDUCATIONAL SOCIAL

June's After Hours Business Social was hosted by Fire Chief Doug Williams of the Central Fire Authority of Sonoma County and his staff at the Larkfield Fire House. Plenty of delicious food and beverages were provided for the many chamber members and guests in attendance that evening.

Chamber Ambassador Susan Lindstrom from GuardianCaregivers.Net served as Master of Ceremonies for the evening and introduced Chief Williams to everyone. Chief Williams stated that it was very recent that the Rincon Valley Fire Department changed its name to Central Fire Authority of Sonoma County because the area that the agency protects is so much more than just Rincon Valley. The service area is approximately 150 square miles. The population serviced is approximately 60,000. Chief Williams said the particular fire house in Larkfield has full-time and part-time staff and handles an average of 5 responses per day. Often the responses are to assist other departments including Windsor.

Cindy Foreman and Don Johansen discussed the youth fire prevention program (Safety Pals) aimed at getting important messages out to kids such as the dangers of playing with matches, 911 awareness and the importance of wearing bicycle helmets. When the program was first started, over 1700 children were educated in 3 days. A demonstration was also given by fire house staff on the equipment worn for structure fires as well as brush fires.

Susan welcomed new members Sharon Bricker-Ferris, Primerica, and Carol and Robert Brohmer of Right At Home. She reminded everyone of the upcoming trade show, and asked members to provide promotional items for the new member welcome bags. The July 12th social is hosted by AutoBahn - Anything Detailing on Piner Road.

The business drawn for the \$120.00 Pot of Gold was the Pacific Coast Air Museum. Unfortunately neither Roger Olsen nor Dave Pinsky were able to attend the social. \$20.00 will now be added which will now make the pot \$140.00 for July's social. Our 50/50 raffle with \$60.00 was won by Sharon Brinker-Ferris of Primerica Financial Services. Congratulations Sharon!

Members donating the many gifts for the business card drawing included Central Fire Authority of Sonoma County, Sonoma County Airport Express, and Streamlight Incorporated.

Winners included Bev Graham from GRP Wealth Strategies Group, Tony Geraldi from Sonoma County Airport Express, Lifetime Member Pat Morelli, Jerry Hankins from the Office of Jerry Hankins, Ken Norton from Norton & Holtz Business Solutions, Laura Buhrer from Exchange Bank, Jim Bajgrowicz from the Office of James Bajgrowicz, John Essman from Sonoma CONNECTION, Don Wilson from Central Fire Authority of Sonoma County, Carol Brohner from Right at Home, Kathleen Palmer from Sonoma CONNECTION, Todd Anderson from Best Western Plus Wine Country Inn and Suites, Tony Lindstrom from California American Water, Phil Essner from Essner Tree Service, Sherrie Miller from Best Western Plus Wine Country Inn and Suites, Mary Markell from Markell Incorporated, Aggie Maggio from Coldwell Banker, Shawna DeGrange from Cloverleaf Ranch, and Sharon Brinker-Ferris from Primerica Services.

Congratulations to our winners, and thank you to Central Fire Authority of Sonoma County for hosting such a great social.

contributed by Anthony Geraldi, Head Ambassador

JUNE BUSINESS AFTER HOURS SOCIAL



Cindy Foreman, Don Johansen, CFA, Mike McGuire, Supervisor



Todd Anderson & son get a look at a fire truck - and took a ride around the neighborhood!



Anthony Geraldi, SC Airport Express, Shawna De Grange, Cloverleaf Ranch, Kimberlee Anderson, Assets Insurance



Members enjoy a delicious buffet provided by CFA

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

SOCIALS
see schedule on page 5

NEW MEMBER

Right at Home

Robert Brohmer, LMFT
 Robert@RAHSonomaCounty.net
 Carol Brohmer, RN
 Carol@RAHSonomaCounty.net
 1111 Sonoma Ave. Ste 324
 Santa Rosa CA 95405
 Phone: (707) 843-5192
 Fax Number: (707) 843-5190
 RAHSonomaCounty.net

CORPORATE SPONSOR

RENEWALS:

Molsberry Markets, Inc. 1981

NEW

CORPORATE SPONSOR

Best Western Plus 2008
Wine Country Inn & Suites

MEMBER RENEWALS:

Wells Fargo Center 1982
for the Arts
Key Properties 1989
Safari West 1998
Essner Tree Service 2008
Mike McGuire 2010

WISH LIST

Upgrading your office equipment?

The Chamber office needs a larger flat screen monitor for our office volunteers.

Please call 578-7975 or email office@markwest.org if you can donate a working monitor.

Thank you!

New members Robert & Carol Brohmer, Right At Home receive their membership plaque from Susan Lindstrom, GuardianCaregivers.Net.

The Sonoma County office of Right at Home Inc., is locally owned and operated by Carol Brohmer RN and Robert Brohmer LMFT.

We provide In-Home Care to adults and seniors.



Our mission is To improve the quality of life for those we serve. We do that by providing high quality in-home caregivers to serve you. Caregivers focus on helping individuals maintain their independence and dignity, while assisting with a variety of everyday tasks.

Our caregivers are thoroughly screened using top-notch profiling tools and background checks. Then, we take care of the bonding, insurance, and responsibility for oversight. Our orientation process insures that our caregivers clearly understand how to meet our client's needs in a respectful and compassionate manner.

Clients and their families use our services for many reasons: - Assistance for a loved one who can no longer stay alone - Short-Term support at home after a hospital stay - Respite care to relieve family caregivers - Extra care in an assisted living facility, nursing home, or hospital. All cases are supervised by a Registered Nurse with a written Care Plan. Amenities and Services: - Light Housekeeping - Medication Reminders - Meal Preparation - Feeding - Errands & Transportation - Assistance with Dressing - Stand-by Assistance while Bathing/ Showering/Walking - Help reduce risk of slips and falls - Take walks - Services available 24 x 7.



New member Sharon Bricker-Ferris, Primerica, received her membership plaque AND won the 50/50 Raffle at the June social hosted by the Central Fire Authority of Sonoma County. Doug Williams, Fire Chief, CFA, Susan Lindstrom, GuardianCaregivers.Net.

UPCOMING BUSINESS SOCIALS

Thursday, July 12 5:30-7:30pm
Hosted by AutoBahn - Anything Detailing
Location: 1851 Piner Road, Santa Rosa

Thursday, August 9 5:30-7:30pm
Hosted by Assets Insurance & Investments
Location: 3270 Mendocino, Suite 1B, Santa Rosa

Thursday, September 13 5:30-7:30pm
Hosted by Sonoma County Sheriff
Location: 2796 Ventura Avenue, Santa Rosa

Thursday, October 11 5:30-7:30pm
Hosted by Windsor Times
Location: 9025 Old Redwood Hwy., Windsor

Thursday, November 8 5:30-7:30pm
Hosted by Anytime Fitness
Location: 490 Larkfield Center, Santa Rosa

Thursday, December 13 5:30-7:30pm
Hosted by Exchange Bank & Molsberry Markets
Location: 500 Larkfield Center, Santa Rosa

CHAMBER MEETINGS

Tuesday, July 10
Board of Directors
11:30am - 1:00pm
Grace Fellowship

Thursday, July 12
Ambassadors
4:00pm - 5:00pm
TBA



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

CHAMBER BLOG FOR BUSINESS TIPS

Join the ongoing conversation at markwest.org

MARK WESTERN INSTALLATION DINNER

Friday, July 27 6:00-9:00pm
Location: Cloverleaf Ranch
3892 Old Redwood Hwy., Santa Rosa



- appetizers
wine or beer
three kinds of pasta
salads
garlic bread
dessert
wine with dinner

Tickets are \$30/person.

Please call the Chamber office

to reserve your seats

or pay online at markwest.org by July 23.

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



HOLIDAY TREE LIGHTING

Wednesday, December 5 6pm
Location: Larkfield Center, Santa Rosa



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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Visit MarkWest.org for SHOWCASE TIPS

WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE

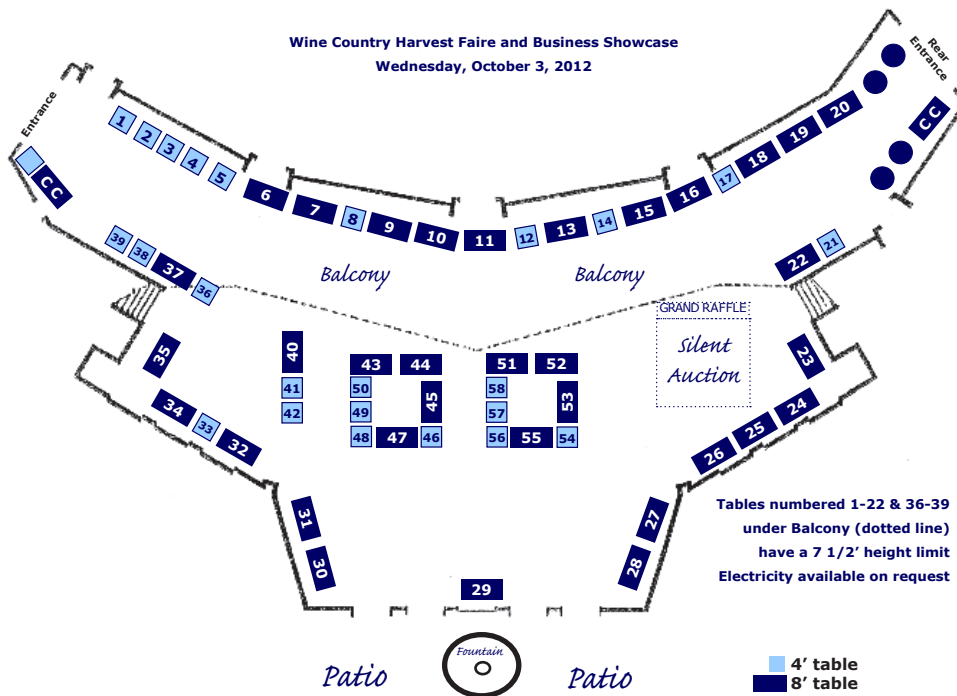
**WEDNESDAY, OCTOBER 3
4:00 - 8:00 PM**

WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE
JOIN US ON WEDNESDAY, OCTOBER 3 4:00 - 8:00 PM
 Wells Fargo Center for the Arts, 50 Mark West Springs Road, Santa Rosa, CA

For information call the Chamber: 707 578-7975 or email: office@markwest.org
 Purchase Your Tradeshow Booth Online NOW: <http://www.markwest.org>

Member's Price: 4' Table= **\$250**
 8' Table= **\$350**

Non-Member's Price: 4' Table= **\$375**
 8' Table= **\$475** (includes 1 year membership)



NEW!

PLATINUM CORPORATE SPONSORSHIPS

AND

MEDIA SPONSORSHIPS

AVAILABLE NOW!

PLATINUM CORPORATE OR MEDIA SPONSORSHIPS

- INCLUDES:**
- One Year Chamber Membership**
 - Annual Membership Dinner for two**
 - Corporate logo displayed on Tri-fold at all Chamber functions**
 - Listed in Monthly Newsletter & Membership Directory**
 - Chamber Website: markwest.org**
 - (Banner on each page, special mention on Sponsorship page, and special placement ads on Tradeshow & Calendar of Events pages)*
 - 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

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 328-2588 guardiangivers@gmail.com

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 527-5987 elaine@nortonholtz.com

VP Community Services, Membership
 Patricia Dearmin 539-4945

VP Public Relations
 Will Brodt ADT Security Services
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Sue Sloat Mark West Union School District
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Doug Williams Rincon Valley Fire District
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 578-7975 office@markwest.org

Mark West Area Chamber of Commerce and VISITORS CENTER



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

MARK WESTERN DINNER

Friday, July 27
6 -9 pm

Please RSVP: markwest.org

AFTER HOURS BUSINESS SOCIAL

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

Hosted by
AUTOBAHN
- ANYTHING
DETAILING
1851 Piner Road

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

Reserve your booth for our 23rd Annual Harvest Faire & Business Showcase October 3, 2012!
MORE PHOTOS NEXT MONTH!



ConstellationWines

Mendocino Brewery

Mark West Neighbors

Pink Fire Truck

Silent Auction

Thank You to Our Corporate Sponsors!



RIVER ROCK CASINO
ALEXANDER VALLEY



MARK WESTERN

**JULY
27**

6-9 PM

\$30

CLOVERLEAF RANCH
3892 Old Redwood Hwy.

*Put on your boots and lets do
the Boot, Scoot and Boogie!*



\$30 per person includes:

Cocktails: 2 Drink Tickets @ for Beer & Wine

Raffle Prizes!

Menu: Appetizers - Wine - 3 Pastas - Garlic Bread - Dessert

Company: _____

RSVP & Pay Online @ MarkWest.org

Name(s): _____

OR Mail Check OR CC#

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Name on Card: _____

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