Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

June 2011 Volume XXV Issue 6

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403 Office Hours: Mon - Thurs 10am - 3pm <u>www.markwest.org</u> 707.578.7975 office@markwest.org

CHAMBEREE!!! THURSDAY, JUNE 16, 4 - 7 PM

The Cloverdale, Cotati, Geyserville, Healdsburg, Hispanic, Mark West, North Bay Black, Rohnert Park, Russian River, Santa Rosa, Sebastopol & Windsor Chambers of Commerce invite their Members to "Chamberee"

Thursday, June 16, 2011 4:00 - 7:00 p.m.

Pacific Coast Air Museum, 2230 Becker Blvd., Santa Rosa

- Networking, Food, Beverages and more
- 12 Raffle Prizes valued at \$200 each
- Personalized Tours of 9/11 "First Responder" F-15 Exhibit
- Silent Auction of 9/11 "First Responder" F-15 Memorabilia
- Special Guest Supervisor Mike McGuire
- Climb Aboard Historic Aircraft Exhibits

This year's Chamberee, hosted by the Pacific Coast Air Museum, will have 12 Sonoma County Chambers. Chamber booths will have beverages and foods provided by local merchants. Chamber members and their guests will follow a "Flight Plan" that leads them to each participating Chamber's booth, and their completed "Flight Plan" enters them into a raffle prize drawing. The prizes are gift baskets valued at \$200 and representative of each Chambers' area of Sonoma County.

Donations are welcome for the Mark West Area Chambers' basket - email info@markwest.org or call the Chamber at 578-7975

The Chamberee is a fundraiser for the 9/11 "First Responder" F-15A Eagle historic and educational exhibit at the Pacific Coast Air Museum. The Pacific Coast Air Museum has the honor of being the home of the first aircraft to respond to the World Trade Center attacks in New York City on September 11, 2001.

RSVPs are required: chamberee.org continued on page 3



The Chamber booth at last years' Chamberee:
Will & Denise Brodt, Promos Oncall, Barbara Wilson,
Ambassador, Jack Salerno, Manzanita Creek Winery,
Aggie Maggio, Coldwell Banker, Kimberlee Anderson,
Assets Insurance, Susan Lindstrom, Guardian
Caregiver Connections, Wendy Morrow, Cabi
Clothing, Kathleen Palmer, Sonoma CONNECTION



RSVP Now! at chamberee.orgOnly \$5 for wine, food, museum tours
and business networking!



May Social hosted by Wikiup Tennis & Swim Club page 3

UPCOMING EVENTS:

next AFTER HOURS BUSINESS SOCIAL hosted by

CHANCELLOR PLACE OF WINDSOR

907 Adele Drive, Windsor

CHAMBEREE

Pacific Coast Air Museum, 2230 Becker Blvd. Networking, Food, Beverages, Silent Auction and Prizes!

Thursday, June 16 4:00 pm - 7:00 pm

Thursday, June 9

5:30 pm - 7:30 pm

"SPAGETTI WESTERN" INSTALLATION DINNER at

CLOVERLEAF RANCH

3892 Old Redwood Hwy., Santa Rosa, CA

Friday, July 29 6:00 pm - 9:00 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 June 14 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!

Mark your calendars for Friday July, 29th and join me at the Annual Installation Dinner. We will be installing Brian Molsberry as the new President, as well as the board members. This year our dinner will be held at the Cloverleaf Ranch. The theme is Spaghetti Western! This is an opportunity for us to dress up western style (if you want). So polish up your boots and put on your hats and let's have a Mark West hoedown at the Ranch. County supervisor Mike McGuire will be our special guest. He will give the key note speech and install our new board. Go to the website to get your tickets for this fun event.

Don't miss this month the Business After Hours Social is on Thursday, June 9 from 5:30-7:30pm. Hosted by Chancellor Place of Windsor at 907 Adele Dr. The folks at Chancellor Place always host a wonderful mixer.

I encourage everyone to check out the "Business Tips Blog on our website www.markwest.org. There are great tips for success at a tradeshow. Speaking of tradeshow, order your booth soon before we sell out.

Have a great month!

Cheers, Will Brodt

PS: It is not our purpose to become each other; it is to recognize each other, to learn to see the other and honor him for what he is.

-Hermann Hesse

WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE JOIN US ON WEDNESDAY, OCTOBER 5 4:00 - 8:00 PM Wells Fargo Center for the Arts, 50 Mark West Springs Road, Santa Rosa, CA



Purchase Your Tradeshow Booth Online NOW: http://www.markwest.org

Member's Price:

4' Table= \$250

8' Table= **\$350**

Support Your Chamber = Support Your Community!

THANK YOU TO OUR
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522 Larkfield Center, Santa Rosa 707/546-0307

SOCIAL HOSTED BY WIKIUP TENNIS AND SWIM CLUB

May's Business After Hours Social was hosted by Wikiup Tennis and Swim Club at 500 Wikiup Drive, Santa Rosa.

Members since 1983, Peter and Exine Lamonica say "from our hillside location, we provide monthly social events, men's, women's and junior tennis, private lessons for every ability & a beautiful swim center designed for the whole family to enjoy."

Roger Olson presented a check from the Pacific Coast Air Museum for 10% of the Wings Over Wine Country Air Show advertising by Chamber members. The Chamber in turn donates the funds to local education groups. Advertising and sponsorships for the 2011 Wings Over Wine Country Air Show are available NOW.

The business drawn for the Pot of Gold was SolarCraft. The Pot of Gold payout at the June social hosted by Chancellor Place of Windsor will increase to \$60.00. A member of your business must attend the social to win!

The 50 / 50 raffle of \$95.00 was won by Erin Schreiner of Eichler's Auto and Truck Repair. Thanks to Wikiup Tennis and Swim Club and Eichler's Auto and Truck Repair, which donated wine for our business card drawing, and Heather McConnell, Artist, for her donation of an original painting.

Winners of the business card drawings were John Essman, Sonoma CONNECTION, Leslie Pietsch, Club WIN and Todd Anderson, Best Western Wine Country Inn & Suites.

Congratulations to all of our winners and thank you to the businesses donating prizes. A very big thank you to Wikiup Tennis and Swim Club!

contributed by Kathleen Palmer, Ambassador

CHAMBEREE!!! THURSDAY, JUNE 16, 4 - 7 PM

continued from page 1

The interpretive exhibit at the Pacific Coast Air Museum will honor those who perished and those who responded in a valiant effort to save lives, as well as tell the untold story of the heroism in the skies and on the ground that day by the U.S. Air Force and FAA. It will also tell the little-known story of heroism and crucial decisions made "on the fly" by pilots and Federal Aviation Administration (FAA) controllers on that fateful day in our nation's history.

The Pacific Coast Air Museum is honored and proud to be the first West Coast exhibit commemorating and honoring 9/11.

Executive Director Dave Pinsky will conduct personalized tours of the planned exhibit and aircraft at 5:15pm and 6:15pm for Chamberee attendees. The museum's Gift Shop will be open!

Museum volunteers will be on hand to explain the over 30 aircraft on display, and two aircraft will be open for guests to "Climb Aboard".

The Pacific Coast Air Museum will host a Silent Auction for a commemorative print and model of the 9/11 "First Responder" aircraft.

RSVP Required: chamberee.org

MAY BUSINESS AFTER HOURS SOCIAL



Peter Lamonica, Wikiup Tennis & Swim Club, Will Brodt, Promos Oncall, DP Logan, Logan II



Kathleen Palmer, Sonoma Connection, Roger Olson, Pacific Coast Air Museum, Will Brodt, Promos Oncall



Erin Schreiner, Eichler's Auto and Truck Repair, with guest



John Essman, Sonoma CONNECTION, Heather McConnell, Artist



Todd Anderson, Best Western, Kathleen Palmer, Lacey Burdette, Windsor Times

SOCIALS see schedule on page 5

WELCOME BACK!

Linda Fisher, Independent
Orenda International Partner
2494 Copperfield Dr.
Santa Rosa CA 95401
Linda Fisher, RN
Phone: (707) 575-4646

Email: rosebud1@sonic.net
Website: howbeautifulyouare.biz

RENEWALS:

AJPrinting & Graphics 2009
Advanced PC Systems 2010

Thank You!



Reserve your seat at our 30th Annual Installation Dinner "Spagetti Western" July 29 6 - 9pm Cloverleaf Ranch Only \$30 per person



Interested in joining our Ambassador Club? Contact Kim Anderson Assets Insurance 546-8020 assetsinsurance@gmail.com

CHAMBER BLOG FOR BUSINESS TIPS

Join the conversation at markwest.org

TRADESHOW TIPS

People, get ready - the Mark West Area Chamber of Commerce and Visitors Center's 22nd Annual Wine Country Harvest Faire and Business Showcase will be happening on Wednesday, October 5, 2011 at the Wells Fargo Center for the Arts.

Often times when business owners hear the word Business Showcase there could be some resistance or hesitation. I believe it is important to plan to participate.

Why is this event important? Here are several reasons to consider:

- 1. It is a great place to personally introduce yourself and the products and services you are offering.
- 2. Face to face contact is extremely important remember one of the golden rules of selling, people tend to purchase products from individuals and companies they know.
- 3. It is a great place to network and make friends.
- 4. An opportunity to get business cards and leads.
- 5. These types of events are a place to meet and talk with potential clients.
- 6. From a supplier standpoint you get to meet fellow suppliers and your customers.
- 7. An opportunity to market new ideas.
- 8. The participants who attend or exhibit are interested in learning and sharing about the businesses that are there.
- 9. It's FUN and remember; all expenses are considered a business expense and are tax deductible.
- 10. It's great advertising and less expensive than a talking advertisement.

With today's economic challenges it is important to let people know that you exist and are there to say hello and answer any questions they might have. A business showcase is a social event and it brings people from the community together. Those who are participating are letting the attendees know that you are part of the community and are looking for business and referrals.

Lots to think about, and to help you prepare for the showcase our next article will be about what to put in Your Toolbox for Success. Who could ask for anything more?

Respectfully submitted by: Elaine B. Holtz, Norton & Holtz Business Solutions



UPCOMING BUSINESS SOCIALS

Thursday, June 9 5:30-7:30pm Hosted by **Chancellor Place of Windsor** Location: 907 Adele Drive, Windsor

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

Hosted by Mike McGuire, 4th District Supervisor

Location: TBD

Thursday, August 11 5:30-7:30pm

Hosted by Cloverleaf Ranch

Location: 3892 Old Redwood Hwy., Santa Rosa

Thursday, September 8 5:30-7:30pm Hosted by **California American Water**

Location: TBD

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

Hosted by **Anytime Fitness**

Location: 490 Larkfield Center, Santa Rosa

Thursday, November 8 5:30-7:30pm Hosted by **Extended Child Care Coalition**

Location: TBD

Thursday, December 8 5:30-7:30pm

Hosted by Molsberry Markets, Inc. & Exchange Bank

Location: 500 Larkfield Center, Santa Rosa

ANNUAL INSTALLATION DINNER

Friday, July 29 6:00-9:00pm

"Spagetti Western" at the Cloverleaf Ranch Special Guest: Mike McGuire, 4th District Supervisor

Location: 3892 Old Redwood Hwy., Santa Rosa Price: \$30 per person, includes wine with dinner

Sign Up NOW for 2012 Socials - your pick of dates! If you are a member interested in hosting a Business After Hours Social, please contact

assetsinsurance@gmail.com, or visit our Calendar of Events page at markwest org

Kimberlee Anderson, 546-8020, email

Calendar of Events page at markwest.org.

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

HOLIDAY TREE LIGHTING

Wednesday, December 7 6:00-7:00pm Hosted by the **Mark West Area Chamber** Location: Larkfield Center in front of Molsberrys Market

COMMUNITY EVENTS

CHAMBEREE

Thursday, June 16 4:00 - 7:00pm

Hosted by 12 Sonoma County Chambers
Location: Pacific Coast Air Museum
2230 Becker Blvd., Santa Rosa

SONOMA COUNTY PARKS

The public is invited to attend the Sonoma County Parks & Recreation Advisory Commission meeting being held on Monday, June 20, 2011. The meeting will be held at the Permit and Resource Management Department (PRMD) Hearing Room, located at 2550 Ventura Avenue, Santa Rosa, from 5:00 – 7:00pm. For further information call (707) 565-2041, or visit our website at sonomacountyparks.org.

CHAMBER MEETINGS

Tuesday, June 14
Board of Directors
11:30am - 1:00pm
Grace Fellowship

Thursday, June 9
Ambassadors
3:00pm - 5:00pm
Chamber Office





Sonoma CONNECTION

John Essman Kathleen Palmer P O Box 1381

Healdsburg, CA 95448 **(707) 433-8774**

info@sonomaconnection.com www.sonomaconnection.com

Web Site Design • Search Engine Optimization Digital Photography • Photoshop • Graphic Design

www.sonomaconnection.com



Members of the Chamber and community congratulate California American Water Company



RIBBON CUTTING: CALIFORNIA AMERICAN WATER

Congratulations to California American Water for demonstrating the importance of water conservation, by showcasing their recently vitalized Water-Efficient landscape garden at 4790 Londonberry Dr.

The Ribbon Cutting event, which was attended by over twenty chamber members and neighbors, included a barbeque of delicious tri-tip and various sausages and plenty of beverages. A special thanks to Jim McCord of Sonoma Cattle for a delicious barbeque. Jim can save you time and money from a selection of fine beef, poultry and seafood. Call him @ (858) 829-3217.

Everyone at the ribbon-cutting was treated to a free garden nozzle and a chance to win a raffle prize, a window box full of colorful succulents put together by Water Conservation Intern, Miki Takada. Kathleen Palmer was the lucky winner! Operations Superintendent, Tony Lindstrom, provided a tour of the landscape garden, reminding everyone to choose plants carefully and have fun with it, stating, "We encourage everyone to come by our landscape garden to get ideas for their home."

The water efficient demonstration garden was first installed in November 2005, replacing a water-thirsty lawn. The water-efficient landscape is used to demonstrate to everyone, especially our customers, an alternative to green lawns. Since the Turf Replacement program was established in 2010, thirty-five customers have taken advantage of the rebate program, receiving up to \$1000 in rebates for installing water efficient landscaping.



California American staff and crew



Evan Jacobs, CalAm, guest, Erin Schriener, Tom Eichler, Eichler's Auto and Truck Repair



Kathleen Palmer, Sonoma CONNECTION, Tony Lindstrom, CalAm



Lacey Burdette, Windsor Times, Sue Andrews, CalAm



Jerry, Linda Hankins & son, Internet Sales, Susan Lindstrom, Guardian Caregiver Connections



Sally Crain & husband, Broker @ HURD Real Estate

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 Du	es	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/



15 Lark Center Drive Santa Rosa, CA 95403

707-546-5717 FAX 707-546-0902

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

AFTER HOURS BUSINESS SOCIAL

Thursday, June 9 5:30-7:30pm

Hosted by
CHANCELLOR
PLACE OF
WINDSOR
907 Adele Drive, Windsor

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

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

MORE PHOTOS NEXT MONTH!



Thank You to Our Corporate Sponsors!







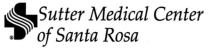












A Sutter Health Affiliate

Cloverdale, Cotati, Geyserville, Healdsburg, Hispanic, Mark West, North Bay Black, Rohnert Park, Russian River, Santa Rosa, Sebastopol & Windsor

Chambers of Commerce

Tours of the All "First Responder" F-15 Eagle

Invite their Chamber Members to the 2011

Flight Plan
and win a SZDD Pri-

Chamberee

Thursday, June 16, 2011 4:00 - 7:00 p.m.

Networking, Food, Beverages, Silent Auction and Prizes!

Special Guest - Supervisor Mike McGuire



Admission: \$5 Donation
RSVP Required: Chamberee.org

Proceeds go to the F-15 Eagle
9/11 "First Responder" historic and
educational exhibit - the first and only
9/11 exhibit on the West Coast!

Location:

Pacific Coast Air Museum 2230 Becker Blvd. Santa Rosa, CA

PACIFIC COAST AIR MUSEUM



Dedicated to promoting the acquisition, restoration, safe operation and display of historic aircraft, preserving aviation history, and providing an educational venue for students and the community. We also honor those heroic aviators who have contributed so much to the growth and defense of our way of life.

Dear Chamber Member:

The Pacific Coast Air Museum and your Chamber have formed a partnership to cross-market this year's "Wings Over Wine Country" Air Show. The Wings Over Wine Country Air Show attracts more than 24,000 attendees annually providing thousands of opportunities to make a solid impression, expand brand awareness and increase customer traffic while supporting a worthy cause.

The Pacific Coast Air Museum offers a return of 10 percent of all sponsorship sales and/or advertising fees. Your Chamber will use the proceeds to support education. Since its inception, some \$2,500.00 has been distributed to area Chambers including the Hispanic, Windsor, Healdsburg and Mark West Chambers.

We urge you to consider this offer as part of your 2011 sponsorship and advertising plans.

The deadline for sponsorships and advertising is June 20th, 2011. For more information, go to **www.WingsOverWineCountry.org** or call Roger Olson 707-396-3425. We look forward to working with you in helping to showcase and promote your firm or organization in connection with this year's Wings Over Wine Country Air Show.

Sincerely,

Roger Olson Marketing Director Pacific Coast Air Museum

22nd Annual Wine Country Harvest Faire Business Showcase & Silent Auction



Wednesday, October 5, 2011 4 – 8 PM

presented by the Mark West Area Chamber of Commerce & Visitors Center



Exhibits, Entertainment, Networking

FUN, FOOD & WINE

Please call the Chamber at 578-7975 or visit www.MarkWest.org to participate. Company Contact	www.MarkWest.org to participate. Company — WELLS FARGO CENTER FOR		ER FOR
Address		Members	Non-Members
City/State/ZIPPhone/FAX	4′ Table 8′ Table	\$250 \$350	\$375* \$475*
Email Check payable to: Mark West Chamber	(50	% deposit required preserve a space)	(* includes 1 Year Membership)
☐ Pay Online: MarkWest.org☐ Please charge my VISA/MASTERCARD☐	Booth Fee includes display space, table, 2 chairs, tablecloth, and exhibitor ribbons. Electricity available on request, at no additional charge.		
Card # Ver #	Reserve Your Space NOW!		
Signature	Table	Location	
YES, I will donate to the Silent Auction: itemvalue \$	1st Choice 2nd Choice		
Corporate Sponsorships Available. Ask for Details.	Check if table not needed (see back for height restrictions)		

Mail: MWACC, 4787 Old Redwood Hwy, Suite 101, Santa Rosa, CA 95403 FAX: 707578-0397

