

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

March 2010
Volume XXIV Issue 3

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

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

707.578.7975

Office Hours: Mon - Fri 10am - 3pm

www.markwest.org

office@markwest.org

UPDATE ON DISTRICT FORMATION

After many years of preparation, the formation of a community services district for the Mark West area took a significant step forward on February 2, 2010. On that day, the Sonoma County Board of Supervisors voted unanimously to sponsor an application to the Sonoma Local Agency Formation Commission (Sonoma LAFCO) for creation of the District. This decision came after members of the community submitted over 500 signatures of interest from the community and the local supervisor, Paul Kelley, explained the benefits of forming a district. The Mark West Area Chamber of Commerce played a significant role in helping to gather the signatures.

If approved, a few services currently provided by the County (such as lighting) would be transferred to the District. The District could also function as focal point for securing grants that could be used for improving various functions in the community.

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*Proposed District
Boundary Map
available at
markwestcsd.org*

MEMBER PROFILE: ANYTIME FITNESS

The new Anytime Fitness at the Larkfield Center is a locally owned and operated family run business. Anytime Fitness has over 1200 locations nationally and membership at one means membership at all. The Larkfield location will have an array of fitness options. Everything from the most state of the art treadmills, elyptical trainers and bikes to some of the most user friendly and advanced strength machines and free weights that money can buy.

Individual entertainment systems will be included on all of the cardio equipment. Televisions and IPOD connections will be a couple of the main features. Some of the additional amenities will include massage, tanning and personal training. There will also be an individual shower room for those on the run.

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*Brett Livingstone, CEO
Anytime Fitness
Laura Buhner, Exchange Bank
Will Brodt, Promos Oncall*



*February Social hosted by
Advance Tech Collision page 3*

next AFTER HOURS BUSINESS SOCIAL

Hosted by **NET PROFIT**
(with the Windsor Chamber)
Hampton Inn, 8937 Brooks Road, Windsor

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

CHAMBEREE

Hosted by **PACIFIC COAST AIR MUSEUM**
2230 Becker Blvd., Santa Rosa

Thursday, June 3
4:00pm - 7:00pm

Make your reservations NOW - markwest.org/chamberee



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 March 9 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:

March is a great month. It is a new beginning with Spring in the air. The trees are blooming, birds are singing and the sun shines longer with daylight savings time. It is a great time to re-energize and take our businesses and ourselves to a new level.

Congratulations to all of the Mark West Area Chamber of Commerce and Visitors Center members. You belong to the most fun and active chamber in the area.

Timing is everything! Right now thru May 31 you can earn a Free Membership and other great prizes simply by helping your friends become members during the **Chamber Membership Drive**. Check out all the great prizes on page 6.

Time flies! The 21st Annual Harvest Faire & Business Showcase trade show will be here before you know it. **You can save money by reserving your booth early. The 20% Early Bird Discount is expiring on March 31.**

So don't wait, get your application in ASAP to take advantage of this fantastic deal. You can pay online at markwest.org.

Be sure to put the next Chamber Business-After-Hours Social in your calendar. Thursday, March 11, 5:30-7:30 pm. Hosted by Net Profit (with Windsor Chamber).

The event will be at the Hampton Inn, 8937 Brooks Road, Windsor. This is going to be tons of fun. There will be door prizes, 50/50 drawing and the Pot of Gold! I can hardly wait to see you all.

Cheers, Will Brodt

MARK WEST ELEMENTARY SCHOOL DEMONSTRATES COMPASSION

Friday, February 19, students at Mark West Elementary School had a surprise visit during their Compassion assembly. Tim Miller, the Chief Executive Officer for Sonoma and Mendocino Counties Red Cross came to present the students with a certificate of appreciation for their efforts in helping the people of Haiti. He announced to students that they had raised \$1,375.57 in the two week coin drive held January 19-29. Due to the efforts of the students and families at Mark West, 40 people now have tents, cots, and blankets. **Congratulations and well done Mark West!**

contributed by Sue Sloat, Mark West Union School District

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ADVANCE TECH COLLISION HOSTS OUR FEBRUARY SOCIAL ALONG WITH A \$240.00 POT OF GOLD WINNER!

February's After Hours Business Social was hosted by the nice people at Advance Tech Collision at their office and facility located at 5277 Old Redwood Highway. Close to 100 chamber members and guests enjoyed the gathering made possible by Advance Tech Collision Office Manager Sandra Jones, Company Owner Kari Solem and Shop Manager Ed Yoast. Plenty of wine, soda, and snacks, including delicious designer cupcakes, were provided by the Advance Tech Collision staff.

Chamber Ambassador Evan Jacobs from Cal-American Water served as Master of Ceremonies along with Head Ambassador Tony Gerald from Sonoma County Airport Express. Evan introduced Sandra from Advance Tech Collision. Sandra welcomed everyone and introduced Kari and Ed. Company owner Kari Solem told everyone that Advance Tech Collision has three locations in Sonoma County and has been in business for over 20 years helping put people back in their vehicles. They are a locally owned family business that literally holds your hand throughout the repair process from start to finish. With some of the most knowledgeable, talented and dedicated employees on Kari's staff they have well over 50 certificates of excellence for their craftsmanship and customer satisfaction. Kari explained that competitors claim they offer free loaner cars, but the cost associated with the loaner is actually built into the cost of getting your vehicle fixed. Kari said that is not the situation with Advance Tech Collision, as their loaner cars truly are free to their customers and do not affect the cost of getting the vehicle back on the road. As Advance Tech Collision recently rejoined the chamber, Shop Manager Ed Youst along with Kari and Sandra were presented with a new membership plaque.

A new member plaque was also presented to Russell Munford from Primerica Financial Services. Russell explained that Primerica Financial Services helps families and businesses save money, get out of debt, be properly protected and financially independent. They can also assist with planning for college, retirement and long term care and help families in diversification of their income.

Also receiving a new membership plaque was Jim Cooper from Advanced PC Systems. Jim said that Advanced PC Systems can take care of any computer issue you might have including the need for installing and maintaining office networks, virus removal, computer upgrades, data recovery and repairing computer hardware problems. Jim said that many businesses within the chamber already use him in taking care of their computer needs.

New chamber member Annabel Ayres from Ayres & Associates Business Consultants was also presented with a plaque. Annabel told everyone that Ayres & Associates is a team of experts that can assist any business in increasing profits, reducing anxiety over cash flow, increasing sales with marketing ideas, motivating employees and helping your company avoid stumbling blocks during expansion. Working with a personal business consultant from Ayres & Associates can assist any sized business in achieving growth, expansion, improved profits and much more!

Rachel Bingham from Net Profit accepted the final new member plaque of the evening. Net Profit provides accounting & tax preparation services within Sonoma County. They also provide tax preparation services *continued on page 10*

FEBRUARY SOCIAL HOSTED BY ADVANCE TECH COLLISION



Anthony Gerald, SC Airport Express, Kari Solem, Sandra Jones, Ed Yoast, Advance Tech Collision



Russell Munford, Primerica Financial Services, Evahn Chester, associate



Jim Cooper Advanced PC Systems



Anthony Gerald, SC Airport Express, Annabel Ayres, Ayres & Associates Business Consultants

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

BUSINESS-AFTER-HOURS-SOCIALS

see 2010 schedule on page 4

UPCOMING BUSINESS SOCIALS

Thursday, March 11

Chamber Business-After-Hours Social 5:30-7:30pm
Hosted by **Net Profit (with Windsor Chamber)**
Location: Hampton Inn, 8937 Brooks Road, Windsor

This month's Pot of Gold is \$60!

Make sure someone from Your Business is at the Social to WIN!

Thursday, April 8

Chamber Business-After-Hours Social 5:30-7:30pm
Hosted by **Healthy Are We & Holiday Inn Express**
Location: Holiday Inn Express, 870 Hopper Ave., SR

Thursday, May 13

Chamber Business-After-Hours Social 5:30-7:30pm
Hosted by **Rincon Valley Fire District**
Location: 45 Lark Center Drive, Larkfield

Thursday, June 10

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

Thursday, July 8

Chamber Business-After-Hours Social 5:30-7:30pm
Hosted by **Wikiup Tennis & Swim Club**
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: 5807 Old Redwood Hwy., 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

Thursday, June 3

Chamber 4:00-8:00pm (**RSVP markwest.org**)
Hosted by **Pacific Coast Air Museum**
Location: 2230 Becker Rd., Santa Rosa

Tuesday, October 12

Wine Country Harvest Faire
Business Showcase & Silent Auction 4:00-8:00pm
Location: Wells Fargo Center for the Arts, Santa Rosa
20% Discount on Booths until March 31, 2010!
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, March 9

Board of Directors
11:30am - 1:00pm
Grace Fellowship

Thursday, March 11

Ambassadors
3:30pm - 5:30pm
Chamber Office



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Sonoma CONNECTION

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MEMBERSHIP DRIVE
March 1
thru May 31

Key
Membership Benefits:

Discount on Tradeshow Booths



Primerica Financial Services



Host a Social = Writeup in the Lark & Story & Photos on markwest.org

Invite your Friends and Associates to Join YOUR Chamber!

Our Membership Drive goal is 50 new members.

All Chamber members are eligible to participate.

There can be multiple winners in each prize category!

PRIZES

- **First Place: 10 or more new members =**
1 year free Chamber membership, free 8' booth at 2010 Harvest Faire, a free ad in our next membership directory, and an ad in the Lark newsletter for 3 months.
- **Second Place: 5-9 new members =**
1 year free Chamber membership and a free 3 month ad in the Lark newsletter.
- **Third Place: 3-4 new members =**
Free 3 month ad in the Lark newsletter.

MEMBERSHIP DRIVE RULES

- *All member businesses are eligible.*
- *Contest starts March 1 & ends May 31, 2010.*
- *Member business must have a minimum of 3 new members to qualify for prizes.*
- *There can be multiple winners in each prize category.*

KEEP INFORMED:

of what's happening in business and your community.

GET INVOLVED:

On the Board of Directors and help your community grow.

OFFICE REFERRALS:

The Chamber office is continually working for you.

ORGANIZATION

MEMBERSHIPS:

California Chamber of Commerce.

ADVERTISING AND NETWORKING OPPORTUNITIES

- *Corporate Sponsorship Opportunity*
- *FREE Link from the Chamber's website to your website!*
- *FREE Advertising in the "New Members Bag"*
- *FREE Set of "Members Labels"*
- *FREE Listing in the Membership Directory*
- *FREE New Member Profile in the Lark Newsletter*
- *FREE Recommendations from your fellow Chamber members*
- *Join the Ambassador Club and Network while meeting new contacts*
- *Monthly Newsletter to keep you updated on local and state items of interest*
- *Advertise in The Lark monthly newsletter*
- *Your brochure mailed with our relocation packets - \$30 per 100*
- *Meet potential customers by being involved in Chamber events*
- *Your Business has a change of address - Call us for a Ribbon Cutting*
- *Member prices on Trade Show Booths*
- *Your business "Flyers" inserted in the monthly newsletter*
- *Host a Business-After-Hours Social*
- *Attend Business-After-Hours Socials to promote your business*
- *Work with other businesses for leads*
- *Join a committee of your choice*
- *Strength in membership accomplishes many more worthwhile projects*

2010 MEMBERSHIP DIRECTORY ADS ON SALE NOW!

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
online at markwest.org - call the office with any changes
or email office@markwest.org. Thank you!



Full Page = 7.5" high x 4.5" wide

Back Cover = \$400

Inside Cover = \$300

Inside Page = \$300

Half Page = 3.5" high x 4.5" wide

Half Page = \$200

Business Card = 2" high x 3.5" wide

Business Card = \$100

BUSINESS TO BUSINESS*BUSINESS TIPS
NETWORKING TIPS*

Elaine B. Holtz, Pre-Paid Legal Services, Inc. (right) with Shawna DeGrange, owner, Cloverleaf Ranch

**THE
SUSTAINABLE
ENTERPRISE**

Larysa Tanya Shmorhay
Educational Consultant

Did you know that many people spend more time planning their vacation than planning for retirement? Although there are many ways to save for your retirement, if you are like most people, you aren't taking full advantage of them. For example, do you understand the basics of a Roth IRA? If not, here's a little Roth IRA 101.

Right now, you may be wondering why you should invest in a Roth IRA if you currently have a retirement plan with your employer. The Roth IRA has many benefits that other retirement plans don't have, and chief among them is the fact that any investment earnings may accumulate tax-free. In other words, your Roth IRA has the opportunity to grow without incurring any taxes and can be distributed to you tax free, if certain conditions are met.

While there are advantages to owning a Roth IRA, there are also some rules to think about before you decide this is the account for you. First, not everyone can take advantage of a Roth IRA. You or your spouse must have earned income or compensation – this includes wages, tips or salary. However, be aware that earned income or compensation does not include rental, interest, dividend, pension annuity or deferred compensation income. Second, your modified adjusted gross income cannot exceed certain limits to make a full contribution. For single people, your modified adjusted gross income must be less than \$105,000 and \$166,000 for married couples filing jointly.

Contributions you make to the account are not tax deductible but may be withdrawn any time without tax or penalty. Before taking withdrawals from your Roth IRA you need to determine if you are receiving a "qualified distribution." Any withdrawal that is not a "qualified distribution" can result in income taxes and IRS penalties. For example, any earnings on your principal will be subject to income taxes should you decide to withdraw them prior to the five-year holding

Since environmental and economic issues are often overwhelming, finding practical strategies and profitable solutions that benefit our local communities and spiral outward is a focal point for many of us. Currently I am studying to be accredited as a LEED Green Associate in order to assist others in finding their way through an often mindboggling maze of sustainability.

Greening our homes and businesses results in not only rejuvenating the environment, but also growing our bottom line – which inevitably makes us happier and healthier. *May I make two suggestions?*

1. *Reading the book Going Local: Creating Self-Reliant Communities in the Global Age by Michael H. Shuman. Proposes a home-grown, community-based economic strategy meant to revive local marketplaces.*
2. *Applying to Sonoma Green Business Program sonoma-county.org/sonomagreen/becoming_green.htm*

Looking forward to sharing an abundant 2010!

contributed by Larysa T. Shmorhay, Educational Consultant
www.ResilientEducation.com

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While the action of the Board of Supervisors was very significant, the upcoming steps will require a tremendous amount of effort and commitment. In order to be successful at the commission level, the application will need to clearly define the merits of the proposal and its financial viability. If the proposal is approved by LAFCO by late spring, the Board of Supervisors would be in position to call for an election within the boundary of the proposed district that would appear on the November ballot. A successful election will require the efforts of many individuals in explaining the merits of the proposal to the voters.

More information about the district formation proposal can be found on the Mark West Community Services Committee website: **markwestcsd.org**

contributed by Doug Williams, RVFD, member Mark West Community Services Committee



The Mark West Chamber of Commerce and Visitors Center welcomed our new member Club WIN (Women In Networking) with a ribbon cutting ceremony on January 26, 2010. Club WIN is an organization of women entrepreneurs who support and refer business to one another and is managed by a board of directors elected from club membership to six month terms.

The goal of Club WIN is to support and nurture sole-proprietor women owned businesses in the North Bay. Members meet for weekly luncheons to socialize and educate one another about each member's unique professional services. Luncheons are dynamic, informative and fun. In addition to informal networking, members are allowed to give brief promotional talks at each luncheon and longer presentations are also delivered. Club WIN limits membership to one business in each profession to ensure a convivial atmosphere free from direct business competition.

Club WIN invites guests to join them at their weekly luncheons to experience Club WIN first hand. Women entrepreneurs who are interested in informative marketing and business building are encouraged to attend. You may contact Club WIN at their website at www.clubwin.org

contributed by Evan Jacobs, Publicity



Kathleen Palmer, Sonoma CONNECTION, Mary Beth Ray, Digttype, Jill Scherer, Sterling Silver Jewelry Consultant, Carol Kaufman and Patty Hals, Assets Insurance, Lesley Kesser, NuSkin Anti-Aging Products, Linda R. Johnson, Feng Shui Consultant, Kimberlee Anderson, Assets Insurance, Don Wilson, Ambassador, Victoria Summers, Pharmanex Nutritional Supplement, Wendy Morrow, Image Consultant, Will Brodt, Promos Oncall, Barbara Wilson, Ambassador, Bev Graham, GRP Wealth Strategies, Rich Rebello, GRP Wealth Strategies

**UPDATE
ON DISTRICT
FORMATION**



**RIBBON
CUTTING:
CLUB WIN**

YOUR AD HERE!

6 MONTHS \$107.50

1 YEAR \$200



Rachel Bingham from Net Profit, Anthony Gerald, SC Airport Express



\$240 Pot of Gold Winner: Marc Durand, Naturalight, Inc., with Anthony Gerald, SC Airport Express



Phil Essner, Essner Tree Service, Winner Millie Cantu, Windsor Times

RENEWALS

Wikiup Tennis and Swim Club	1983
Silveira Pontiac Buick GMC	1993
Cal American Water Company	1994
Beck Law, Inc.	2005
Club WIN	2007
Redwood Credit Union	2007
State Farm Insurance	
Katherine Navarro-Wong	2008
Sir Speedy Printing	2009

MEMBER PROFILE: ANYTIME FITNESS

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Being that Anytime Fitness is family friendly, parents may add children to their membership starting at age 14. Anytime Fitness is a 24/7/365 operation with 24 hour security and surveillance. Stop by or call us at 707-578-4900. We'll even give you a free visit and all memberships include a complimentary fitness evaluation.

ADVANCE TECH COLLISION HOSTS OUR FEBRUARY SOCIAL ALONG WITH A \$240.00 POT OF GOLD WINNER!

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to individuals that itemize with multiple schedules and small businesses that need an educational relationship to take ownership of their tax planning processes. Net Profit can assist any business or individual with their tax preparation or accounting needs. Rachel also mentioned that Net Profit will be hosting our next social and invited everyone to attend on March 11th at the Hampton Inn in Windsor.

The business drawn for the \$240.00 Pot of Gold was Naturalight. Naturalight, Inc. President Marc Durand was lucky enough (and smart enough) to attend the social. With him being in attendance, he was awarded the current pot of \$240.00! Marc proved that it truly does pay to attend our socials. Congratulations Marc! With Marc winning the pot, the Pot of Gold will now start over with \$60.00 to be awarded to a business represented at our next social.

Our 50/50 raffle with \$100.00 was won by our own chamber Ambassador Don Wilson from the Rincon Valley Fire Department. Congratulations Don! Fernande Marie Bencze from California Reverse Mortgage Consultants who won the 2 minute business showcase at the January social hosted by GRP Wealth Strategies Group, LLC told everyone about California Reverse Mortgage Consultants explaining that they provide reverse mortgages for senior homeowners that want to pay off their existing mortgage, increase their monthly cash flow, or improve their quality of life. She said a reverse mortgage allows you to convert some of your home equity into cash, while remaining in your home. This is an attractive solution for many people who desire more income and do not want to "downsize" or sell their home and relocate to a less expensive area.

Prizes for our business card drawing were donated by Sonoma County Airport Express and also our host Advance Tech Collision which offered a free complete vehicle detail. Winners drawn included Bill Laurie from Sir Speedy Printing, Jerry Hankins from Hankins Travel, Evan Jacobs from California American Water and Millie Cantu from the Windsor Times. The two minute showcase for next month's social hosted by Net Profit was won by Bev Graham from GRP Wealth Management Group, LLC.

Congratulations to our winners and thank you again to our gracious hosts Sandra, Kari and Ed from Advance Tech Collision.

Contributed by Anthony Gerald, Head Ambassador

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 Hwy, 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)	

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*Interested in joining our
 Ambassador Club?
 Contact
 Tony Gerald,
 837-8700
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Mark West Area Chamber of Commerce and VISITORS CENTER



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Santa Rosa, CA 95403

AFTER HOURS BUSINESS SOCIAL

THURSDAY
March 11, 2009
5:30pm - 7:30pm

hosted by
NET PROFIT
(with Windsor Chamber)
Hampton Inn
8937 Brooks Rd, Windsor

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

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

MORE PHOTOS NEXT MONTH!



Kendall Jackson Wines

Sir Speedy Printing

Costco

Club WIN

Champagne & Associates

Curves-Wikiup



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