

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

November 2007

Volume XI Issue 11

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

NEW HEADQUARTERS GETS NEW SIGN!

After much anticipation, and considerable expense, the Chamber's new sign was installed in the existing lighted frame in front of our new offices at 4787 Old Redwood Highway. We LOVE it!

The decision to spend almost \$3K on the sign was the topic of serious discussion at our board meetings. We have kept the costs of moving and renovating/remodeling our new office building remarkably low with the help of our contractors and volunteers. We need the sign's visibility to attract locals and visitors to find out about YOUR business! Come in to see the "new" offices and bring your marketing materials for display in the Visitors Center!

Our Founder's Circle Building Fund donations are still available and very much needed - there it still time for you to join other Chamber supporters and be immortalized on a plaque in the Visitors Center! Call Daryl Anderson at 546-8000 to find out how you can help!



*The new "star" on Old Redwood Highway!
Design by Ken's Signs
Built by SignAll Systems*

MEMBER PROFILE: LARSEN AUTO REPAIR

Ron Larsen is the owner and chief mechanic of Larsen Auto Repair, featuring Parts & Service & Sales of all makes and models of vehicles and specializing in Volvos.

He is an ASE Certified Mechanic and has over 30 years experience in all phases of automotive repairs.

The business is located in the Shiloh Business Park, which is off Shiloh Road near Home Depot. The address is: 399 Business Park Ct., Unit #302, Windsor, CA. 95492 Telephone # (707) 837-9816.



*Ron Larsen, Owner
Larsen Auto Repair*

(continued on page 6)



October Social Hosts: Cal-Am Water Company

AFTER HOURS BUSINESS SOCIAL November 8, 5:30 - 7:30pm
hosted by **BECK LAW OFFICES** **2681 CLEVELAND AVE.**

Chamber members & their guests are invited to network at our monthly social. Bring your business cards! Door prizes are always welcome! We look forward to seeing you!

HOLIDAY TREE LIGHTING & Santa, too! December 6, 6 - 8pm
hosted by **MARK WEST CHAMBER** in conjunction with the Mark West School

District and the Rincon Valley Fire District. The local Christmas Tree Lighting has moved to the Red Cross building on Aero Drive, just off Airport Blvd. see page 5 for letter

...more about the Social on page 3

4787 Old Redwood Highway, Suite 101
Santa Rosa, CA 95403
Office Hours: Mon - Thurs 1 - 4pm

707.578.7975
markwest@markwest.org
www.markwest.org

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 November 13 at the Grace Fellowship, 608 Larkfield Center 11:30 am - 1:00 pm All Members Welcome!

ARRIVING DECEMBER 6!

SANTA!!!

CAROLERS, HOT COCOA & COOKIES DON'T MISS IT!

PRESIDENT'S MESSAGE

We have our new Chamber of Commerce sign on the front lawn of our building! Hope you have seen it by the time you read this Newsletter. This will surely give notice to our Community that they do, in fact, have a Chamber of Commerce here in the Mark West Area. *Not only does it look great in daylight, but awesome at night!!* We now have identity and visibility for all to see...a long time dream come true. Ken's Signs and SignALL Systems did a wonderful job. Please feel free to call us & give us your opinion.

For those of you that have not heard - we are building a local Visitors Center... as the sign states. Recently, Dana Larson, Pat Morelli, Daryl Anderson, and I visited the Sebastopol & the Russian River Chambers of Commerce & Visitors Centers. The goal was to see what they do, how they are laid-out, and how they function. The Executive Directors were very happy to see us and were extremely helpful. We came back from this trip with a lot of great ideas, and the knowledge that building OUR Visitors Center is going to be an ongoing development, and a lot of work. We can use your help with ideas and input. *So please let us hear from you.*

Speaking of needing your help and input...we are having a Membership Drive! If you know of anyone you can invite to join our Chamber, be it a commercial business, professional offices or a home-based business. Our goal is to work with the community to make this a wonderful place to do business as well as a wonderful living environment.

While needing the financial support of membership to make all this happen, we hope that some of you will have a little time to help with these projects. You can meet some very nice and interesting people. In any business we can never meet and get to know enough people!

I want to also encourage you to attend our Socials that are held on the second (2nd) Thursday of each month (*see schedule on page 3*). Please mark your calendar in advance. This is a lot of fun & a great way to meet new people.

We will soon be publishing a new Chamber Member Directory. All current members and new members that enroll now will be listed! You also have the opportunity to place an Ad in the Directory.

In closing, I wish to extend my personal "Thank You" to all those that helped put on our recent Trade Show AND for all of you that participated. We feel it was well received and enjoyed by ALL!!

We may be small in size, but we are MIGHTY! *With best regards, Walt Smith*



Rev. Sharon Albritton
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OCTOBER SOCIAL hosted by: **CAL-AM WATER COMPANY**

Even the chance of rain didn't stop our dedicated members from coming to our October Social at California American Water. What a nice time we had. Cal American treated us to a wonderful meal from Half Moon Bay Chinese Restaurant. The social was at the local Well #3a in Larkfield. What a nice job with setting up the area. They thought of everything, tent, tables, a bar and even outdoor heaters.

Even Jacobs of California American Water spoke to us about the local water conditions. Tony Lindstrom, the Operations Supervisor, went over the planting of low-irrigation landscaping at our new Chamber office and Visitor Center. They are looking for volunteers to help with the planting. If you are interested, please call Pat at Chamber office, 578-7975.

This last month alone we have gathered over 16 new members. 5 of the new members attended the social. We gave out plaques to Minuteman Press, W.C. Sanderson Ford, Promo Oncall, Wikiup Holistic and our grand prize winner from the trade show, Susan Lindstrom, Paralegal. We had lots of door prizes: 2 holiday candle holders, a centerpiece, a bottle of wine, and business card magnets.

Our socials are a great networking source. Please bring your business cards. The socials are growing and I see a lot more growth in the future. Please make sure to mark your calendars for our November social at Beck Law in Santa Rosa.



ready for anything!



Kun Wang of Half Moon Bay Chinese Restaurant w/Walt Smith

Dana M. Larson, Head Ambassador



New member Louise Spiva of Wikiup Holistic Health and Wellness Center wins a door prize from Evan Jacobs & Anthony Lindstrom of Cal-Am Water Co.



New member William Brodt of Promos Oncall wins a door prize, pictured with Dana Larson



Dan Beck of Beck Law Offices (host of the November Social) w/Walt

photos by Dayrl Anderson

Visit www.MarkWest.org/October2007Social for more photos

Call to schedule your Business Social in 2008

BUSINESS-AFTER-HOURS-SOCIALS

- NOV 8 BECK LAW OFFICES**
- DEC 13 GRAND OPENING AT HQ**
- JAN 12 SONOMA EYEWORKS**
- FEB 14 OPEN**
- MAR 14 OPEN**
- APR 10 SC AIRPORT EXPRESS**
- MAY 8 BENJAMIN TIRE & BRAKE**
- JUNE 12 REALTY WORLD/TOWN & COUNTRY PROPERTIES**

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 707/546-0307



David Hartman

15 Lark Center Drive
Santa Rosa, CA 95403

707-546-5717
FAX 707-546-0902

Letter to the Editor, November 2, 2007
 The Lark, Mark West Area Chamber of Commerce

Editor: The last number of years the Mark West Chamber, in conjunction with the Mark West Unified School District, Molsberry Markets, and aided by the Rincon Valley Fire Department, hosted a Christmas Tree Lighting ceremony in front of Molsberrys Markets. This event has historically jump started the Holiday Season for the Mark West area. From the formal lighting of a tree that graces the front of Molsberry Markets the entire season, to and under the guidance of the school music department, the caroling of the school children, to the arrival of Santa in a shiny fire engine, and to the hot cider and cookies, this event has been a joyful evening for all. The shopping center merchants welcome the Christmas Tree Lighting, as do the parents, children and community alike.

But, no more. Why? Because the owners/managers of the Larkfield Center have stated 'not on my sidewalk'. I'm not going to try and second guess their outrageous and selfish reasoning behind this decision. Since we have no downtown, the Larkfield Center is the hub of the Mark West area. It seems to me the owners need to harbor some responsibility for this, and give back to the community (AND THEIR TENANTS) in which the Larkfield Center resides. I personally have lost all respect for these people who have shown no spirit or interest in the community in which their business resides.

Daryl J. Anderson
 Mark West Area

P. S. I understand as this edition goes to press the American Red Cross has graciously stepped up as the site for this year's (December 6th) Christmas Tree Lighting. That seems appropriate. How often has the Red Cross come through in the time of need. Thank-you Red Cross

Note: This opinion is not necessarily in agreement with the Mark West Area Chamber of Commerce, the Mark West School District, the Rincon Valley Fire District, or the Lessees and patrons of the Larkfield Shopping Center. This editorial is from Daryl J. Anderson, owner of Wikiup Properties Real Estate, two time President of the Mark West Area Chamber of Commerce, member of the Community Service District Formation Committee, and long time resident and proponent of the Mark West area.



Interested in joining our
 Ambassador Club?
 Contact Dana Larson
 dmlarson@sonic.net
 571-1573

*Half Moon Bay
 Chinese Restaurant*

**Larkfield Shopping Center
 (next to Molsberry Mkt.)
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 uplifting tea from China).*

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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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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.

NEW MEMBERS

Andre' Andrus Electrical
 P. O. Box 3397
 Santa Rosa, CA 95402
 andrusandre@msn.com



Andre' Andrus receives his new member plaque

Five Star Limousine
 Rich Stretzel
 P. O. Box 85
 Healdsburg, CA 95448

N. Bay Coast Corporation
 Pam Davis
 P. O. Box 1916
 Santa Rosa, CA 95403
 irecycleal@sonic.net

W. C. Sanderson Ford
 John Reyes
 453 Healdsburg Ave.
 Healdsburg, CA 95448
 477-8807 (F) 433-7353
 john.reyes@vbbn.com

RENEWING MEMBERS

- The REMM Co. (1993)
- J. Baer Enterprises (1994)
- State Farm Insurance/
Gary Senneff (1996)
- Burgess Lumber (1997)
- Costco Wholesale (1997)
- Realty World/Town &
Country Properties (1999)
- Naturalite Inc. (2000)
- Lytle's Redwood Empire
Beauty College (2002)
- RedwoodCreditUnion (2002)
- Rogina Pestell
Structural Engineer (2006)

MEMBER PROFILE: LARSEN AUTO REPAIR

(continued from page 1)

Ron was born in San Francisco, raised in Palo Alto and attended & graduated from DeAnza Junior College in Cupertino, CA. This was a three (3) year Automotive Program.

After having worked in several Auto Dealerships, one being a Volvo Dealership in Santa Rosa for six (6) years, he opened his own shop at the present location August 2004. He has been a resident of Sonoma county since 1992.

Check out Ron's Web Sites: vikingvolvo.com and/or larsenauto.net His E-Mail address is: ronald@larsenauto.net You are sure to be impressed, and he is a nice guy too!!

MEMBER PROFILE:

TL TILLET'S AUTOMOTIVE, SERVICE & SALES

TL Tillett's Automotive, Service & Sales, Specializing in Subaru. The business is owned by Tom Tillett, chief mechanic, and the office is managed by Joann, his wife.

They are located in the Shiloh Business Park, which is behind Home Depot, off Shiloh Road. The address is: 399 Business Park Ct., Unit # 301, Windsor, CA., 95492 Telephone # (707) 837-2719 E-Mail: tilletts@sonic.net Web site: ttilletts.com

Tom has over 32 years experience in automotive repair. His specialty is in all makes and models of Suburus. He has lived in Sonoma County, including the Larkfield area, most of his life and has worked for three (3) major Auto Dealerships. They have owned and operated this business since June 2004.

When you visit Tom & Joann you will be impressed by the clean well equipped shop and office. Not only do they do complete repairs on Suburu's for customers, but they usually have several very nice ones for sale. All vehicles for sale have been completely gone though mechanically, detailed so you would think them to be new!! And, all are backed by a Service Guarantee. A must see!!

contributed by Walt Smith



John Reyes of W. C. Sanderson Ford with Dana Larson. John received his new member plaque AND won a door prize!

Joann & Tom Tillett in front of TL Tillett's Automotive Service & Sales



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 plaque or voting)	

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4787 Old Redwood Hwy, Suite 101
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**AFTER HOURS
BUSINESS SOCIAL**

NOVEMBER 8, 2007
5:30pm - 7:30pm

hosted by
BECK LAW OFFICES
2681 CLEVELAND AVE.

**HOLIDAY TREE
LIGHTING**

DECEMBER 6, 2007
6pm - 8pm

location:
AMERICAN RED CROSS
5297 AERO DRIVE

BRINGING BUSINESS & THE COMMUNITY TOGETHER!