

# Mark West Area Chamber of Commerce and VISITORS CENTER



## The Lark

March 2012  
Volume XXVI 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)



### "SPRINGING INTO THE FUTURE" CHAMBER BUSINESS LUNCHEON Wednesday, March 21 - 11:30am-1:00pm

Speaker: Mike McGuire, 4th District Supervisor

State of the County 2012  
How it will affect businesses,  
with plenty of time for questions and answers.

March 21 is the first day of spring and we will be having our first quarterly luncheon, "Springing into the Future". All members and guests are invited. If you are working on a new business relationship or want to have time with a client this is a great place to invite them.

Along with all the great guests a special presentation will be given by Mike McGuire our 4th District Supervisor. Mike will be telling us about the State of the County - 2012 and how it will affect businesses with plenty of time for questions and answers. What a great opportunity to ask him questions and find out some of the inside information about what is happening in our area. Mike is one of those people who not only brings us great information but is also approachable.

#### About the presenter:

Mike McGuire represents the 4th District and knows something about innovation and new thinking. As a former Mayor and City Council Member, he helped create innovative partnerships with small businesses that are bringing new economic activity to his town. On Mike's watch, Healdsburg has built more affordable housing than any city in the county and it has become a Northern California leader when it comes to clean energy.

Mike has worked his entire adult life to protect our environment and preserve our local agricultural heritage for future generations. He'll continue to fight to protect our drinking water supplies and the fragile Russian River ecosystem, and to build partnerships with local communities to make the Sonoma County Water Agency a model for water conservation efforts.

*continued on page 4*



February Social hosted by  
Larkfield Florist & Gifts  
page 3

#### UPCOMING EVENTS:

next AFTER HOURS BUSINESS SOCIAL hosted by

RECHERCHE DU PLAISIR  
3401 Cleveland Ave, Suite #9

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

*This month's Pot of Gold is \$60!  
Make sure someone from Your Business is at the Social to WIN!*

AACTION RENTS  
1000 River Road, Fulton

Thursday, April 12  
5:30 pm - 7:30 pm

Luncheon Location:

BEST WESTERN PLUS  
Wine Country Inn & Suites  
870 Hopper Avenue  
Santa Rosa

Lunch is a low \$10  
per Chamber Member  
or \$15 for non-members.

Includes a delicious  
box lunch  
provided by  
Molsberry Markets!

FREE Admission  
without lunch!

*Space is limited to 40  
- suggest you RSVP early*



Friday, March 30  
3:30 pm - 8:00 pm  
Wells Fargo  
Center for the Arts



Brian Molsberry,  
Molsberry Markets,  
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 13 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](http://sonoma-county.org/edb)

**PRESIDENT'S MESSAGE:**

Hi Everyone!!

I can't believe spring is just around the corner: Daylight savings time, longer days for me to ride my bike! Baseball is back!! Go Giants!!!

Our social last month at Larkfield Florist was a huge success. Missy's homemade food was delicious. The bartender she had looked very dapper :) Missy said she had never had so many people in her shop at once!

Our next social is on March 8th at Recherche du Plaisir Chocolates located just north of Trader Joes on Cleveland Ave. If you like sweets, this is a MUST attend!

Elaine has been busy putting together our first luncheon on March 21st with Mike McGuire as our guest speaker. The luncheon will be held at Todd's - BEST WESTERN PLUS Wine Country Inn & Suites, 870 Hopper Avenue, Santa Rosa, California 95403 on Cleveland Ave. from 11:30- 1:00 p.m. The lunch cost is ten dollars for Mark West members, fifteen for non-members. The box lunch will be provided by Molsberry Markets. For reservations call the Chamber office at 578-7975 or online at [markwest.org](http://markwest.org).

Elaine has also been busy with running the blog for the chamber and being on the Chamber board, plus running her own business. She has been volunteering at the office on Mondays from ( 11am - 3pm ) We are now asking for anybody to help fill this time slot and join the other two volunteers Pat Dearmin and Jim Bajgrowiez. A special thank you to our volunteers!! Without you the chamber would not exist.

Have a great month,

**Brian Molsberry, President**

**WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE**  
**JOIN US ON WEDNESDAY, OCTOBER 3 4:00 - 8:00 PM**  
Wells Fargo Center for the Arts, 50 Mark West Springs Road, Santa Rosa, CA



Visit [MarkWest.org](http://MarkWest.org) for  
SHOWCASE TIPS

DISCOUNT FOR EARLY PAID SIGNUPS by 3/31!  
For information call the Chamber: 707 578-7975  
or email: [office@markwest.org](mailto:office@markwest.org)

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

Member's Price:  
4' Table= ~~\$250~~ **\$200**  
8' Table= ~~\$350~~ **\$280**

Non-Member's Price:  
4' Table= ~~\$375~~ **\$300**  
8' Table= ~~\$475~~ **\$380**  
*(includes 1 year membership)*

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*

**California American Water offers  
free rebates, home water surveys  
and more.**

**Give us a call at (707) 542-1717 or  
email us at [Larkfield@amwater.com](mailto:Larkfield@amwater.com).**



[www.amwater.com](http://www.amwater.com)



Serving Sonoma County Since 1959  
Family Owned and Operated  
*We offer more to our shoppers.*

*Stop by our Gourmet Cheese Counter and  
Sample Imported and Domestic Cheese*  
**522 Larkfield Center, Santa Rosa**  
**707/546-0307**

**LARKFIELD FLORIST & GIFTS HOLDS A FUN VALENTINE'S DAY THEMED SOCIAL**

February's After Hours Business Social was hosted by Missy Rogers and her staff at Larkfield Florist & Gifts. A very pleasant spring like February evening provided a fabulous back drop for the social which was mostly held on the Larkfield Shopping Center sidewalk directly outside Larkfield Florist and Gifts. Missy provided plenty of delicious food and beverages for the large turnout of chamber members and guests in attendance.

Chamber Ambassador Aggio Maggio from Coldwell Banker served as Master of Ceremonies for the evening. Missy Rogers introduced some of her staff in attendance. Missy told everyone that Larkfield Florist and Gifts has been in business for 17 years and are proud to be a member of the chamber as well as the Mark West / Larkfield community. Missy stated even though Valentine's Day is just as busy as Mother's Day, the busier of the two days is Valentine's Day because men tend to wait until the last minute to make sure their ladies are taken care of. Missy also told everyone that Larkfield Florist and Gifts can take care of sending floral arrangements nationwide through their affiliation with FTD.

The business drawn for the \$220.00 Pot of Gold was Sally Crain from Century 21 Alliance. Sally was in fact in attendance and walked away with the \$220.00 pot which shows that it truly pays to attend chamber socials. Congratulations Sally! The Pot of Gold will now start over with \$60.00 at the March 8th social hosted by Recherche du Plaisir chocolates on Cleveland Avenue.

Sally also won the evening's two minute showcase and spent a couple minutes explaining to everyone in attendance why right now is a good time to buy a house and why Sally might be your best option for a realtor.

Our 50/50 raffle with \$80.00 was won by Jolie Cook from Sonoma Family Life Magazine. Congratulations Jolie!

Congratulations to our winners and thank you to Missy Rogers and her staff at Larkfield Florist and Gifts for hosting such a successful social.

*contributed by Anthony Geraldi, Head Ambassador*

**FEBRUARY BUSINESS AFTER HOURS SOCIAL**



Missy Rogers, Larkfield Florist & Gifts  
Brian Molsberry, Molsberry Markets



Sally Crain, Century 21 Alliance  
Aggio Maggio, Coldwell Banker



Elaine B. Holtz, Norton Holtz Business Solutions, Jolie Cook, Sonoma Family Life Magazine  
Aggio Maggio, Coldwell Banker



Shawna DeGrange, Cloverleaf Ranch, Anthony Geraldi, SC Airport Express



Elaine Percy, Larkfield Florist & Gifts, Doug Williams, RVFD



Larkfield Florist & Gifts was decorated for the holiday - always lovely!



Kimberlee Anderson, Assets Insurance, with her guest



Marc Durand, Naturalight Solar, Tom Nunes, TD & Associates



Anthony Maggio, Coldwell Banker, Cherie Kelsey, Windsor Times, Jerry Hankins



Missy provided a wonderful selection of wine & food

Photos by Sonoma CONNECTION  
More photos @ MarkWest.org

**SOCIALS**  
see schedule on page 5

**NEW MEMBERS:****JC-TECH**

764 Aviation Blvd., Ste 195  
 Santa Rosa CA 95403  
 Joe Crossman, Owner  
 Nestor Nazario, Sales Manager  
 Phone: (800) 609-5153  
 Email: services@jc-tech.net  
 Website: jc-tech.net

**CORPORATE SPONSOR RENEWAL:**

**BoDean Co., Inc**                      **2002**

**MEMBER RENEWALS:**

Larkfield Body & Paint 1987  
 Silveir Pontiac-Buick-GMC 1993  
 California American Water 1994  
 Burgess Lumber                      1997  
 Grace Fellowship                      2005  
 State Farm Insurance                      2008  
 Katherine Navarro Wong  
 Leo's Roofing Inc.                      2010  
 Pacific Union International 2010  
 SilverTsunamiProductions 2010

**Thank You!**

*new address:*

**Edward Jones**

195 San Marin Drive  
 Novato, CA 94945  
 Sam Crump  
 Phone: (415) 892-1670

*new business name:*

**Silver Tsunami Productions**

*(was Allegiant Family Circle)*  
 Santa Rosa CA 95403  
 Judith Light  
 Phone: (707) 528-7030  
 info@allegiant.us  
 allegianteldercareexpo.com

**NEW MEMBER: LARKFIELD FLORIST & GIFTS****Larkfield Florist & Gifts**

558 Larkfield Center  
 Santa Rosa CA 95403  
 Phone: (707) 526-4091  
 Email: larkfieldflorist@sonic.net  
 Missy Rogers, Owner

Missy Rogers of Larkfield Florist & Gifts receives her new member plaque. With her mom & employee, Elaine Percy, with Aggie Maggio, Coldwell Banker.

Larkfield Florist & Gifts specializes in European Garden Dishes, Corporate Accounts, Sympathy, Wine Country Weddings, Anniversaries, Birthdays, Balloons, and more.

**“SPRINGING INTO THE FUTURE”  
 CHAMBER BUSINESS LUNCHEON  
 Wednesday, March 21 - 11:30am-1:00pm  
 Speaker: Mike McGuire, 4th District Supervisor**

*About the presenter:*

*continued from page 1*

As a co-founder of the Clean Water Coalition, Mike was a leader in the effort to stop the City of Santa Rosa from dumping billions of gallons of treated wastewater into the Russian River. As Northern California's youngest school board president, Mike led a successful effort to rebuild decaying schools in our area.

Mike knows it's going to take new thinking and real leadership for our district and our county to confront the massive budget cuts coming from Sacramento and the housing and financial crises here at home.

As Supervisor he keeps an eye on what is happening with and for the business community and looks forward to sharing the 2012 State of the County at this luncheon and answering questions and enjoying lunch with everyone.

If you are wondering why to attend, recognize that luncheons are a good resource for networking and meeting chamber members and guests.

A business lunch meeting offers relaxed atmosphere without any disturbance or time constraints unlike the stress-filled office environment.

Remember to intersperse conversation with issues of common interest - family, mutual friends, issues pertinent to your industry, sport, etc. But never lose sight of your objective. Encourage your guests to talk about themselves, their business, their goals and their aspirations.

Elaine B. Holtz, Norton & Holtz Business Solutions, will be our MC.

**UPCOMING BUSINESS SOCIALS**

Thursday, March 8 5:30-7:30pm  
 Hosted by **Recherche du Plaisir**  
 Location: 3401 Cleveland Ave, Suite #9, Santa Rosa

Thursday, April 12 5:30-7:30pm  
 Hosted by **Aaction Rents**  
 Location: 558 Larkfield Center, Santa Rosa

Thursday, May 10 5:30-7:30pm  
 Hosted by **Sutter Medical Center of Santa Rosa**  
 Location: TBA, Santa Rosa

Thursday, June 14 5:30-7:30pm  
 Hosted by **Rincon Valley Fire Protection District**  
 Location: 45 Lark Center Dr, Santa Rosa

Thursday, July 12 5:30-7:30pm  
 Hosted by **AutoBahn - Anything Detailing**  
 Location: 1675 Piner Rd., Suite B, Santa Rosa

Thursday, August 9 5:30-7:30pm  
 Hosted by **Assets Insurance & Investments**  
 Location: 3270 Mendocino, Suite 1B, Santa Rosa

Thursday, September 13 5:30-7:30pm  
 Hosted by **Cloverleaf Ranch**  
 Location: 3892 Old Redwood Hwy., Santa Rosa

Thursday, October 11 5:30-7:30pm  
 Hosted by **Windsor Times**  
 Location: 9025 Old Redwood Hwy., Santa Rosa

Thursday, November 8 5:30-7:30pm  
 Hosted by **Anytime Fitness**  
 Location: 490 Larkfield Center, Santa Rosa

Thursday, December 13 5:30-7:30pm  
 Hosted by **Exchange Bank & Molsberry Markets**  
 Location: 500 Larkfield Center, Santa Rosa

**HOLIDAY TREE LIGHTING**

Wednesday, December 55:30-7:30pm  
 Location: 500 Larkfield Center, Santa Rosa  
 Sponsored by Mark West Area Chamber of Commerce & Visitors Center  
 Molsberry Markets, Inc., Larkfield Center Rincon Valley Fire District  
 Mark West Union School District

**WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE**

Wednesday, October 3, 2012 4 - 8 pm  
 Hosted by **60+ Local Businesses**  
 Location: Wells Fargo Center for the Arts  
 50 Mark West Springs Road, Santa Rosa



**CHAMBER MEETINGS**

Tuesday, March 13  
**Board of Directors**  
 11:30am - 1:00pm  
 Grace Fellowship

Thursday, March 8  
**Ambassadors**  
 4:00pm - 5:00pm  
 Bad Ass Coffee

**CHAMBER BLOG FOR BUSINESS TIPS**

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

Latest post:

Springing into the Future Luceon



Interested in joining  
 our Ambassador Club?  
 Contact Anthony Gerald  
 Sonoma County Airport  
 Express 837-8700



Interested in having a  
 Chamber Ribbon Cutting?  
 Contact Susan Lindstrom  
 GuardianCaregivers.Net  
 susan@guardiancaregivers.net



**Sonoma CONNECTION**

**John Essman  
 Kathleen Palmer**  
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[www.sonomaconnection.com](http://www.sonomaconnection.com)

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

[www.sonomaconnection.com](http://www.sonomaconnection.com)

*Serving the Wine Country Since 1979*

- Project Planning
- Land Surveying
- Civil Engineering
- Wastewater Specialists



**LESCURE**  
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 (707) 575-3427

[www.lescure-engineers.com](http://www.lescure-engineers.com)

**NEW!**  
**PLATINUM**  
**CORPORATE**  
**SPONSORSHIPS**  
**AND**  
**MEDIA**  
**SPONSORSHIPS**  
**AVAILABLE**  
**NOW!**

**NEW CHAMBER SPONSORSHIPS AVAILABLE NOW!**

**INCLUDES:**

**One Year Chamber Membership**

**Annual Membership Dinner for two**

*(Including introduction and business promotion)*

**Corporate logo displayed on Tri-fold at all Chamber functions including:**

- Monthly Business-After-Hours
- Luncheons, Seminars & Workshops
- Community Meetings
- Holiday Tree Lighting
- Harvest Faire Business Showcase
- Chamber Office

**Listed in Chamber publications as follows:**

- Monthly Newsletter
- Membership Directory
- Chamber Website: [markwest.org](http://markwest.org)

*(Banner on each page, special mention on Sponsorship page, and special placement ads on Tradeshow & Calendar of Events pages)*

**A press release to announce your community support!**

**ALSO INCLUDES:**

**Business Card sized ad in Newsletter** *value \$200*

**Half Page Ad in printed Directory** *value \$200*

**8' Trade Show Booth** *value \$350*

**Additional special placement ads on website** *value \$250*

*(On Trade Show and Event pages)*

**ALL FOR \$1625 IN CASH OR TRADE FOR SERVICES**

Call or email Treasurer John Essman to sign up now!

707 433-8774 [john@sonomaconnection.com](mailto:john@sonomaconnection.com)

**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
\$625.00	Corporate Sponsor	
\$ 95.00	Individual (no business affiliation)	

You can pay online @ <http://markwest.org/payment/>



**LARKFIELD**  
 Body & Paint

**David Hartman**

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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

## AFTER HOURS BUSINESS SOCIAL

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

Hosted by  
**RECHERCHE DU PLAISIR**  
3401 Cleveland Ave. #9  
Santa Rosa

**BRINGING BUSINESS & THE COMMUNITY TOGETHER!**

**Thank you to our 22nd Annual Harvest Faire & Business Showcase Vendors & Participants!**

*MORE PHOTOS NEXT MONTH!*



Redwood Empire Disposal

Rodan-Fields Dermatologists

Storage Master

Silver Tsunami Productions

Weinstein Security

**Thank You to Our Corporate Sponsors!**

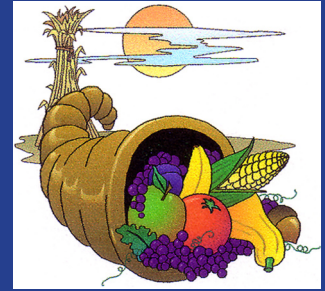


RIVER ROCK CASINO  
ALEXANDER VALLEY





# 23rd Annual Wine Country Harvest Faire Business Showcase & Silent Auction



## Wednesday, October 3, 2012 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.

**Company** \_\_\_\_\_

**Contact** \_\_\_\_\_

**Address** \_\_\_\_\_

**City/State/ZIP** \_\_\_\_\_

**Phone/FAX** \_\_\_\_\_

**Email** \_\_\_\_\_

Check payable to: Mark West Chamber

Pay Online: [MarkWest.org](http://MarkWest.org)

Please charge my VISA/MASTERCARD

**Card #** \_\_\_\_\_

**Exp Date** \_\_\_\_\_ **Ver #** \_\_\_\_\_

**Signature** \_\_\_\_\_

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

Corporate Sponsorships Available.  
Ask for Details.

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

Early Bird Discount of 20% (\* 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)

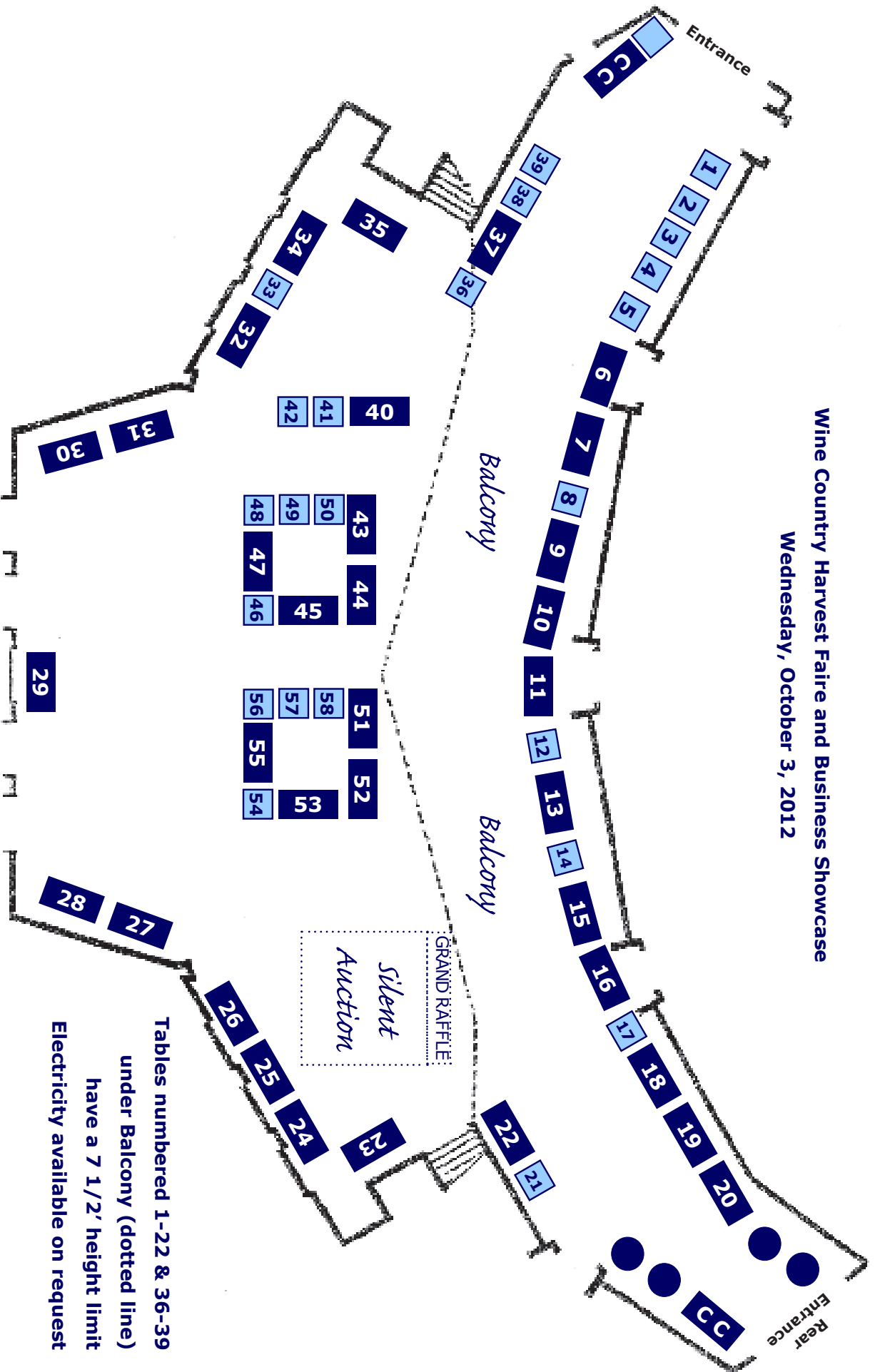
Join us at

**WELLS FARGO**  
**CENTER FOR**  
**THE ARTS**



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 3, 2012**



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*