

# Mark West Area Chamber of Commerce and VISITORS CENTER



**The Lark**

March 2011  
Volume XXV Issue 3

*BRINGING BUSINESS & THE COMMUNITY TOGETHER!*

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403 707.578.7975  
Office Hours: Mon - Thurs 10am - 3pm [www.markwest.org](http://www.markwest.org) [office@markwest.org](mailto:office@markwest.org)

**WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE**  
**JOIN US ON WEDNESDAY, OCTOBER 5 4:00 - 8:00 PM**  
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**OFFICE SPACE AVAILABLE!**

We have office space in the Chamber building on Old Redwood Hwy, across from Larkfield Center see page 2

As an early participant YOU get first pick of our booth locations, and receive recognition prior to the show - taking advantage of the discount as well as a mention of YOUR BUSINESS in The LARK and on our website. Sign up NOW!

**Support Your Chamber = Support Your Community!**

*application attached*

## REDWOOD CREDIT UNION AND CAL STATE CENTRAL CREDIT UNION TO MERGE

Redwood Credit Union (RCU) and Cal State Central Credit Union (CSCCU) have announced plans to merge on April 1, 2011, with RCU being the surviving organization. The joining of the two credit unions will result in RCU serving nearly 200,000 Members in the North Bay and San Francisco, with assets exceeding \$1.8 billion.

"CSCCU has served the financial needs of state employees and our community for nearly 75 years. Our partnership with RCU will allow us to fulfill our mission and provide the added benefits our Members deserve," stated Jim Larson, CSCCU's CEO.

"RCU looks forward to serving the Members from CSCCU and working with our new employees. Our industry's philosophy is 'people helping people,' and this joining exemplifies that concept," said Brett Martinez, RCU's President & CEO.

Redwood Credit Union is a full-service financial institution serving the North Bay and San Francisco since 1950. Anyone living or working in the North Bay or San Francisco can bank with RCU. For more information, call (707) 545-4000, 1 (800) 479-7928 or visit [www.redwoodcu.org](http://www.redwoodcu.org).



February Social hosted by Wine Country Inn & Suites page 3

## UPCOMING EVENTS:

next **AFTER HOURS BUSINESS SOCIAL** co-hosted by **THE COVE** and the **MARK WEST AREA COMMUNITY SERVICES COMMITTEE** at The Cove, 5146 Old Redwood Hwy.

Thurs, Mar 10  
5:30 pm - 7:30 pm

next **RIBBON CUTTING** **TARA BELLA WINERY** 3701 Viking Rd

Friday, Mar 18  
4:30 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 March 8 at  
Cloverleaf Ranch,  
3892 Old Redwood Hwy.  
11:30 am - 1:00 pm

*Want to keep abreast of  
important information  
pertinent to local  
business issues?*

Visit:  
[sonoma-county.org/edb](http://sonoma-county.org/edb)

**PRESIDENT'S MESSAGE:**

March is an awesome 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 right around the corner. 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 members. You belong to the most fun and active chamber in the area. Let's not keep it a secret. Help us to increase our membership. Our Head Ambassador Kimberlee Anderson has a great idea, but she needs your help to make it work. If every member of the Chamber brought in just One new member, our Chamber would double in size. More businesses leads to more networking and that leads to more opportunity for our businesses to grow and thrive. So as Kimberlee says, let's all "Do One and Get'r Done"! A great way to get your One is to invite someone to the next Business-After-Hours Social on Thursday, March 10, 5:30-7:30 pm. Our hosts are The Cove and The Mark West Community Services District. Located at 5146 Old Redwood Hwy.

This is going to be tons of fun. There will be door prizes, 50/50 drawing and the Pot of Gold is up to \$240.00! But you have to be there to win.

Time flies! The MW Chamber of Commerce 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. Go to our website to download an application, you can even pay online too. [www.markwest.org](http://www.markwest.org)  
Cheers, Will Brodt

*PS: I found that when you start thinking and saying what you really want then your mind automatically shifts and pulls you in that direction. And sometimes it can be that simple, just a little twist in vocabulary that illustrates your attitude and philosophy.*  
-Jim Rohn

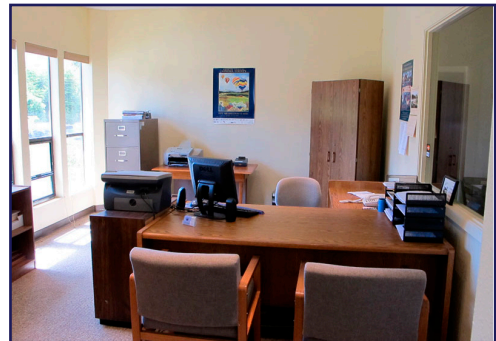
**OFFICE SPACE AVAILABLE NOW!**

We have office space available in the Chamber building on Old Redwood Hwy, across from Larkfield Center

Single OR Double Office in  
prime Mark West Chamber  
building on Old Redwood Hwy  
across from Larkfield Center  
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**NAME CHANGE ANNOUNCED AT FEBRUARY SOCIAL!**

February’s Business After Hours Social was hosted by Best Western Wine Country Inn & Suites, formerly Holiday Inn Express, in their newly remodeled facilities at 870 Hopper Ave. Members and their guests were treated to local wines from Family Wineries, and a delicious buffet.

Chamber President and Ambassador Will Brodt of Promos OnCall served as Master of Ceremonies for the evening. Will introduced our host, Todd Anderson, General Manager of the Inn. Todd announced that the Inn was changing ownership to the Best Western franchise. He introduced his staff, and offered tours of the newly remodeled lobby, fitness room and breakfast area.

The Wine Country Inn & Suites is available to serve the needs of both corporate and family travelers. All rooms have free high speed internet access, microwaves, mini-refrigerators, coffeemakers, irons and ironing boards, hair dryers, a private patio or balcony and an exterior entrance, an outdoor heated pool, Zen garden and courtyard, as well as a Complimentary Breakfast Buffet featuring their famous cinnamon rolls. 2 separate conference room facilities can accommodate up to 115 total attendees. Catering is available. Todd thanked everyone for attending.

Also joining the Chamber is Tara Bella Winery. Owners Kevin and Wendy Morrow fulfilled their dream of owning a winery when they purchased Tara Bella in 2010. They have been making wine under the private label TwoMorrrows for 25 years. Tara Bella Winery will be hosting a Ribbon Cutting on March 18. Wendy has been a member of the Chamber since 2009 with her business CAbi Clothing. Welcome Kevin & Wendy!

Denise Brodt of Promos OnCall talked about the promotional products business she runs with her husband Will during her “2 Minute Showcase”. Erin “Vanna” Schreiner helped by tossing product examples into the crowd. Promos OnCall also does package and graphic design. They also have an online store with KaChing KaChing that offers commissions on your purchases.

The business drawn for the Pot of Gold was Lescure Engineers. Peter Lescure was unfortunately unable to attend the February social. The Pot of Gold payout at the March social hosted by the Mark West Area Community Services Committee at The Cove will now be increased to \$240.00. The 50 / 50 raffle of \$101.00 was won by Pat Morelli of Wikiup Properties.

Prizes for our business card drawing were donated by Wine Country Inn & Suites, Family Wineries, Sonoma County Airport Express, and Eichler’s Auto & Truck Repair. Winners drawn included Sally Crain, HURD Real Estate, Lacey Burdette, Windsor Times, Anthony Gerald, SC Airport Express, Shawna DeGrange, Cloverleaf Ranch, Denise Brodt, Promos Oncall and Don Wilson, retired. The winner of the two minute showcase for March’s social is Jerry Hankins.

Congratulations to all of our winners and thank you to the businesses donating prizes.

A very big thank you to Todd Anderson and the staff of Best Western Wine Country Inn & Suites, and Glenn Dixon of Family Wineries.

*contributed by Kathleen Palmer, Ambassador*

**FEBRUARY BUSINESS AFTER HOURS SOCIAL**



*Todd Anderson, GM  
Best Western Wine  
Country Inn & Suites*



*Sally Crain, Hurd Real Estate  
receives her new member plaque,  
Will Brodt, Promos OnCall*



*Kevin & Wendy Morrow, Tara Bella  
Winery, receive their new member  
plaque, Will Brodt, Promos OnCall*



*Denise Brodt of Promos  
OnCall - 2 minute showcase,  
Erin Schreiner, Eichler's Auto*

*Photos by Sonoma  
CONNECTION  
More photos MarkWest.org*

**SOCIALS**  
*see schedule on page 5*

**NEW MEMBERS:**

Tara Bella Winery  
 Kevin & Wendy Morrow  
 3701 Viking Rd  
 Santa Rosa CA 95401  
 Phone: (707) 544-9049  
 Email: my2morrow@comcast.net  
 Website: tarabellawinery.com

The Cove  
 Jeff Johnson, Pastor  
 5146 Old Redwood Hwy.  
 Santa Rosa CA 95403  
 Phone: (707) 526-2711  
 Email: jeff@covefellowship.org  
 Website: covefellowship.org

**CORPORATE SPONSOR RENEWALS:**

Exchange Bank	1981
Molsberry Markets	1981

**NEW CORPORATE SPONSOR:**

Cloverleaf Ranch	2009
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**RENEWALS:**

Wikiup Golf Course	1988
Airport Business Center	1989
Silveira	1993
Pontiac-Buick-GMC	
CaliforniaAmericanWater	1994
Paul Erickson Real Estate	1994
Appraisals	
Burgess Lumber	1997
Naturalight Solar, Inc.	2000
Bajgrowicz, James J.	2002
Consultant	
Clone Digital Print & Copy	2004
Michael & Company	2007
Jewelers	
Mark West Community	2008
Services Committee	
Sapphire Salon	2008
TD & Associates	2008
Business Copy Center	2010
Ayres & Associates	
Business Consultants	2010
Coldwell Banker	2010
Craig Curreri	
Logan LII Investigations	2010
Leo's Roofing Inc.	2010

**Thank You!**

**BILLS LAWNMOWER SALES & SERVICE CELEBRATES 10 YEARS AS A MARK WEST BUSINESS**

Located at 5519 Old Redwood Highway here in the Mark West Area, Bill Bowdoin, Jr. at Bills Lawnmower Sales & Service has been selling and servicing lawnmowers since January of 1991. Bill along with his fiancée Mary and two technicians operates a full service shop for sales and servicing of lawnmowers. Bill has customers located as far as Sonoma, Kenwood and Lake County who look to Bill and his staff to take care of their lawnmower needs.

Bill says that lawnmowers can literally last a lifetime if serviced regularly with an annual service being an inexpensive way of maintaining your lawnmower and keeping it in tip top shape. A lawnmower service at Bill's includes tuning up the engine, cleaning the carburetor, replacing the air filter, changing the oil and sharpening the blade. Bill and his technicians also repair and maintain lawn maintenance equipment including hedge trimmers, weed whackers, blowers and lawn edgers. The busiest months for Bills Lawnmower Sales & Service are April through September with customers dropping off 35 to 50 lawnmowers everyday for servicing! October through March are traditionally Bill's slower months with turn around on servicing lawnmowers closer to two days as opposed to often 2+ weeks during the summer months. Assisting commercial businesses are also a big part of Bills Lawnmower Sales & Service with companies, such as fellow chamber member Essner Tree Service, dependent on Bill and his staff to help keep them operating.

Lawnmowers that Bill sells include Toro, Honda and Husqvarna. Some of the 2-stroke engine driven lawn equipment that Bill is an authorized dealer for includes Shindaiwa, Echo and Husqvarna. Bill said, **"I'm very proud to be a member of the Mark West Chamber of Commerce as this is such a great area to have a business. Don't forget that this is the time of year to bring in your lawnmower and gardening equipment as chamber members receive a 10% discount until the end of March. Beat the crowds!"**

Bill will be hosting a Ribbon Cutting on May 4, 12 noon. Afterward, Bill invites members to attend his customer appreciation lunch BBQ.

**THE JOY OF PUBLIC SPEAKING**

How exciting it is to have your own business or being part of a business that requires you to do presentations. One of the most important skills you can develop is the art of public speaking. Let us explore several areas I call

**Public Speaking:**

1. When you go to a meeting or party and speak with people
2. In front of an audience.
3. Then there is media public speaking.
4. If you are in sales, contacting clients via phone or attending meetings or trade shows.
5. Retail – Meeting and greeting customers, providing product information.
6. Returning phone calls.

**Some guidelines for presentations:**

1. Always arrive ½ hr. to 45 minutes before your presentation. This gives you a chance to get comfortable with the room and to make sure all the equipment you will need is available.

**CHAMBER BLOG FOR BUSINESS TIPS**

Join the conversation at [markwest.org](http://markwest.org) - we welcome your comments and contributions!

*continued on page 6*

**UPCOMING BUSINESS SOCIALS**

Thursday, March 10 5:30-7:30pm  
 Co-Hosted by **The Cove** and the  
**Mark West Community Services Committee**  
 Location: The Cove, 5146 Old Redwood Hwy., Santa Rosa

Thursday, April 14 5:30-7:30pm  
 Hosted by **AutoBahn - Anything Detailing**  
 Location: 1675 Piner Rd., Suite B, Santa Rosa

Thursday, May 12 5:30-7:30pm  
 Hosted by **Wikiup Tennis & Swim Club**  
 Location: 500 Wikiup Drive, Santa Rosa

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

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 Kimberlee Anderson,  
 546-8020, email [assetsinsurance@gmail.com](mailto:assetsinsurance@gmail.com), or visit our  
 Calendar of Events page at [markwest.org](http://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**

Sonoma Health Action and St. Joseph Health Systems will host a Workforce Wellness Symposium for human resources and safety managers as well as insurance brokers on March 29, 4 to 6 p.m., at Santa Rosa Memorial Hospital. To attend, email RSVP to: [Jeannie.Calverley@stjoe.org](mailto:Jeannie.Calverley@stjoe.org). Website: <http://www.northbaybusinessjournal.com/29740/wellness-programs-draw-more-interest/>

**RIBBON CUTTINGS**

Friday, March 18 4:30pm  
 Hosted by **Tara Bella Winery**  
 Location: 3701 Viking Rd., Santa Rosa

Friday, May 4 12:00pm  
 Hosted by **Bills Lawnmower Sales & Service**  
 Location: 5519 Old Redwood Hwy., Santa Rosa

**CHAMBER MEETINGS**

Tuesday, March 8  
**Board of Directors**  
 11:30am - 1:00pm  
 Cloverleaf Ranch

Thursday, March 10  
**Ambassadors**  
 4:00pm - 5:00pm  
 Chamber Office

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## CHAMBER BLOG FOR BUSINESS TIPS

Join the conversation  
at [markwest.org](http://markwest.org)



Interested in joining  
our Ambassador Club?  
Contact Kim Anderson  
Assets Insurance 546-8020  
[assetsinsurance@gmail.com](mailto:assetsinsurance@gmail.com)

## THE JOY OF PUBLIC SPEAKING

*continued from page 4*

2. Get to know your audience. Don't hesitate to walk up and talk with one or two people. This will actually be a warm up for your presentation.
3. Be prepared. Know your material.
4. Prior to presentation meditate. Pay attention to your body. Are you anxious, nervous, not sure you can pull it off? Breathe into those feelings and let yourself know that this is normal. Most people are nervous before they have to go on stage; even seasoned actors have stage fright.
5. Become friends with your nervousness. Turn it into excitement and then energy. Some Hints: why people are nervous: Often times it is because they think they will not do a good job or the people listening to them will be bored. Remember: you are there to provide a service or important information. Recognize: Most people want to listen to you and support you in doing a good job. Turn your nervous energy into a friend. Important: Be in the moment, this helps with nervousness.
6. Focus on your topic and not what others are thinking of you. You have no control over what people are thinking but you do have control over the material you are presenting. If you feel like your nervousness is causing you to lose control on some levels bring yourself back to the now, the moment. This helps a great deal.
7. Use your audience: Make eye contact with several people in the audience. This will make it a bit easier talking to a few in lieu of the whole audience. This helps. If you feel brave you might even go out into the audience and pick people to talk with.
8. Don't apologize if you feel nervous. Guess what – unless you are shaking like a leaf and then fall on the ground most of us listening hardly notice if you are nervous.
9. Remember to pause and wait every once in a while. This gives people a chance to reflect on what you are saying.
10. There are some things that might give you away that you need to be aware of: i.e. laughing nervously, saying too many ummmm's and of course using the phrase "you know" over and over definitely give the audience a sense that you are nervous.
11. There are so many how to; my best suggestion is Practice, Practice, and Practice. You might even join Toastmasters. This is a great place to improve and get feedback on your speaking style.
12. Hints when attending sales meetings – put ten business cards in your pocket. Introduce yourself to ten strangers, give them your business card and then meet up with your friends.

Remember: What is being presented is the opinion of the presenter. Public Speaking is a skill that can be developed if this is something you truly want to do.

Thank you for reading this information. I want to wish you all the best life has to offer.

*contributed by: Elaine B. Holtz, Norton and Holtz Business Solutions*

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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 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
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# Mark West Area Chamber of Commerce and VISITORS CENTER



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

## AFTER HOURS BUSINESS SOCIAL

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

Co-Hosted by  
**THE COVE**  
5146 Old Redwood Hwy.  
& **MARK WEST AREA COMMUNITY SERVICES COMMITTEE**

**BRINGING BUSINESS & THE COMMUNITY TOGETHER!**

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

*MORE PHOTOS NEXT MONTH!*



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Costco

Eichler's Auto & Truck Repair

Blood Bank of the Redwoods

Chancellor Place

**Thank You to Our Corporate Sponsors!**







**ANNUAL  
CHICKEN DINNER**

**RAFFLE AND SILENT AUCTION**

**SUNDAY, APRIL 3, 2011**

Mary Agatha Furth Center • 8400 Old Redwood Hwy, Windsor

**4:00-5:00 p.m. Raffle and no host bar**

**5:00 p.m. Dinner and Auction**

**Ticket cost: \$30 prior to March 25 • \$35 March 26-April 3**

For more info visit: **[kiwaniswindsor.org](http://kiwaniswindsor.org)**

*Bring this flyer when you attend and receive 5 FREE raffle tickets!*

# 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](http://www.MarkWest.org) to participate.

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 Signature \_\_\_\_\_

YES, I will donate to the Silent Auction:  
item \_\_\_\_\_ value \$ \_\_\_\_\_

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CENTER FOR  
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	Members	Non-Members
4' Table	<b>\$200</b> <del>\$250</del>	<b>\$300</b> <del>\$375*</del>
8' Table	<b>\$280</b> <del>\$350</del>	<b>\$380</b> <del>\$475*</del>

20% discount when payment is  
received by March 31st, 2011

(\* includes 1 Year  
Membership)

Booth Fee includes display space, table, 2 chairs,  
tablecloth, and exhibitor ribbons.

Electricity available on request, at no additional charge.

**Reserve Your Space NOW!**

Table Location

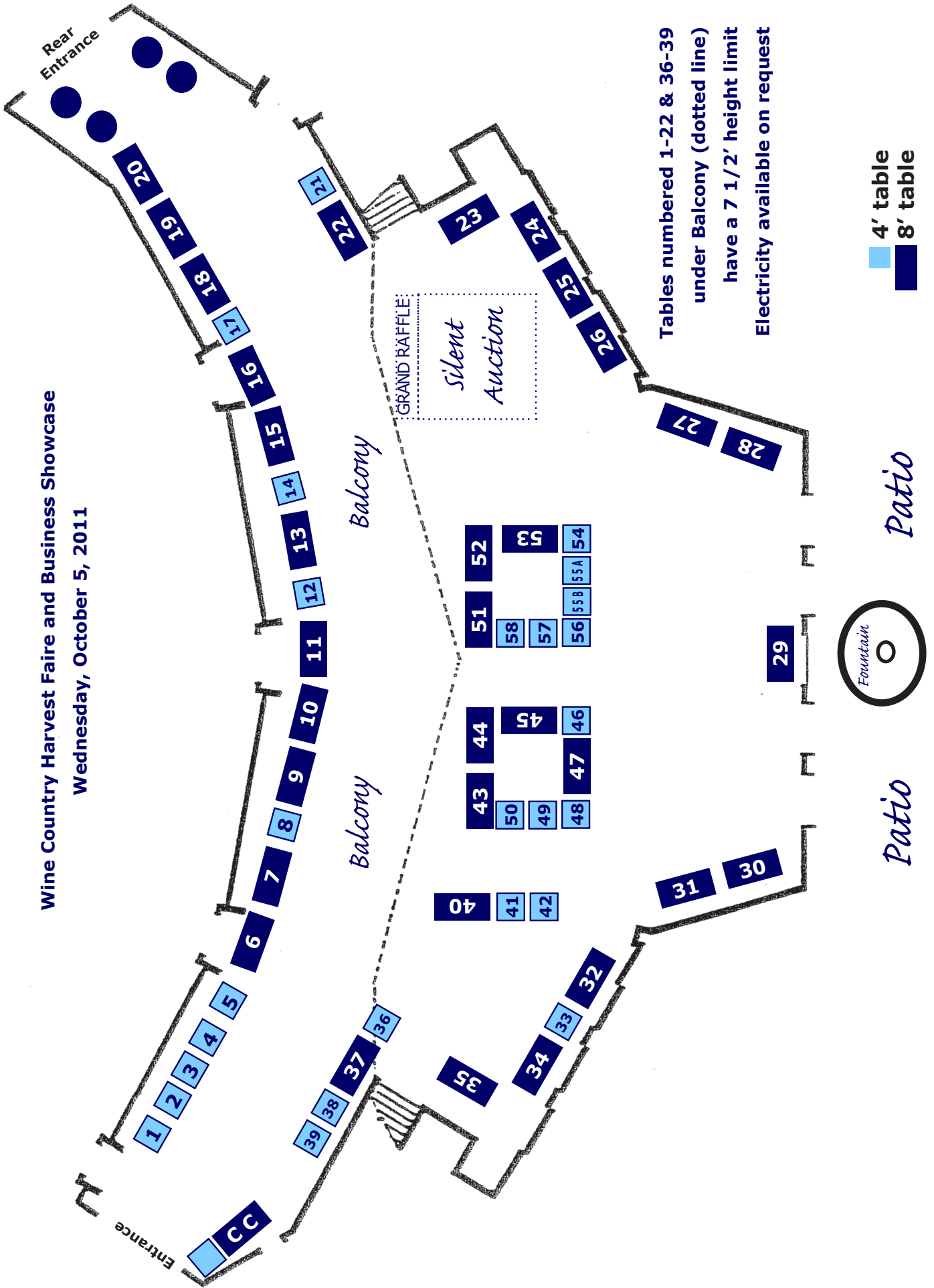
1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_

4' Table       8' Table

Check if table not needed  
(see back for height restrictions)

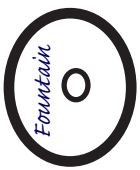
**Mail: MWACC, 4787 Old Redwood Hwy, Suite 101, Santa Rosa, CA 95403 FAX: 707 578-0397**

**Wine Country Harvest Faire and Business Showcase**  
**Wednesday, October 5, 2011**



Tables numbered 1-22 & 36-39  
 under Balcony (dotted line)  
 have a 7 1/2' height limit  
 Electricity available on request

■ 4' table  
 ■ 8' table



Patio

Patio