

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

May 2008
Volume XII Issue 5

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403 707.578.7975
Office Hours: Mon - Thurs 1 - 4pm www.markwest.org markwest@markwest.org

FLEA MARKET AND BAR-B-Q: JUNE 8, 2008



Spring forward - Summer's here! Come enjoy the day at our Flea Market & Bar-B-Q, June 8, 9:00 A.M. TO 1:00 P.M. at the Stoke Ranch, 5525 Old Redwood Highway, sponsored by the Mark West Area Chamber of Commerce and Visitors Center!

\$15.00 per Table OR you can donate your items to the Chamber table! We will even pick them up! Just call the Chamber at 578-7975 for more info.



Happy Shoppers at the 2007 Flea Market

MEMBER PROFILE: FINAL EDITION

"The Birth of the First and Final Editions"

It all began in 1962 when Andy Divodi Sr., who worked for the News Call Bulletin, and Andy Divodi Jr. worked for the San Francisco Examiner, decided to buy a cocktail lounge.

An opportunity arose when a bar named "Del's" went up for sale. It was located on the corners of Geneva Ave. & Mission St. in San Francisco. Andy Sr. knew that he couldn't work for the newspaper anymore for health reasons, so they both discussed the purchase of "Del's" and the adventure began.

They decided to name it the First Edition, as it was a fitting name because they had both worked for newspaper companies.

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*Dawn "Cookie" Fields,
Head Chef
Carol & Andy Divodi,
Owners
Vivian Hornady,
Bar Mgr.*



*Steve Plamann, Ignacio Jacinto & Greg Murphy of Aaction Rents,
Tony Geraldi of Airport Express
more on page 3*

COMMUNITY CALENDAR

AFTER HOURS BUSINESS SOCIAL
hosted by **BENJAMIN TIRE & BRAKE**
Bring your business cards!

May 8, 5:30 - 7:30pm
250 Airport Blvd.

PACIFIC COAST AIR MUSEUM SOCIAL
with the Windsor Chamber

May 27, 5 - 7pm
2330 Airport Blvd.

FLEA MARKET AND BAR-B-Q
Sign up for a table, or drop donations
at the Chamber by Thursday, 6/5

June 8, 9 am - 1pm
Stoke Ranch
5525 Old Redwood Hwy

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 May 13 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

Have you visited our Chamber Office? If not, I'd like to encourage you to do so. Every time I go to our office I get such a good, proud feeling, a tribute to a lot of work and dedication by many of our Members. This includes those that have stepped up to help financially and my personal gratitude to our wonderful Office Staff. I truly believe our Building and our new sign are a tribute and asset to the Mark West Area Community.

We are currently working on the new Chamber Directory. So, this is a great time to place your Ad and/or update your listing. If you are not currently a Member of our Chamber, this is a perfect time to join so as to be included in the new Directory. Call our office for details.

Work will soon be started on the landscaping in the front of the Chamber Office. It will be done over using native plants, trees and flowers, requiring little watering. Look for a progressive report, and photos, in the coming weeks.

There was an E-Waste program the weekend of April 26-27th held at the rear of the Chamber Office by Goodwill Industries. This was a very successful event. If you missed this, and you have items to dispose of, we encourage you to call the Chamber Office OR Goodwill Industries at (707) 523-0550 ext. 213. Stephanie Munson, Director, Marketing and Fund Development. Items other than Electronics were also being accepted. This is an outstanding organization that is doing such a marvelous job in helping people as well as our environment. I urge you to learn more about them, and support their efforts.

If you haven't been attending our monthly Socials, you have been missing some very successful, fun events. A new program has been put into action by our Ambassadors, headed up by Tony Geraldi, General Operations Manager of Sonoma County Airport Express. Lot's of door prizes including "money". A great way to market yourself and have fun too!!

You may be interested in also attending another Social on May 27th, a Thursday evening 5 - 7pm, hosted by the Pacific Coast Air Museum. This is an event co-sponsored by the Windsor Chamber of Commerce and the Mark West Area Chamber of Commerce. So this month you will have an additional chance at networking in an exceptional environment.

To ALL our Members I wish to extend my personal "Thanks" for all your support. Please let us know how we can be of help to you in making our area a wonderful place to live and do business. We are truly blessed here in the Mark West Area.... Isn't it wonderful!!!

With best regards, Walt Smith

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APRIL SOCIAL

hosted by: **ACTION RENTS & SONOMA COUNTY AIRPORT EXPRESS**

Aaction Rents and Sonoma County Airport Express hosted April's After Hours Social at the Airport Express yard and office on Old Redwood Highway. The evening turned out to be wonderful event with perfect weather, a larger than normal attendance and the fact our gracious hosts for the evening Steve Plamann and Greg Murphy of Aactions Rents and Tony Geraldi of Airport Express thought of everything to make the social truly one to remember.

Chamber members and guests were treated to a delicious meal from Half Moon Bay Restaurant under a double party tent accompanied with lots of wine, teak chairs and elegant table linens and even outdoor propane heaters - which were never needed. Aaction Rents and Airport Express made sure many very nice items were part of the business card drawing along with a raffle which benefited our chamber account. Besides Aaction Rents and Airport Express, prizes were donated by Sonic.net, Costco, Goodwill Industries and Pat Morelli.

Steve and Greg described what Aaction Rents has to offer in the way of equipment for parties, gatherings and construction. Along with a sweet introduction of his wife, Tony from Airport Express acknowledged his employees in attendance, including several who have been with Airport Express for over 20 years! Tony even provided everyone an interested overview as to why diesel fuel is currently so expensive and it's challenging effect on companies such as Airport Express.

A new member plaque was presented to Shannon McConnell from Sonic.net. Shannon told everyone about Sonic.net and how excited she was that Sonic.net was associated with our chamber. Shannon brought along some Sonic.net logo merchandise to hand out to everyone during the evening.

As with April's social, all of our After Hours socials are great networking opportunities allowing good conversations among our members. Always bring lots of business cards when attending and consider donating a prize for our business card drawings for further recognition of your business.



Steve Plamann, Ignacio Jacinto & Greg Murphy of Aaction Rents



Anthony & Suzie Geraldi, Rick Stanley of Airport Express



Jim Lewis (right) of Airport Express & guest



Alma Rodriquez of Airport Express & guest



Shannon McConnell of Sonic.net receives a new member plaque

More photos on page 5

Visit www.MarkWest.org/April2008Social for more photos

BUSINESS-AFTER-HOURS-SOCIALS

- MAY 8 BENJAMIN TIRE & BRAKE**
- JUNE 11 MWACC, MWCSC & WIKIUP TENNIS & SWIM CLUB**
note date!
- JULY 10 HEALTHY ARE WE**
- AUG 14 FINAL EDITION**
- SEP 11 DAVIS CARPETS**
- OCT 9 MEET US AT THE TRADE SHOW**
- NOV 13 NORTH BAY CORPORATION**
- DEC 11 SONOME TOURS**



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Web Site Design & Marketing • Computer Consulting
 Digital Photography • Search Engine Optimization

**FYI:
2008 SONOMA
COUNTY
SPIRIT AWARD**

**MARK WEST AREA CHAMBER OF COMMERCE HONORS
SONIC.NET PRESIDENT AND CEO DANE JASPER**

On April 8th the board of directors unanimously decided to honor Sonic.net founder Dane Jasper as this years' Mark West Chamber of Commerce recipient of the Sonoma County Spirit Award's businessperson of the year. Dane Jasper will be recognized for his positive achievements as an entrepreneur and business leader which he has made to Sonoma County's economy along with his contributions to our community.

This year's 8th annual award luncheon hosted by the Sonoma County Economic Development Board will be on Friday, December 5th. Local media and business people throughout the county will honor the Spirit Award recipients and the chambers that have selected them. Last year 11 Sonoma County Chambers and 12 civic organizations were involved in the Spirit Awards program. 2008 will be the first year that the Mark West Chamber of Commerce will be included as a Sonoma County Spirit Awards honoring chamber.

Submitted by Anthony Gerald

**FYI:
UPDATE ON
LARKFIELD
WATER RATES**

The much anticipated decision on water rates in the Larkfield area has been issued from Hearing Judge Rochester of the California Public Utilities Commission (CPUC). Commissioner Bohn at the CPUC has issued an alternative decision and both are to be considered by the entire five person commission in the near future.

In short, Judge Rochester would allow all the increases requested by Cal-Am Water, but would only partially allow consolidation with Sacramento district of Cal-Am. The partial consolidation would have the Sacramento ratepayers subsidize Larkfield at the amount of \$0.65 per month per Sacramento ratepayer.

It is anticipated that Cal-Am will be granted a rate increase of about \$38.00 per month for Larkfield customers based on the increased costs associated with the new tank, a future well, filtration plant redundancy, and other items that would lead to an increased return on capital.

Comissioner Bohn also supported the requested increases, but would fully deny consolidation (and the associated subsidy) with Sacramento.

An appeal of these decisions will be filed in short order. Details of the decisions can be found at www.markwestcsd.org.

Submitted by Jim Bajgrowicz

Serving Larkfield



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.



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**FYI: E-WASTE
COLLECTION
DRIVE**



The GoodWill Donations Team: Adrian Ortiz, Donation Coordinator, Alissa Walker, Lead Donation Attendant, Michael Fee, Donation Coordinator, Heather Tressel, Lead for Donation Drives, with volunteer Tony Gerald!



*Interested in joining our
Ambassador Club?
Contact
Tony Gerald,
837-8700
tony@
airportexpressinc.com*

**MORE
SOCIAL
PHOTOS**

*Anna Perez,
Airport Express*



*Half Moon Bay
Chinese Restaurant*

**Larkfield Shopping Center
(next to Molsberry Mkt.)
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MMAH052886@aol.com

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860 Piner Rd.
Santa Rosa, CA 95403
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Redwood Empire Disposal
Pamela Davis
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lrecycle@unicycler.com
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Tom & Dian Nunes
4255 River Rd.
Santa Rosa, CA 95401
542-0181
dsnunes@att.net
nunesdale@aol.com
www.tnunes.qhealthzone.com

RENEWING MEMBERS

Wells Fargo Center
for the Arts (1982)
CalStateCredit Union (1988)
Allstate Insurance/
Gary Senneff (1989)
Key Properties (1989)
Professional Cellular (1989)
Cal. American Water (1994)
Safari West (1998)
Vineyards Common (2000)
Markell Inc. (2003)
Sharon Albritton,
Wedding Minister (2006)
Sue Larson
Financial Services (2007)

MEMBER PROFILE: FIRST EDITION

continued from page 1

They hired a chef by the name of Ed Mahan, a.k.a. "Fat Ed". The First Edition became notorious for their "steak eating contests" If you could eat a 64oz. Sirloin steak, it was on the house. It was a great neighborhood bar and restaurant, catering to people in all walks of life.

Andy Jr. met Carol in 1977, they married in 1979, then moved to Santa Rosa. Andy Divodi Sr. passed away shortly thereafter.

After considerable thought, Andy Jr. retired...."Ha Ha"!! Three years went by and Andy Jr. said, "I'm too young to be retired". So, in September 1983, a bar known as the "Golden Fleece" in Petaluma went up for sale and Andy & Carol purchased it. They named it the "First Edition".

After 13 year's of great fun, and awesome new friendships, they retired again!!....Ha Ha!! Ten years went by, and, getting antsy, they decided to purchase a cocktail lounge in the Larkfield Shopping Center. After a long discussion Carol said, this will be the "Final Edition"!!

So, here we are with a wonderful staff, great customers, and new friends. We have so much fun making people happy! That's all we care about. Thanks to all of you who have helped us be successful in our new endeavor.
Andy & Carol

MEMBER PROFILE: LAKESIDE PURE WATER

Owner's Arvind and Bharat Patel have been in the "Pure Water" business since 1995. They opened their first store at 4207 Montgomery Dr., in the Lakeside Village Shopping Center, which is in the east side of Santa Rosa. The 430 Larkfield Center Store, in the Larkfield Shopping Center, was opened in November 2007.

You can purchase many items at these stores, such as various size water bottles, crocks, coolers, reverse osmosis systems and water softeners. Also, you can fill your containers, both inside and outside for only 40 cents per gallon. They also have "Electron Water", which has 60 times more electrons and oxygen. Electrons are antioxygens. The "Electron Water" is only one dollar (\$1.00) per gallon.

Bring in the water you are now using and have it tested, even if it is one that is touted as "filtered". You may be in for a surprise, especially when you see Arvind's water by comparison!! This is, without a doubt, "Pure Water".

The store is open six (6) days a week, Mon - Fri 10am - 6pm, Sat 10am-5pm. The outside water dispenser is available 24/7.

Come by and met Arvind, not only is he a really nice person, he will give you your first ten (10) gallons FREE!!

Submitted by Walt Smith

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) | |

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**AFTER HOURS
BUSINESS SOCIAL**

MAY 8, 2008
5:30pm - 7:30pm

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& BRAKE**
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