

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

June 2010
Volume XXIV Issue 6

** updated from our printed version*

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

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

707.578.7975
office@markwest.org

www.markwest.org

ANNUAL DINNER AT CHARLIE'S ON JULY 23, 6 - 9 PM

Chamber members and their guests will enjoy a delicious meal, networking and local updates at our **Annual Installation Dinner on July 23rd.**

Member **Charlie's Restaurant at the Windsor Golf Club** will be our host for the evening.

Our guest speaker will be the new **Sonoma County Administrator, Veronica Ferguson***. **Paul Kelley, 4th District Supervisor** will give us an update on local issues, followed by installation of officers by our **new 4th District Supervisor - Mike McGuire.**



Paul Kelley



Members and guests enjoy our 2009 Installation Dinner

Tickets are \$40/person \$75/couple.

Call the Chamber office to reserve your seats! Or pay online at markwest.org



Charlie's
at Windsor Golf Club

Menu

- Roast Pork Loin
- Chicken
- Vegetarian Pasta
- Mixed Green Salad
- Fresh Vegetables
- Rolls
- Dessert
- Coffee, Tea
- No Host Bar

next AFTER HOURS BUSINESS SOCIAL

Hosted by **CLUBWIN & ASSETS INSURANCE**
3270 Mendocino Ave., Santa Rosa
Taco Bar & Margaritas, overflow parking at Albertsons - shuttle provided to office

Thursday, June 10
5:30 pm - 7:30 pm

RIBBON CUTTINGS

Guardian Caregiver Connections & Coldwell Banker - Aggie Maggio
Chamber Office - 4787 Old Redwood Hwy., Santa Rosa

Friday, June 25

4 pm

INSTALLATION DINNER at Charlie's

RSVP Now - join us for an update on local issues and a very special dinner!

Friday, July 23

6 pm

Cost is \$40 per person / \$75 per couple (includes gratuity and tax) No Host Bar



May Social hosted by Rincon Valley Fire District page 3



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 June 8 at
Grace Fellowship,
608 Larkfield Center
11:30 am - 1:00 pm

*Want to keep abreast of
important information
pertinent to business
and legislative items?*

Go to: calchamber.com

PRESIDENT'S MESSAGE:

Hi Everybody,

First, I want to congratulate our newest board members, Susan Lindstrom of Guardian Caregivers and Shawna DeGrange of Cloverleaf Ranch. Susan and Shawna bring a fresh new outlook to our board. I am sure I speak for all to say Congratulations! and Thank You for your service.

Well the fun chamber is at it again. Mark your calendars for July 23rd. We are planning the Annual Installation Dinner. This is an opportunity for us to dress up, break bread together and honor leaders within our business community for the service they give us all. Most of all let's have some fun! We have entertaining speakers lined up and a fantastic dinner menu provided by Charlie's Restaurant at the Windsor Golf Club.

I want to thank Chief Doug Williams, Don and Barbara Wilson and the whole crew at the Rincon Valley Fire District for hosting a fantastic mixer in May. Be sure to be at this month's mixer on Thursday June 10, 5:30 to 7:30 hosted by Club WIN & Kimberlee Anderson, owner of Assets Insurance at 3270 Mendocino Ave., Santa Rosa. Get a chance to win the Pot of Gold and fabulous door prizes. This is going to be a FUN kickoff to end the spring season!

Have a great month!

Cheers, Will Brodt

PS: Be helpful. When you see a person without a smile, give him yours. 😊

THE BENEFITS OF SOCIAL NETWORKING FOR BUSINESSES

Social Media has grown so rapidly that it has turned into much more than just websites used for friends to keep in touch or follow a celebrity. By using these tools, businesses can easily market their products, services and events to to their current & prospective clients.



The pace of marketing has accelerated - the turnaround time to market for products and services is decreasing, more information is coming in for customers to sort through, and many businesses have fewer resources with which to cope. The days when you could plan, adapt, and then execute a new marketing plan are behind us.

To stay in front of your competition, explore the opportunities that social networking can give you. Your "friends" are your customers and they refer your business to their "friends" just by sharing your Facebook page or Twitter posts. This not only puts you in front of new customers with just a click, but it also increases the search engine ranking of your business website. You can start by becoming a Mark West Chamber "fan" at facebook.com/MarkWestAreaChamber or follow us on Twitter: twitter.com/MarkWestChamber. See you there!

contributed by Kathleen Palmer, Sonoma CONNECTION Website Design & Internet Marketing

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APRIL SOCIAL

RINCON VALLEY FIRE DEPARTMENT HOSTS A WELL ATTENDED AND MOST INTERESTING SOCIAL

May's After Hours Business Social was hosted by the crew of the Rincon Valley Fire Protection District station located on Lark Center Drive in Larkfield. Fire Chief and chamber board member Doug Williams along with many of his station staff treated chamber members to delicious appetizers and drinks along with a most informative overview of the duties and daily activities of the Rincon Valley Fire District, and specifically their Fire Station #2 in Larkfield. Along with the usual networking, members were given tours of each piece of equipment and offered the opportunity to have their blood pressure checked by one of the fire station EMT's.

Chamber Head Ambassador Anthony Geraldi from Sonoma County Airport Express along with chamber ambassador and Rincon Valley Fire Protection District board member Don Wilson served as Masters of Ceremonies for the evening. Fire Chief Doug Williams explained that Rincon Valley Fire Protection District consists of 4 fire stations, 2 of which are staffed 24 hours a day and the remaining 2 stations are staffed by volunteers. The District operates 19 pieces of equipment including staff and utility vehicles. The service area is approximately 120 square miles, servicing a population of approximately 30,000. There is an annual estimated call volume of 3200 calls with approximately two-thirds of the call volume being medically related. The Larkfield station receives an average of 4 calls per day. Chief Williams also serves as secretary on the district board. One of the fire station's EMT's talked about the recent acquisition of oxygen masks for pets. She said that they were provided to the station through fundraisers and donations and they were very proud to have these masks available as they realize pets are an important member of many families.

A new member plaque was presented to Ramsis Azer with Envirovision Engineering. Ramsis explained that Envirovision Engineering specializes in mechanical systems design and automation for Green Buildings and Passive Buildings. They have 35 years experience in systems design, startup and commissioning. Some of their systems include HVAC, cooling water, solar hot water, geothermal designs, sustainable energy solutions, renewable energy solutions, water reclaim and reuse, water treatment and purification, building commissioning and startup and automation hardware and software. They also offer construction management and supervision to the highest standards to insure deliverables are met on time and within budget.

Chamber President Will Brodt from PromosOnCall announced the annual chamber dinner will be held Friday, July 23rd at Charlie's Restaurant at the Windsor Golf Club. Will said that the dinner is a 'can't miss' event for any chamber member. Will also introduced Shawna DeGrange from Cloverleaf Ranch who was recently elected to the chamber board. Shawna said she was excited to become a board member and was looking forward to working hard for the chamber.

Chamber Ambassador Kathleen Palmer from Sonoma Connection and Roger Olson from the Pacific Coast Air Museum reminded everyone about the upcoming multi-chamber Chamberee to be held on Thursday, June 3rd at the Pacific Coast Air Museum. Roger Olson also presented a check to the Chamber for Air Show advertising credits, which will be used for community education.

Daryl Anderson from Wikiup Properties gave an update on the number of booths that have been sold for the Chamber's Trade Show, sponsored by California American Water and Molsberry Markets, Inc., which will be held on Tuesday, October 12th. Daryl reminded everyone that they should contact the chamber office fairly soon to reserve a booth, as this year's trade show is expected to be even better than last year.

Chamber Ambassador Kimberlee Anderson from Assets Insurance & Investments encouraged members to contact her to take advantage of Ribbon Cuttings offered by the Chamber. Kimberlee also invited everyone to the June *continued on page 4*



Doug Williams, Fire Chief, RVFD, with wife Jodie, Barbara & Don Wilson, Ambassadors



Anthony Maggio, Susan Lindstrom, Guardian Carefiver Connections, Aggie Maggio, Coldwell Banker



Doug Williams, Fire Chief RVFD, Brian Molsberry, Molsberry Markets, Inc.



Andre' Andrus, Andre' M. Andrus Electrical, Kimberlee Anderson, Assets Insurance and Investments, Will Brodt, Promos OnCall

*more photos: markwest.org
Photos by Sonoma CONNECTION*

SOCIALS
*see 2010 schedule
on page 5*

NEW MEMBERS

The Garden Restaurant
Vegetarian Cuisine & Bakery
90 Mark West Springs Rd
Santa Rosa, CA 95403
Valerie & Steve Tenneson
(707) 528-1410
gardenrestaurant@me.com
www.gardencuisine.net

Eichler's Auto & Truck Repair
1610 Piner Road
Santa Rosa, CA 95403
Tom Eichler
(707) 573-8437
tom.eichler7@gmail.com



Ramsis Azer from Envirovision Engineering receives his new member plaque from Anthony Geraldi, Head Ambassador

Congratulations to our Chamberee Winner!
RenCon Energy Products
Eric Bleau
(800) 601-0692 x 1020
Ericb@renconenergy.com
renconenergy.com

RINCON VALLEY FIRE DEPARTMENT HOSTS A WELL ATTENDED AND MOST INTERESTING SOCIAL

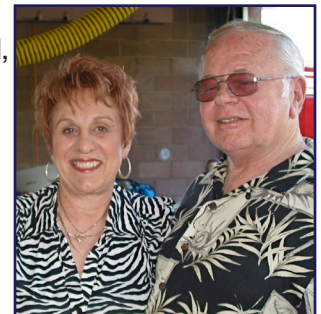
continued from page 3

Social on Thursday, June 10th as Assets Insurance & Investments along with Club WIN will be that evening's hosts.

Our 50/50 raffle prize of \$92.00 was won by one of our evening's guests, Erin Schreiner from Your Ideas With Impact. Congratulations Erin! The business drawn from the \$60.00 Pot of Gold was Calligraphix. Neither Maria Ayala Cirner or any of her staff were able to attend the social which means the Pot of Gold payout at the June Social hosted by Assets Insurance & Investments and Club WIN will be increased to \$80.00.

As the winner of the two minute showcase at the April social hosted by Holiday Inn and Healthy Are We, Leo Avalos from Leo's Roofing talked about his business. Leo said Leo's Roofing specializes in residential and commercial roofing and gutters, seamless gutters, leaf protection, emergency repair and custom downspouts. Leo's Roofing has been in business for over twenty years. Leo's Roofing Services is fully insured and offers free estimates and quality work. Leo said his reputation is as solid as his roofs.

Prizes for our business card drawing were donated by Guy Markell from Markell Incorporated, Costco, Balleto Vineyards, Rincon Valley Fire Protection District and Sonoma County Airport Express. Winners drawn included Michelle Martin from Primerica Financial Services, Annabel Ayres from Ayres & Associates, Ramsis Azer from Envirovision Engineering, Anthony Lindstrom from California American Water, David Israel from HR to GO, Barbara Wilson from the Rincon Valley Fire Protection District, Bill Laurie from Sir Speedy Printing, Sylvia Avalos from Leo's Roofing, Will Brodt from PromosOnCall, Guy Markell from Markell Incorporated and James Bajgrowicz from the Office of James Bajgrowicz. The winner of the two minute showcase for June's social was won by Aggie Maggio from Coldwell Banker. Congratulations to our winners and thank you to the businesses donating prizes.



Mary & Guy Markell, Markell Inc.

A very big thank you to Fire Chief Doug Williams and his staff at the Rincon Valley Fire Department for organizing such a great social.

contributed by Anthony Geraldi, Head Ambassador

RENEWALS

- Corporate Sponsor:**
- Molsberry Markets, Inc. 1981
 - Well Fargo Center for the Arts 1982
 - Charlie's Restaurant 2006
 - at Windsor Golf Club
 - Sharon Albritton 2006
 - Wedding Minister
 - Holiday Inn Express 2008



Interested in joining our Ambassador Club?
Contact Tony Geraldi
837-8700 tony@airportexpressinc.com

YOUR AD HERE!

6 months \$107.50

1 year \$200

UPCOMING BUSINESS SOCIALS

Thursday, June 10
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Club WIN & Assets Insurance**
 Location: 3270 Mendocino Ave., Santa Rosa

This month's Pot of Gold is \$80!
Make sure someone from Your Business is at the Social to WIN!

Thursday, July 8
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Autobahn***
 Location: 1400 North Dutton Ave., Santa Rosa

Thursday, August 12
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Heather McConnell, Landscape Artist**
 Location: 160 Wikiup Drive, Santa Rosa

Thursday, September 9
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Airport Express & Aaction Rents**
 Location: 3485 Airway Dr., Santa Rosa

Thursday, October 14
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Cal-American Water Company**
 Location: TBA

Thursday, November 11
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Anytime Fitness**
 Location: 490 Larkfield Center, Santa Rosa

Thursday, December 9
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Exchange Bank & Molsberry Markets, Inc.**
 Location: 500 Larkfield Center, Santa Rosa

OTHER CHAMBER EVENTS

Tuesday, October 12
Wine Country Harvest Faire
Business Showcase & Silent Auction 4:00-8:00pm
 Location: Wells Fargo Center for the Arts, Santa Rosa
Register NOW: markwest.org or call 578-7975!

Thursday, December 2
Holiday Tree Lighting 6:00-7:00pm
 Location: Larkfield Center, Santa Rosa

CHAMBER MEETINGS

Tuesday, June 8
Board of Directors
 11:30am - 1:00pm
 Grace Fellowship

Thursday, June 10
Ambassadors
 3:30pm - 5:00pm
 Chamber Office

Full Page = 7.5" high x 4.5" wide

Back Cover = \$400
 Inside Cover = \$300
 Inside Page = \$300

Business Card = 2" high x 3.5" wide
Business Card = \$100

Half Page = 3.5" high x 4.5" wide
Half Page = \$200



We will be printing our new Membership Directory soon - purchase your ads now!

Call the office at 578-7975, email office@markwest.org, or purchase online.

Members - please check your directory information at markwest.org. Let us know if there are any changes! Thank you!



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522 Larkfield Center, Santa Rosa
707/546-0307



Sonoma CONNECTION

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 Kathleen Palmer
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RIBBON CUTTING: BUSINESS COPY CENTER

The Mark West Chamber of Commerce and Visitors Center celebrated with Business Copy Center as they marked their 1st Anniversary with a ribbon cutting ceremony.

Located at 2770 Stony Point Road, Suite G in Santa Rosa, Business Copy Center offers discounted copying, printing and shipping as well as graphic and website design, and specializes in website optimization so that your company can be found on the Internet.

Business Phone: 707-542-4555

Fax Number: 707-542-4554

Business Email: info@santarosacopy.com

Website: www.santarosacopy.com

Virginie Dorn, Owner



Business Copy Center celebrates their First Anniversary with a Ribbon Cutting



Raffle Winners



Kimberlee Anderson (right) of Assets Insurance & Investments, Ambassador in charge of Ribbon Cuttings, with Kathleen Palmer of Sonoma CONNECTION

Sam Thomson
Virginie Dorn, Owner,
Angie Gatt*, Manager,
Nikki Whalin



Heather P. McConnell



oceanpainterchick@yahoo.com
www.oceanpainterchick.com



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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 Hiwy, Suite 101, Santa Rosa, CA 95403

ADVERTISING: 6 months \$107.50; 1 year \$200
 FLYER INSERTION: \$35 per issue.
 You supply 250 copies of your 8.5" x 11" flyer on 20# paper.

The Lark Newsletter is mailed to member businesses each month.
 For more information, contact the Chamber Office Manager at 578-7975.

Editors: Kathleen Palmer & John Essman (707) 433-8774
 Sonoma CONNECTION info@sonomaconnection.com

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)	



LARKFIELD
Body & Paint

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15 Lark Center Drive Santa Rosa, CA 95403 707-546-5717 FAX 707-546-0902

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Mark West Area Chamber of Commerce and VISITORS CENTER



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

Beginning with the July edition of The Lark, we will switch to producing a Digital Version ONLY. The Lark will be emailed to our membership & posted on our website: markwest.org

AFTER HOURS BUSINESS SOCIAL

THURSDAY
June 10, 2009
5:30pm - 7:30pm

hosted by
CLUB WIN & ASSETS INSURANCE
3270 Mendocino Ave. SR

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

Thank you to our 20th Annual Harvest Faire & Business Showcase Vendors & Participants!

MORE PHOTOS NEXT MONTH!



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Mike McGuire

Debora Fudge

The Special Event

SC Waste Mgmt.



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