



# The Lark

**Bringing Business & the Community Together!**

Volume XI Issue 5

**May 2007**

## **Mark West Area Chamber of Commerce**

642 Larkfield Center  
Santa Rosa, CA 95403  
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FAX: (707) 578-0397  
markwest@markwest.org  
**www.markwest.org**  
Office Hours: M-Th 1-4 pm

### **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.*

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## **After Hours Business Social**

**May 10, 2007**

**5:30pm - 7:30pm**

*Hosted by:*

**Rincon Valley  
Fire District  
across from  
Larkfield Center**

## **Flea Market & BBQ June 16 9:00 A.M.-1:00 P.M.**

The Mark West Area Chamber of Commerce is hosting a Flea Market and BBQ on June 16 from 9:00 A.M.-1:00 P.M. This will be held at the **Stoke Ranch** on Redwood Highway. Reserve your space to sell those unwanted items! Spaces are \$25, bring your own table.

The Chamber will have a space for donated items for sale to benefit our community programs. Donated items can be dropped off at the Chamber office during business hours.



*Chuck Benjamin  
of Benjamin  
Tire & Brake  
April Social Host*

### **Join Us on May 10:**

Chamber members & their guests are invited to the **Business After Hours Social** hosted by **Rincon Valley Fire District** - bring the kids!

Raffle tickets are available at the **May Social** for a brand new **Zappy 3 Pro** valued at \$860.

Tickets are \$1  
or 6 for \$5



**Visit your Chamber's office, or call 578-7975:  
642 Larkfield Shopping Center, Santa Rosa, CA 95403**

**FYI: California's Most Prestigious Environmental Honor**



Announcing the 2007 Governor's Environmental & Economic Leadership Awards On-line Application

Since 1993, the Governor of the State of California has recognized numerous individuals, organizations, businesses, trade associations, and communities with the State's highest environmental honor, The Governor's Environmental and Economic Leadership Awards, for exceptional leadership and contributions to conserving California's natural resources, protecting the environment, and building our economy.

The 2007 Governor's Environmental and Economic Leadership Awards application is now available online and this year marks the initiation of a new award category, Climate Change.

**We welcome your participation!**

To download an application, please log onto: <http://www.calepa.ca.gov/Awards/GEELA/> or to receive an application you may contact: The California Environmental Protection Agency: 916/322-2628. **Applications must be received or postmarked by Friday, May 25, 2007**

**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 plaque or voting)	



**New Board Director Dana Larson-High is leading a spring membership drive for the Chamber - if you know a business or organization that would benefit from Chamber Membership, please contact Dana at 799-1516 or email: [dmlarson@sonic.net](mailto:dmlarson@sonic.net). Pictured with prospective member Dustin Baxter, of Precision Glass.**

**Renewing Members**

**American Red Cross**

**Bon Appetit**

**Markell Incorporated**

**Paula Robb Advertizing**

*2007 – Pick a month to hold your Business Social.*

*upcoming*

**Business-After-Hours-Socials**

**May 10 Rincon Valley Fire District**

**Jun 14 Golden Bear Financial**

**Jul 12 Klohe Insurance Group**

**Aug 9 Flash Salon**

**Sep 13 Open - call to schedule!**

**Oct 11 Cal American Water Co.**

**April Social**  
Hosted by  
**Benjamin Tire and Brake**

Chuck and Rita Benjamin and their staff put on a very commendable Social which included BBQ'd sausages, huge strawberries (some dipped in white chocolate), a variety of cheeses, a nice veggie spread, soft drinks and some wonderful wine from Landmark Winery.

While it was a nice turnout of our members, we also had some guests. **Guy Maniscalco**, a barber who just relocated to 6119 Old Redwood Hwy., just north of Shilo Road, and **Javier Gonzalez, Gonzalez Auto**

**Sales**, a used car wholesaler (Javier & Walt Smith were in business together a few years ago... and still work together) He and his family live in Larkfield. I am sure they will both become members soon!

Don & Barbara Wilson help put this program together. They are always a great asset to this Chamber...Thanks to them and also to Dee Gutmann, our part-time Office Assistant. We have so many wonderful members that are always supportive, including some new members.

A wonderful Door Prize, which was donated by Chuck & Rita, was won by **Dorothea Fadala** of **Logan Investigations**. It was a full service for her car, valued at \$69.95.

Raffle tickets are available at the **May Social** for a brand new **Zappy 3 Pro** valued at **\$860**. Tickets are **\$1** or **6 for \$5**.



**Chuck Benjamin (center) with staff.**



For those of you that missed this Social please know that we missed you! These Socials are a wonderful way to help market your business.

So we encourage you to make a good effort for the next Social which will be held on **May 10th** (Thursday) at the **Rincon Valley Fire District Station** situated across the street from the **Larkfield Shopping Center**. Please bring someone with you, including your children. This is a great family event you will surely enjoy.

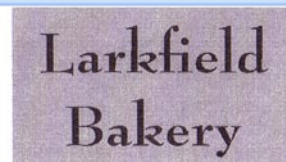
Make your membership payoff...participate!! It works!!!  
**Walt Smith, President-Elect & Ambassador**

*photos by Sonoma CONNECTION*



**Sonoma CONNECTION**  
**John Essman**  
**Kathleen Palmer**  
P O Box 1381  
Healdsburg, CA 95448  
**(707) 433-8774**  
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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.

# The Wine Country Harvest Faire Business Showcase & Silent Auction



*Wednesday, October 3, 2007 4 – 8 PM*

*presented by the  
Mark West  
Area Chamber  
of Commerce*



*Exhibits, Entertainment, Networking*

## **FUN, FOOD & WINE**

*Please call the Chamber at 578-7975 or  
visit [www.MarkWest.org](http://www.MarkWest.org) to participate.  
Booths & Tabloid Ads Available NOW!  
Corporate Sponsorships Available!*

*YES, I would like to participate!*

*Join us at the*

**WELLS FARGO  
CENTER FOR  
THE ARTS**



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**Company** \_\_\_\_\_  
**City/State/ZIP** \_\_\_\_\_  
**Phone/FAX** \_\_\_\_\_  
**Email** \_\_\_\_\_

- Check payable to: Mark West Chamber  
 Please charge my VISA/MASTERCARD

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

**Exp Date** \_\_\_\_\_

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

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

*Corporate Sponsorships Available for  
\$1500 and \$3500. Ask for Details.*

**Mail: MWACC, 642 Larkfield Center, Santa Rosa, CA 95402 FAX: 707 578-0397**

	Members	Non-Members
4' Table	<b>\$250</b>	<b>\$350</b>
8' Table	<b>\$350</b>	<b>\$450</b>
Tabloid Ad	<b>\$125</b>	<b>\$175</b>

Booth Fee includes display space, table, 2 chairs, tablecloth, business card covers and exhibitor ribbons.  
*Electricity available on request, at no additional charge.*

**Reserve Your Space NOW!**

Table Location (see back for floorplan)

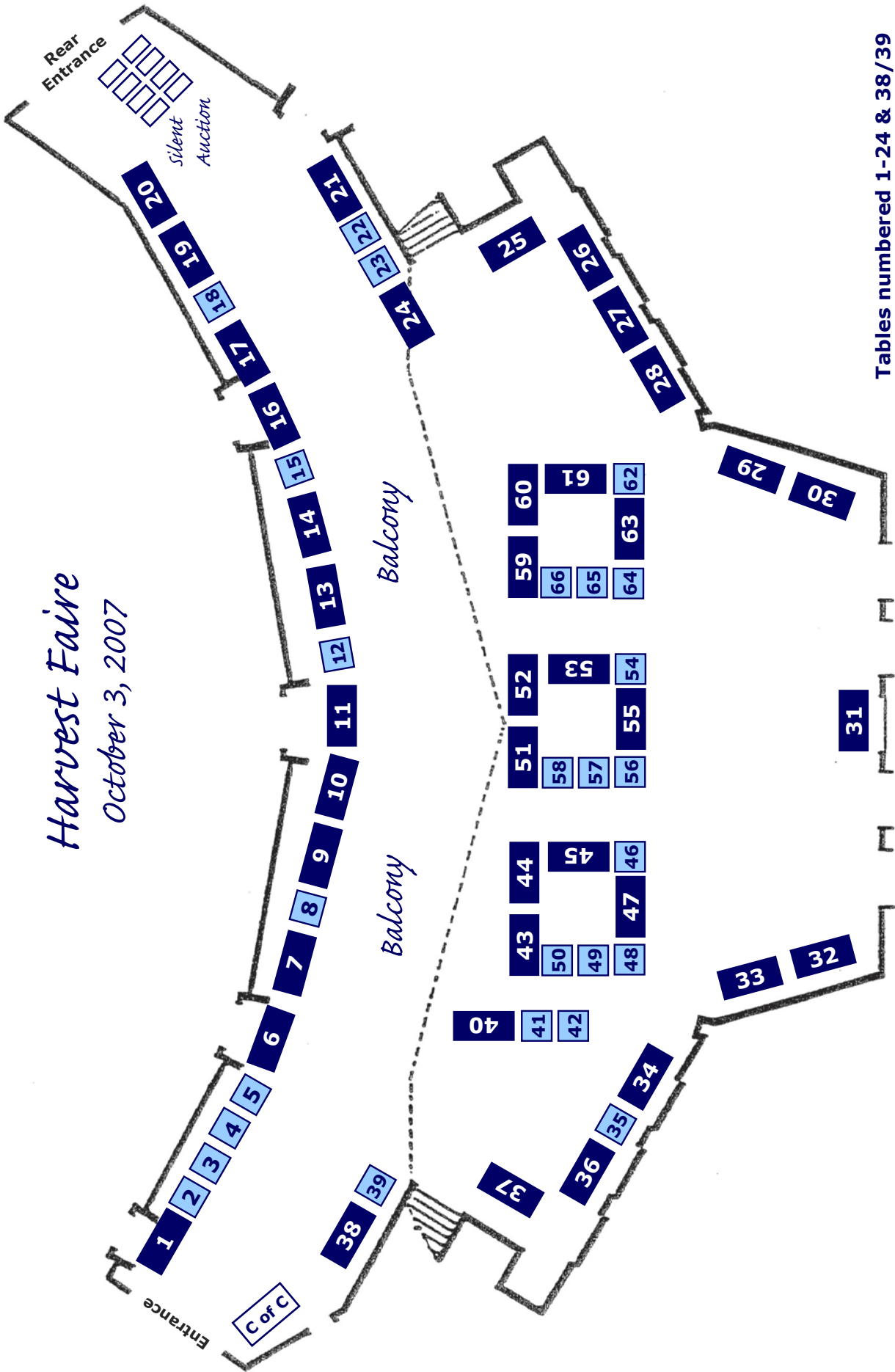
1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_

- 4' Table       8' Table       Tabloid Ad

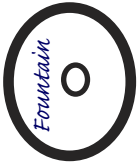
- Check if you don't need a table, or have a  
backdrop (see back for height restrictions)

# Harvest Faire

October 3, 2007



4' table  
8' table



Patio

Patio

Tables numbered 1-24 & 38/39  
under Balcony (dotted line)  
have a 7 1/2' height limit  
Electricity available on request

FYI: 2007 Wine Report

Highlights from the 2007 Wine Report include:

• After a large, record-setting harvest last year, a smaller grape crush in 2006 is a welcome follow-up for growers and vintners, as it is helping them work through last year's inventories.

Sonoma County's harvest was 6.5% smaller than in 2005.

• The average price of grapes grown in Sonoma County increased by 6% due primarily to increases in chardonnay and Pinot noir.

• The weakening of the U.S. dollar in 2006 against more major currencies gave some support to the wine industry. In particular, the dollar has weakened relative to most of the domestic wine industry's competitors, except Chile.

• The U.S. dollar is expected to continue to

depreciate against most foreign currencies, which will give further support to wine exports going forward.

• Sonoma County's tight labor market is making it difficult for growers to recruit the migrant workers they rely on. Federal immigration policies will have a significant impact on growers, as they will set the trend for the long-run availability of labor in the area.

• The long-term outlook for Sonoma County's wine industry remains favorable. Improving name recognition and rising wine consumption globally are the positive fundamentals driving the industry's outlook.

Thank you for your continued interest in the Sonoma County Economic Development Board's research. As always, if you have questions or suggestions, please feel free to contact us at (707) 565-7170.

Sincerely,  
Ben Stone, Executive Director

Promote your business by having your flyers inserted in the Chamber newsletter. *You supply the flyers - We do the work!*

The next Board of Director's meeting is May 8 at the Mark West Unified School District Office from 11:30 am - 1:00 pm.



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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  
Mark West Lodge on Mark West Springs Rd - East  
West Olivet Road - West

About the Newsletter

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The Lark is published monthly under the direction of:

**The Mark West Area Chamber of Commerce**

642 Larkfield Shopping Center  
Santa Rosa, CA 95403  
(707) 578-7975

Deadline for publication is the  
3rd Wednesday of each month.

**ADVERTISING**

**Monthly \$25; 3 Months \$60  
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. If you would like to have your flyer typeset and printed by the Chamber, the cost is \$75.

The Lark Newsletter is mailed to member businesses each month. For more information, please contact Office Manager Patricia Morelli, at 578-7975.

**THE DEADLINE FOR LARK PUBLICATION**

The deadline for all articles, pictures, and flyers for the Lark is the third Wednesday of each month, following our Monthly After Hours Business Social.

The Deadline for the June Lark  
is **May 16.**

Please email your materials to info@markwest.org

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*Rev. Sharon Albritton  
Wedding Minister  
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Mark West Area Chamber of Commerce  
642 Larkfield Shopping Center  
Santa Rosa, CA 95403

**After Hours  
Business Social**

**May 10, 2007**

**5:30pm - 7:30pm**

*Hosted by:*

**Rincon Valley  
Fire District  
across from  
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