

# Mark West Area Chamber of Commerce and VISITORS CENTER



**The Lark**

March 2008

Volume XII Issue 3

*BRINGING BUSINESS & THE COMMUNITY TOGETHER!*

## NEW MEMBER DIRECTORY TO BE PUBLISHED:

The Chamber will be printing the 2008 Membership Directory in early April. Members will be listed by business category and alphabetically. Please check the online member directory to be sure your category, contact info and business description is correct: [www.markwest.org](http://www.markwest.org)

Advertising is available for members - please contact the Chamber office at 578-7975 to order your ad space, or order online - by April 1st!

Business card size ads are \$75, 1/2 page ads \$180 and full page ads \$225.

Inside Cover and Back Cover Ads are available - call the office for pricing!

**Please act now to get first choice on the placement of your ad!**



2008

Member Directory

## MEMBER PROFILE: JUST TRANSPORTATION

"It's good business to do business with Chamber Members"!!

A New Member, Alan Parks, is the Owner/Dealer of this Pre-owned vehicle business recently relocated to the Mark West Area. The address is: 5690 Old Redwood Hwy, Santa Rosa, 95403. His telephone number is: (707) 280-4402.

The Lot is just north 1/3 of a mile from the Fulton Road intersection with the Old Redwood Hwy, and approximately 2/3's of a mile South of Shiloh Road.

With Alan is Walt Smith (the Old Member), who is assisting Alan with the various vehicle sales & consignments. Walt can be reached at (707) 479-7356.

*continued on page 6*



Walt Smith &  
Alan Parks of  
Just Transportation



*February Social hosted by Kobrin Financial Services*

**AFTER HOURS BUSINESS SOCIAL** March 13, 5:30 - 7:30pm  
hosted by **GRPWEALTHSTRATEGIESGROUP** 160 Wikiup Drive, Suite 101

*Bring your business cards!*

## HELPING PEOPLE AND CHANGING LIVES - GOODWILL

*is so much more than stores - come learn more. FREE one-hour breakfast or lunch (not a fundraiser). Come and learn about Goodwill Industries of the Redwood Empire in Sonoma County. Please call Stephanie at 523-0550 ext. 213 to reserve your place.*

Wednesday March 19, 2008 @ Noon

Wed May 21, 2008 @ 8:00 AM

*...more about the Social on page 3*

**4787 Old Redwood Highway, Suite 101**  
**Santa Rosa, CA 95403**  
**Office Hours: Mon - Thurs 1 - 4pm**

**707.578.7975**  
**markwest@markwest.org**  
**www.markwest.org**

*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.*



Walt Smith, President

The next Board of Director's meeting is March 11 at Grace Fellowship, 608 Larkfield Center 11:30 am - 1:00 pm All Members Welcome!

*Be more concerned with your character than your reputation. Your character is what you really are while your reputation is merely what others think you are.*

**PRESIDENT'S MESSAGE**

Our Chamber was blessed recently by an anonymous donation of a HP Printer, which we sorely needed. It produces both black & color copies as well as a fax machine. Someone knew that our old printer was ready to be retired, but didn't wish to be recognized for this gift. So, to whomever you are out there (must be an Angel), we thank you very much. So many of our Chamber Members have stepped up to the plate and have hit "home runs" for us during this past year. Without all of you "Angel's" we couldn't have accomplished so much. Our little Chamber is growing, thanks in part to our new building and mainly to our beautiful lighted, expensive, sign. Our visibility to the public is bringing in visitors!

We still need some more volunteers to join our office staff as we are expanding our "open" hours and days. If you know of someone that would like to spend a few hours a week, or even one day, please pass this information on to them. As we promote our Visitors Center, this will be a great help. The duties are light office work, or just be there to answer the telephone. You may call the Chamber Office at (707) 578-7975 or me, Walt Smith at (707) 479-7356.

April 26 & 27th are two dates to schedule for our E-Waste Drive. We will be assisting Goodwill Industries on this project. They will have a truck parked in our parking lot behind the Chamber Office. This should be of a great help to all of us in disposing used, worn-out electronics. Please pass this information onto your friends, neighbors, etc.

The Business Community is growing in the Mark West Area. As such, the Chamber wishes to extend our Services in promoting all of the businesses in this area. By being a Member of our Chamber it helps us in marketing this entire area, as well as helping you promote your business and/or profession. Joining the Chamber helps ALL the Community, which is especially important in slow economic times.

We are having some wonderful turnouts to our monthly Socials, held on the second (2nd) Thursday of each month. I wish to encourage you to join us as it is a great way to network, promote your own business/profession, and meet people. The schedule is posted in this Newsletter, on our Website, and we try to put out calls to all the Members as a reminder just prior to the Social. You may want to mark your calendars as a "must attend". We also encourage you to bring a guest. Great "Door Prizes" are given away too! Bring several Business Cards.

The "Ide's of March" are upon us!! March 9th is the beginning of "daylight saving's time"...set your clock's ahead one (1) hour. St. Patrick's Day is on a Monday, the 17th. Spring will be here on the 20th and Easter Sunday is the 23rd. F.Y.I.!!

*With best regards, Walt Smith*

Rev. Sharon Albritton  
 Wedding Minister  
 (707)525-8402  
 www.aWeddingLady.com  
 168 Sequoia Circle  
 Santa Rosa, CA 95401

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**FEBRUARY SOCIAL**

hosted by: **KOBRIN FINANCIAL SERVICES**

February's Chamber Social was graciously hosted by Kobrin Financial Services on Valentine's Day evening. It was well attended, especially considering many people had special plans already committed with their "loved ones".

Kobrin Financial Services is located at 190 Wikiup Drive in the Wikiup Professional Park. Host & Hostesses were Don and Brenda Kobrin, and their daughter Angela.

Very nice snacks, great wine, beer, soft drinks AND some wonderful chocolates were served. It was truly a nice evening with good conversations and networking amongst the members & guests.

Some of the new attendees were Lee Rink, Sutter Medical Center, Donald B. Henry, M.B.A., Tom Nunes & Dian Nunes of TD & Associates, Toni Chase, Cookie Lee Fashion Jewelry, and Victoria Schnur, Pacific Trust.

Kay Schultz, Superintendent of the Mark West Union School District provided us with an "update" regarding the District's issues, activities and accomplishments. We are so very fortunate to have Kay and her wonderful staff working with the children in our District.

Several of our Board Members and Ambassadors were also in attendance. Thank you all for attending, and thank you Kobrin Financial Services for hosting the Social.

*Walt Smith, President*  
Visit [www.MarkWest.org/February2008Social](http://www.MarkWest.org/February2008Social) for more photos



Welcome to the Social!



Host Don Kobrin with Dayrl Anderson of Wikiup Properties



Host Brenda Kobrin (center) with (l-r) daughter Angela, Jeanne M. Haddorff of Healthy Are We, Pat Morelli & Joyce Partington, Chamber



Dan Parun of Kobrin Financial Services, with Tony Gerald of Sonoma County Airport Express



Kay Schulz of MWUSD, Victoria Schnur of Pacific Trust, Nancy Wheeler of Creative Property Services, Windsor, Len Sevall of Sevall, Thwaites, Soper Insurance  
photos by Walt Smith & Sonoma CONNECTION

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Network with the Chamber in 2008

**BUSINESS-AFTER-HOURS-SOCIALS**

- MAR 13 GRP WEALTH STRATEGIES GROUP**
- APR 10 SC AIRPORT EXPRESS & AACTION RENTS**
- MAY 8 BENJAMIN TIRE & BRAKE**
- JUNE 12 REALTY WORLD/TOWN & COUNTRY PROPERTIES**
- JULY 10 HEALTHY ARE WE**
- AUG 14 FINAL EDITION**

# WINE COUNTRY HARVEST FAIRE AND BUSINESS SHOWCASE 2007



Wells Fargo Center for the Arts



ScoreONE



SC Sheriff Dept.



WIN



Sonic.net



Interested in joining our Ambassador Club? Contact Dana Larson dmlarson@sonic.net 571-1573



Healthy Are We - SHAKLEE



Rincon Valley Fire District

**MAX G. McDonald**  
Owner

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522 Larkfield Center, Santa Rosa  
707/546-0307



David Hartman

15 Lark Center Drive  
Santa Rosa, CA 95403

707-546-5717  
FAX 707-546-0902

**FYI: MARK WEST UNION SCHOOL DISTRICT 2007-2008 STRATEGIC PLAN**

The Mark West Union School District is proud to offer your child(ren) the ideal educational experience in an elementary school setting. Our fundamental purpose is to educate young people with the highest possible quality instruction; to nurture students’ intellectual, physical, and social growth, helping each to achieve to his/her highest potential. The District’s dedicated staff provides an excellent learning environment for approximately 1300 Kindergarten through sixth grade students attending our three elementary schools. The District also offers a K-8 Home Study program and a 7th and 8th grade Charter School.

**WHAT IS SPECIAL ABOUT MARK WEST UNION SCHOOL DISTRICT?**

- All schools have STAR test scores above 800
- Dedicated and Caring Staff
- Before and after school day care is provided at each of our campuses
- Bright Students
- Parent Involvement
- Instructional Assistants
- Financial Solvency
- Small Class Size
- Reading Teachers at every school
- Active PTA
- Cultural Arts Assemblies
- Music Program
- Rich and engaging curriculum
- Maintain a high level of achievement
- Transportation is also available

If you live outside of the Mark West Union School District but your employer resides within our district boundaries, please give the District Office a call at 524-2970 to request an “Interdistrict Transfer Form, Parental Employment” and we will be happy to process this for you as your first step in enrolling your child in our District.

We believe that all students deserve an education rich with learning experiences that prepare them for the future. Please call one of the principals to set up a tour of our schools. We look forward to working with you in educating your children.

Visit [www.mwusd.org](http://www.mwusd.org)

*Kay Schultz, Superintendent*

*Half Moon Bay  
Chinese Restaurant*

**Larkfield Shopping Center  
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Our Larkfield team works hard each day to make sure you receive high-quality water. Please do your part in conserving this valuable resource. To learn more about your water quality and ways to conserve, visit our Web site at [www.calamwater.com](http://www.calamwater.com).

RWE Group

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Sunday 6 am - 12 pm  
Mon-Thurs 6 am - 6 pm  
Fri-Sat 6 am - 7 pm

Just North of the LBC on Old Redwood Hwy  
57° Larkfield Center Santa Rosa, CA 95403  
707-579-4991

We serve  espresso.

**NEW MEMBERS**

Wine Country Entrée  
Karen Krimont &  
Marlene Holland  
488 Larkfield Center  
Santa Rosa, CA 95403  
542-2846  
www.winecountryentrees.com

SonoME Tours, Inc.  
Mathew "Matt" Hook  
650 Larkfield Center,  
Ste A-4  
Santa Rosa, CA 95403  
568-7131 (F) 568-7131  
matthook@att.net  
www.sonoMETours.com

**RENEWING MEMBERS**

Airport Business  
Center (1989)  
Sevall, Thwaites &  
Soper Insurance (1997)  
Burgess Lumber (1997)  
Aaction Rents (1998)  
Action Mortgage (1998)  
American Red Cross  
of Sonoma County (2002)  
Charles Coppock,  
Attorney at Law (2002)  
Flamingo Conference  
Resort & Spa (2006)  
Klohe Insurance (2007)

**MEMBER PROFILE: JUST TRANSPORTATION**

*continued from page 1*

They not only sell pre-owned cars, vans & trucks, but also Motor Homes and a few Boats. Their inventory is much too large for this location, so most of it is in a nearby storage yard as well as another location in Sonoma. Usually the inventory exceeds 100 vehicles, some as new as 2006 down to classics.

They take "trade-ins" and do "consignments" also. In House financing is available on some vehicles. Most of their vehicles are priced well below Kelley Blue Book suggested retail. Call for details.

Alan has been in Sonoma County all his life. His parents owned Jim & Jim's Yamaha Motorcycles & Scooters from 1978 to 1987 and had five (5) locations. Alan managed the Sonoma location. He opened his first car lot in 1998. Overall, Allan has some 30 years experience in the business and Walt has 25 years in this business.

**UPDATE FROM THE MARK WEST COMMUNITY SERVICES COMMITTEE**

On February 11th the MWCSC met with Supervisor Paul Kelley and other members of the County to discuss the feasibility study for the formation of a community services district in the Larkfield/Wikiup area. The meeting included a discussion with representatives of Economic and Planning Systems. The EPS firm was selected by the county to complete the study and develop the data that could be used for district formation. The representatives from EPS hope to have the work complete by the end of April. The MWCSC will continue to support the efforts related to district formation and will provide updates as new information becomes available.

The MWCSC continues to seek volunteers to help communicate with the community and to work on district formation. Anyone interested in assisting with a community fund-raiser should contact the MWCSC.

The MWCSC may be contacted by e-mail at: [mwcd@markwestcsd.org](mailto:mwcd@markwestcsd.org)

**FEBRUARY 2008**

The Sonoma County Economic Development Board (EDB), in partnership with the Sonoma County Workforce Investment Board (WIB), is pleased to bring you the Winter 2008 Local Economic Report Series:

Highlights from the Winter 2008 Local Economic Report include:

*Steadily rising domestic and foreign demand for wine, particularly boosted by the falling dollar, should help hold the local economy steady.*

*Housing prices are still correcting and affordability remains poor, but lower prices may alleviate affordability issues in the near future.*

*Increased venture capital activity and broad Bay Area growth may spark the local technology industries, a sector with considerable growth potential in Sonoma County.*

Ben Stone, EDB Executive Director (707) 565-7170

**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 200 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 Office Manager Patricia Morelli, 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)	

**OFFICERS**

*President*  
 Walt Smith      Just Transportation  
 479-7356      bigguy7@sonic.net

*Past President*  
 James Bajgrowicz      Office of James Bajgrowicz  
 528-2510      bajgrowiczjim@comcast.net

*Corporate Secretary*  
 Patricia Dearmin      539-4945

*Corporate Treasurer*  
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 546-2146      lens@callatg.com

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 546-8000      andybaum@sonic.net

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 523-0550 ext. 213      smunson@gire.org

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 524-2970      ssloat@mwusd.org

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 Janet Bergman      570-0312



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4787 Old Redwood Hwy, Suite 101  
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**AFTER HOURS  
BUSINESS SOCIAL**

**MARCH 13, 2008**  
5:30pm - 7:30pm

hosted by  
**GRP WEALTH  
STRATEGIES GROUP**  
160 Wikiup Drive  
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