

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

June 2012
Volume XXVI Issue 6

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

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

707.578.7975

Office Hours: Tues - Thurs 10am - 3pm

www.markwest.org

office@markwest.org

CHAMBER BUSINESS LUNCHEON Wednesday, June 13 - 11:30am-1:00pm

Please note the Date Change!

Please RSVP Now for your seat at the Luncheon!
www.markwest.org

**Speaker: Elinor Stutz, CEO of Smooth Sale
Relationship Building That Gets Results and
Hints on Using Social Media**

**Results that help you build your business with
plenty of time for questions and answers.**



About the presenter:

Elinor Stutz, CEO of Smooth Sale, LLC was honored by Open View Labs listing her in their "Top 25 Sales Influencers in 2012".

Elinor authored the International Best-Selling book, "Nice Girls DO Get the Sale: Relationship Building That Gets Results." Community Service led to her second best-selling book, "HIRED! How to Use Sales Techniques to Sell Yourself On Interviews."

Elinor delivers inspirational keynotes, and offers coaching, training classes, and consultation. Call: 800-704-1499.

Location: Best Western Wine Country Inn and Suites,
870 Hopper Ave., Santa Rosa, CA 95403

Cost: \$10 for Members \$15.00 Non Members

Cost includes Bag Luncheon provided by Molsberry Market
FREE Admission for members if no lunch is ordered



CHAMBEREE

Chamber Ambassadors
Kimberlee Anderson,
Assets Insurance, Lacey
Burdette, Windsor Times
page 4

UPCOMING EVENTS:

QUARTERLY BUSINESS LUNCHEON

Topic: **Relationship Building That Gets Results**

Wednesday, June 13

11:30 am - 1:00 pm

next **AFTER HOURS BUSINESS SOCIAL** hosted by

RINCON VALLEY FIRE PROTECTION DISTRICT
45 Lark Center Drive

Thursday, June 14

5:30 pm - 7:30 pm



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

**"MARK WESTERN"
INSTALLATION DINNER**

Friday, July 27

6:00 pm - 9:00 pm

Cloverleaf Ranch 3892 Old Redwood Hwy.



May Social hosted by
Sutter Medical Center
page 3



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 June 12 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 Everybody! Well another month gone by. All kids are out of school, driving their parents nuts. Hopefully some of you are planning some nice vacations during the summer. I know a lot of people are away a lot during the summer, but if you're around, keep these dates in mind:

We are having our second luncheon June 13th, networking starts at 11:30 at Best Western Plus. Todd and Elaine arranged our guest speaker Elinor Stutz. Lunch is served from Molsberry's \$10.00 members \$15.00 non-members. R.S.V.P. Chamber 578-7975 or markwest.org.

Our next social is on June 14th at the Rincon Valley Fire Dept. Bring your kids to ride in the fire truck ;)

The Chamber participated in the Rose Parade this year. It was a lot of fun. We rode in a 1931 Ford with a rumble seat. Thank you Patti Dearman for getting the car. The only problem was the fire truck behind us (horn got stuck and Shawna wanted to give him a friendly gesture), but I was able to stop her. Everybody have a great month!

Brian Molsberry, President



Rose Parade Volunteers - top left, Brian Molsberry, Molsberry Markets, Shawna de Grange, Cloverleaf Ranch, Kimberlee Anderson, Assets Insurance, Kathleen Palmer, Sonoma CONNECTION, Elaine Holtz, Kenneth Norton, Norton Holtz Business Services, Will Brodt, ADT Security Services

**California American Water offers
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email us at Larkfield@amwater.com.**



www.amwater.com



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Sample Imported and Domestic Cheese*
522 Larkfield Center, Santa Rosa
707/546-0307

MAY SOCIAL A TOUR OF THE NEW SUTTER HOSPITAL

May's After Hours Business Social was hosted by the amazing staff of Sutter Medical Center at the construction administrative offices, located near the front entrance of the Wells Fargo Center for the Arts, off of Mark West Springs Road. Lisa Amador, Executive Director of Development, had an array of delicious dinner snacks set out, including pizza slices from Home Run Pizza, bite size sandwiches from Buns & Burgers, tortilla wraps with decadent 'whoopie pies' and cookies from Molsberry Market, and delicious red and white wine from Balletto Vineyards.

Chamber Ambassador Will Brodt from ADT Security served as Master of Ceremonies for the evening. After providing a brief commentary about his home and office security services, he introduced Mike Purvis, Chief Administrative Officer, to the Business Social attendees. Purvis addressed the group with a brief update concerning the progress of the Sutter project, proclaiming that construction was on schedule, on budget, and had an anticipated completion date during the latter half of 2014. He stated that the new hospital facility will have all single bed, private patient rooms; each room will be equipped with a full bathroom, wardrobe space, a 32" high definition flat screen TV, and wireless internet access.

County Supervisor Mike McGuire also provided a warm welcoming to the new Sutter Medical Center. He further announced the long-awaited relocation of the Larkfield Sheriff's Substation in the Mark West Area Chamber office building. Other tenants include Cal American Water and Mission Capital Financial Group.

Kathleen Palmer of Sonoma CONNECTION then provided the group with some announcements of upcoming events including the Rose Parade on May 19 in downtown Santa Rosa, the annual Chamberee event at the Pacific Air Coast Museum on Thursday, June 7, the Chamber's Quarterly Luncheon on June 13, and the Annual Installation Dinner on July 29.

Throughout the course of the Social, Sutter's Senior Project Manager, Tom Minard, provided hard hats, safety glasses, and a guided tour across the roadway to the graveled construction site where the new hospital is being built.

May's business card drawing for the \$100.00 Pot of Gold was Goodwill Industries. Unfortunately neither Stepanie Munsun nor any of their staff were present, therefore \$20.00 more was added to the pot, which will now make the pot worth \$120.00 for the June Social being held at the Rincon Valley Fire District.

Speaking of the Fire District, the lucky recipient of the 50/50 raffle happened to be Jodie Williams, wife of Fire Chief Doug Williams, winning a total sum of \$76.00! Congratulations Jodie!

The Windsor Times donated a gift for the business card drawing and the winner was Katherine Phillips, Key Properties.

And, last but not least, the final business card drawing was for a 2-minute business showcase, which was won by Pat Morelli. Pat informed the attendees that she is now almost retired, just returned from a wonderful vacation, and that she is only working minimal hours helping out Chris Anderson of the Wikiup Property Management. Chris is the brother to the late Daryl Anderson.

Congratulations to our lucky winners, and thank you to Mike Purvis, Lisa Amador, Sukie Gill, Tom Minard, and Sutter staff for hosting such a great social!

*contributed by Susan Lindstrom, GuardianCaregivers.Net
Board Secretary, Ambassador*

**MAY BUSINESS
AFTER HOURS
SOCIAL**



Mike Purvis, CAO, Sutter Medical Center of Santa Rosa



Sukie Gill & Lisa Amador, Sutter Medical Center, Brian Molsberry, Molsberry Markets, Inc.



Will Brodt, ADT Security Services, 50/50 Raffle winner Jodi Williams, RVFD



Laura Buhrer, Exchange Bank, Salana & Del Whitehead, Home Run Pizza

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

SOCIALS
see schedule on page 5

NEW MEMBER

Sharon Bricker-Ferris
 Primerica, Sr. Representative
 1304 Southpoint Blvd., Ste 110
 Petaluma, CA 95954
 Phone: 707-799-6611
 sbrickerferris@primerica.com
 www.primerica.com

MEMBER RENEWALS:

- Wikiup Tennis & Swim Club** 1983
- Lescure Engineers** 1993
- Costco Wholesale #041** 2007
- Hilton Garden Inn** 2008
- Sapphire Salon** 2008
- Hunter Prestige Prop.** 2009
- The Cove** 2011

CHAMBEREE 2012

Mark West Chamber Ambassadors put together a great booth for Chamberree this year. The theme was "Hawaiian", and the booth and the Ambassadors wore bright sarongs. Pulled pork sliders (an Ambassador culinary creation) and a tropical fruit plate from Molsberry Markets, Inc. paired well with a delicious Zinfandel, generously donated by Robert Rue Vineyard & Winery.

Chamber members donated gift items for the valuable Raffle Basket that was won by Sharon Bricker-Ferris of Primerica. Sharon's grand prize is a membership in our chamber, and she is excited to get acquainted - so look for her at an event soon. Sharon also won a beautiful painting by member Heather McConnell and more great prizes. Welcome Sharon!



Sharon Bricker-Ferris, Primerica, Lacey Burdette, Windsor Times, Kathleen Palmer, Sonoma CONNECTION



Anthony Gerald, SC Airport Express, Steve Plamann, Aaction Rents, Brian Molsberry, Molsberry Markets, Phil Essner, Essner Tree Service



Jolie Cook, Sonoma Family Life, Sue Andrews, Cal Am Water, Tom Eichler, Eichler's Auto & Truck Repair, guest, Erin Schriener, Eichler's



Denise Brodt, ADT Security Services, Kimberlee Anderson, Assets Insurance



Chamber Ambassador Susan Lindstrom, GuardianCaregivers.Net, Tony Lindstrom, Cal Am Water



Todd Anderson, Best Western Plus, Cherie Kelsey, Windsor Times



Missy Danneberg, Extended Child Care Coalition, Missy's daughter, Sally & Earl Crain, Broker @ Century 21 Alliance. Sally won the Hispanic Chamber basket.



John Essman, Sonoma CONNECTION, won the Sebastopol raffle prize. Pictured with Gio Balistreri, Sebastopol Chamber board member.

UPCOMING BUSINESS SOCIALS

Thursday, June 14 5:30-7:30pm
 Hosted by **Rincon Valley Fire Protection District**
 Location: 45 Lark Center Dr, Santa Rosa

Thursday, July 12 5:30-7:30pm
 Hosted by **AutoBahn - Anything Detailing**
 Location: 1675 Piner Rd., Suite B, 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, June 12
Board of Directors
 11:30am - 1:00pm
 Grace Fellowship

Thursday, June 14
Ambassadors
 4:00pm - 5:00pm
 Grace Fellowship

CHAMBER BUSINESS LUNCHEON

Wednesday, June 13 - 11:30am-1:00pm
 Speaker: Elinor Stutz, CEO of Smooth Sale
 Topic: **Relationship Building That Gets Results**

“MARK WESTERN” INSTALLATION DINNER

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



HOLIDAY TREE LIGHTING

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



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



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

CHAMBER BLOG FOR BUSINESS TIPS

Join the ongoing conversation at markwest.org



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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RIBBON CUTTING: SONOMA COUNTY SHERIFF
 cohosted by
 California American
 Water Company



Board Secretary and Ambassador Susan Lindstrom led Ribbon Cutting ceremony welcoming the Sonoma County Sheriff back to the Mark West/Larkfield/Wikiup area. The Sheriff's substation is located in the Mark West Area Chamber of Commerce building. Supervisor Mike McGuire, Assistant Sheriff Lorenzo Dueñas, Captain Matt McCaffery and Fire Chief Doug Williams, and Tony Lindstrom of California American Water addressed the crowd. Chamber President Brian Molsberry welcomed the Sheriff to the offices, and thanked Chamber Treasurer John Essman for overseeing the Chamber's leasing and construction projects.

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:	Non-Member's Price:
4' Table= \$250	4' Table= \$375
8' Table= \$350	8' Table= \$475 (includes 1 year membership)



Visit MarkWest.org for
 SHOWCASE TIPS

NEW!
PLATINUM CORPORATE SPONSORSHIPS
AND
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- 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/>



OFFICERS

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Mark West Area Chamber of Commerce and VISITORS CENTER



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

LUNCHEON

Wednesday, June 13
11:30 am - 1 pm
Please RSVP:
markwest.org

AFTER HOURS BUSINESS SOCIAL

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

Hosted by
RINCON VALLEY FIRE PROTECTION DISTRICT
45 Lark Center Dr

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

Thank you to our 22nd Annual Harvest Faire & Business Showcase Vendors & Participants!
MORE PHOTOS NEXT MONTH!



North Bay Biz

Lagunitas Brewery

CHP Jon Sloat
w/Sue Sloat

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SONOMA COUNTY VETERANS JOB and RESOURCE FAIR

Join us for a job and resource fair for veterans, National Guard, and Reservists returning from active duty.

**Open
to all job
seekers**

June 14, 2012

2 p.m. - 6 p.m.

Santa Rosa Veterans Memorial Building

1351 Maple Avenue

Santa Rosa, CA 95404

- Dress for success and bring your résumé.
- Meet and interview with employers.
- Find out about job opportunities.
- Obtain benefits, training, and career information.
- Replace lost records, medical records, and your DD214.
- Get assistance from DMV and CalVet financing.
- Learn about veterans organizations.

For additional information,
please call

Claudio Calvo

707-565-5564

In partnership with the Employment Development Department and the local veterans and community-based organizations.

EDD, an equal opportunity employer/program, is a partner in this event. Auxiliary aids and services are available upon request to individuals with disabilities. Requests for services, aids, and/or alternate formats need to be made prior to the event by calling 707-565-5564 (voice). TTY users, please call the California Relay Service at 711.