

# Mark West Area Chamber of Commerce and VISITORS CENTER



## The Lark

November 2010  
Volume XXIV Issue 11

*BRINGING BUSINESS & THE COMMUNITY TOGETHER!*

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

707.578.7975

Office Hours: Mon - Fri 10am - 3pm

[www.markwest.org](http://www.markwest.org)

[office@markwest.org](mailto:office@markwest.org)

### CHAMBER CELEBRATES 30 YEARS SERVING MARK WEST!

From our beginnings in 1980, the Mark West Area Chamber of Commerce has served the Mark West/Larkfield/Wikiup area businesses and organizations. Our "oldest" member, the **Rincon Valley Fire District**, has been a member all along - followed closely by **Exchange Bank** and **Molsberry Markets, Inc.**

#### 20+ YEARS

Wells Fargo Center for the Arts  
State Farm Insurance - Gary Senneff  
Wikiup Tennis & Swim Club  
Hair Encounters  
Larkfield Body & Paint  
Wikiup Properties  
Wikiup Golf Course  
Airport Business Center  
Mark West Union School District  
Key Properties  
GRP Wealth Strategies Group, LLC  
Airport Health Club

#### 10+ YEARS

So. Pro., Soderstrom Properties  
Creekside Apartments  
Silveira Pontiac-Buick-GMC  
Lescure Engineers  
Benjamin Tire & Brake  
Golden Bear Financial  
The Petrified Forest  
James Baer  
Paul Erickson Real Estate Appraisals  
Cal-American Water Co.  
Friendly Feed & Supply

*continued on page 5*

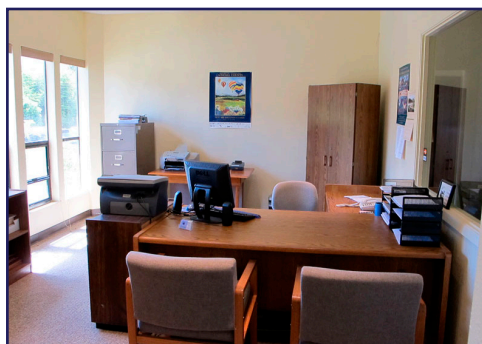
*The Chamber was first established in 1980 when several local business people banded together and formed the Chamber entity. After much discussion, the Chamber was formally named the Greater Larkfield Chamber of Commerce.*

*The goal of these Chamber pioneers was to promote the business community of Larkfield and the surrounding area.*

Single OR Double Office in prime Mark West Chamber building on Old Redwood Hwy across from Larkfield Center  
500+ sq. ft.

Use of Conference Room  
High Speed Access available  
Kitchenette - Waiting Area  
Ample Parking

Contact Daryl at 546-8000  
or email [office@markwest.org](mailto:office@markwest.org)



### OFFICE SPACE AVAILABLE NOW!

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



Tradeshow Photos page 3

next **AFTER HOURS BUSINESS SOCIAL** hosted by

**ANYTIME FITNESS**

490 Larkfield Center

Thursday, Nov 11  
5:30 pm - 7:30 pm

### *Holiday Tree Lighting*

Larkfield Center

*Tree Lighting, Caroling, Treats & Santa!!!*

featuring the Mark West School Band & Chorus. Plan on bringing the family!

Thursday, Dec 2  
6:00 - 7:00pm



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 November 9 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](http://calchamber.com)

**PRESIDENT'S MESSAGE:**

Congratulations to Fire Chief Doug Williams of Rincon Valley Fire and a director of the Mark West Chamber. Doug was recently honored by the California Fire Chiefs Association as "California Fire Chief of the Year". What an awesome accomplishment! Chief Williams was recognized for his leadership in the fire service and his outreach to other organizations to better the safety of California citizens. Congratulations Doug!!

Wow! What a fun and successful Harvest Fair and Business Showcase this year. That is the response I am hearing from everyone. Folks were well fed and had plenty to see at this year's show. I would like to send out a Big Thank You to all the tireless volunteers who made this year's event fun, exciting and successful.

Show your support on November 11 from 5:30 to 7:30 at our next Business After Hours Social. The social is hosted by "Anytime Fitness" located at 490 Larkfield Center. See you there!

Lastly, the Chamber has office space for rent. Who do you know that needs an office in a great location? Have them Contact Daryl at 546-8000 or email [office@markest.org](mailto:office@markest.org).

Have a Great Thanksgiving Everyone

Cheers, Will Brodt

**PS: "Things turn out best for the people who make the best of the way things turn out." John Wooden**

**MORE THAN 15,000 BOOKS GIVEN AWAY, AND COUNTING...**

We are pleased to announce that, due to the popularity of the Sonoma County Free Bookmobile, we need helping hands to maintain the highest quality service for our growing numbers of patrons. We have now surpassed the 15,000 books given-away mark, just received word of our third mini-grant win (thank you, Santa Rosa Community Action Board!) toward purchase of a new bookmobile, and are blessed with the most consistently generous book donators in the land. In short, we are onto something great here, and we hope that you'll lend a little of your time and energy.

Here are the current volunteer positions. We will keep this list updated via a download link on our "Help Us!" page on the bookmobile website (<http://sonomacountybookmobile.org>).

Book Donation Delivery Driver - Event Helper - Event Research - Book Drive Coordinator

For more information, please email me: [glen@sonic.net](mailto:glen@sonic.net) or call 520-4536. And thank you for your continued support, Glen Weaver, Director

Sonoma County Free Bookmobile <http://sonomacountybookmobile.org>

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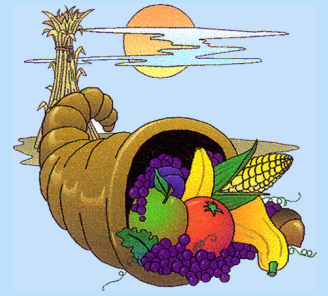
**WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE  
GREAT TURNOUT - GREAT FOOD & FUN - GREAT PRIZES!**

Our 21st Annual Tradeshow was well attended and our participants report that it was a wonderful success. Our tradeshow committee members were involved at the beginning: many months beforehand--planning, making telephone calls and attending meetings. Committee Chair: **Daryl Anderson, Jim Bajgrowicz, Will Brodt, Laura Buhrer, Pat Dearmin, John Essman, Jerry Hankins, Jeanne Haddorff, Aggie Maggio, Brian Molsberry, Pat Morelli, Kathleen Palmer and Katherine Navarro Wong.** On the day of the show, volunteers **Kimberly Anderson, James Baer, Dorothy Brock, Shawna DeGrange, Tony Geraldi, Dee Gutmann, Elaine B. Holtz, Evan Jacobs, Craig Larson, DP Logan, Walt Smith, Don and Barbara Wilson and Frank Woodward** helped to setup the show and greet guests as they came in. **Andre Andrus** served as our event MC.

We had 63 vendors, including some providing food, wine and beer. There were two sponsors that played a large role in making this event so successful: **California American Water Company** with a generous contribution that included a booth, and **Molsberry Markets, Inc.** with a lovely display and a large variety of food that was a real crowd-pleaser - and had a constant line of tasters!

**“Thank you” to all of you for a job well done!**

*Best regards, Daryl Anderson*



**SHOW SPONSOR**



*Andre Andrus served as our event MC.*

*The radio-controlled “Pluggie” fire prevention education robot entertained kids & adults all evening - thanks to RVFD!*



*Show Sponsor California American Water reps: Evan Jacobs, Anthony Lindstrom, Sue Andrews & Paul Finucane*



*Tasty treats provided by Molsberry Markets were a show highlight - as in years past! Thank you to everyone at Molsberrys! Brian, Joe and Dean Molsberry are pictured surrounded by their crew!*



*Our Grand Raffle Prize Winner was our own Katheen Lytles from Lytles Redwood Empire Beauty Salon. She was presented the vacation gift certificate by Will Brodt, Chamber President and MC Andre Andrus.*

*Photos by Sonoma CONNECTION  
More photos at MarkWest.org*

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

**CORPORATE SPONSOR RENEWALS:**

Pacific Gas & Electric Co. 2002

Sutter Medical Center of Santa Rosa 2004

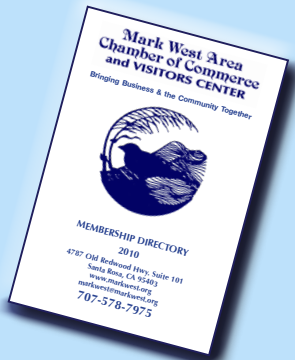
**RENEWALS:**

Key Properties 1989

Healthy Are We 2006

*Happy  
30th  
Anniversary!*

**MEMBERSHIP DIRECTORY**



**CHAMBER CELEBRATES 30 YEARS SERVING THE MARK WEST AREA!** *continued from page 1*

**10+ YEARS**

- Larkfield Tax Service
- Sevall, Thwaites, Soper Insurance
- Burgess Lumber
- Garzini Floors
- Costco Wholesale, Inc.
- Cal State Central Credit Union
- Aaction Rents
- Allstate Insurance
- Triple Crown Awards
- Goodwill Industries/Job Link
- Safari West
- Realty World Town & Country Properties
- North Coast Bank
- Vineyard Commons
- Blood Bank of the Redwoods
- Naturalight Solar, Inc.

**5+ YEARS**

- American AgCredit, FLCA
- Kobrin Financial Services
- American Red Cross of So. Co.
- Sonoma CONNECTION
- Bajgrowicz, James J. Consultant
- Wallace Coppock, Attorney at Law
- Redwood Empire Beauty College
- Redwood Credit Union
- BoDean Co., Inc.
- Sonoma Eyeworks
- Markell Incorporated
- River Rock Casino
- Creative Property Services
- IMS Intl. Monetary Systems
- Sutter Medical Center of Santa Rosa
- Clone Digital Print & Copy
- Beck Law, Inc.
- Grace Fellowship
- James Boulter
- AutoBahn

*Thank You to all  
of our Members!*

We will be printing our next Membership Directory in November - purchase your ad NOW!

Call the office at 578-7975, email [office@markwest.org](mailto:office@markwest.org), or purchase online.

Members - please check your directory information at [markwest.org](http://markwest.org)

Let us know if there are any changes to your information!

Thank you!

Full Page =  
7.5" high x 4.5" wide

Back Cover = \$400

Inside Cover = \$300

Inside Page = \$300

Business Card =  
2" high x 3.5" wide

Card = \$100

Half Page =  
3.5" high x 4.5" wide

Half Page = \$200



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**Sonoma CONNECTION**

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Kathleen Palmer  
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Healdsburg, CA 95448  
(707) 433-8774

[info@sonomaconnection.com](mailto:info@sonomaconnection.com)  
[www.sonomaconnection.com](http://www.sonomaconnection.com)

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

**UPCOMING BUSINESS SOCIALS**

Thursday, November 11  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **Anytime Fitness**  
 Location: 490 Larkfield Center, Santa Rosa

Thursday, December 9  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **Exchange Bank & Molsberry Markets, Inc.**  
 Location: 500 Larkfield Center, Santa Rosa

**HOLIDAY EVENTS**

Thursday, December 2  
**Holiday Tree Lighting** 6:00-7:00pm  
 Location: Larkfield Center, Santa Rosa

**SIGN UP FOR YOUR SOCIAL IN 2011!**

Members - Sign Up NOW for 2011 Socials - they are going fast!  
 If you are a member interested in hosting a Business After Hours Social, please contact Anthony Gerald, Head Ambassador, at 707 837-8700 or visit our Calendar of Events page at markwest.org.

**CHAMBER MEETINGS**

Tuesday, November 9  
**Board of Directors**  
 11:30am - 1:00pm  
 Grace Fellowship

Thursday, November 11  
**Ambassadors**  
 3:30pm - 5:00pm  
 Chamber Office

**TRADE SHOW SILENT AUCTION THANK YOU**

Thank you to **Patricia Morelli, my sister Dorothy Brock and Jeanne Haddorff** who helped make our Silent Auction a great success. A big thank you to the following businesses and individuals who graciously donated many great auction items for the Trade Show:



Pat Dearmin and Jeanne Haddorff at the Silent Auction table

- Aaction Rents
- Airport Health Club
- Richard Arrowwood
- Benjamin Tire
- Bon Appetit
- Cal-American Water Company
- Charlie's Restaurant
- Club WIN
- Coldwell Banker - Aggie Maggio
- Costco Wholesale, Inc.
- Patricia Dearmin
- Exchange Bank, Larkfield Branch
- Friendly Feed Supply
- Jeanne Haddorff - Shaklee
- Hair Encounters
- Heather McConnell, Artist
- Holiday Inn Express
- Integrative Medical Clinic

- Key Properties
- Kiwanis Club
- Kobrin Financial Services
- Lakeside Pure Water
- North Coast Rubber Stamps
- Norm's Kitchen
- Redwood Empire Beauty College
- Redwood Empire Disposal
- River Rock Casino
- Sonoma County Airport Express
- True Value
- Wells Fargo Center for the Arts
- Wikiup Golf Course
- Yogurt Farms

Looking forward to next year.

Pat Dearmin, Silent Auction Chairman



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Heather P. McConnell



oceanpainterchick@yahoo.com  
 www.oceanpainterchick.com

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

**REDWOOD  
CREDIT UNION  
RECOGNIZED  
FOR  
COMMUNITY  
PROGRAMS**

**RCU EARNS CALIFORNIA COMMUNITY ACHIEVEMENT AWARD**

Redwood Credit Union (RCU) was recently named the second place winner of the Louise Herring California Community Achievement Award. RCU received this special honor for their community outreach efforts over the past year, including their commitment to assisting people in their local communities to find financial wellness in a challenging economic climate.

RCU received this recognition for their key focuses on helping people improve their financial situations, which included: providing free financial education, with over 125 seminars conducted for over 1,550 individuals; RCU's Financial Literacy Academy, which teaches crucial financial skills to high school juniors and seniors; the Napa Financial Wellness Fair, which offered financial literacy to our bilingual community in partnership with key local non-profits; and the Annual Shred-A-Thon event which gives North Bay residents an opportunity to shred their sensitive personal documents and electronics for free, and also features a free seminar on protecting yourself from identity theft and fraud.

"It's an honor to be recognized with this California Community Achievement Award, and a true testament to RCU's unwavering commitment to doing the right thing in good times, and in challenging times," said Robin McKenzie, RCU's Senior Vice President of Marketing and Public Relations. "We work hard every day to help people find freedom from their financial struggles."

Now celebrating its 60th year, Redwood Credit Union is a full-service financial co-op with 15 branch locations throughout the North Bay and San Francisco. RCU offers a full array of value-added financial products and services for individuals and small businesses, including checking accounts, comprehensive savings and investment products, consumer and real estate loans, free home banking, financial management services, retirement planning, and a variety of electronic services including online loan applications and bill pay. The Credit Union serves nearly 150,000 Members with \$1.7 billion in assets. Membership is available to anyone living or working in the eight counties of Sonoma, Marin, San Francisco, Mendocino, Lake, Napa, Contra Costa and Solano. For more information, please call (707) 545-4000, toll-free at 1 (800) 479-7928, or visit [www.redwoodcu.org](http://www.redwoodcu.org).

*contributed by Robin McKenzie/Sr. Vice President, Marketing & Public Relations  
(707) 545-4000 / 1 (800) 479-7928, ext. 5270 / [rmckenzie@redwoodcu.org](mailto:rmckenzie@redwoodcu.org)*



*Redwood Credit Union's Senior Vice President of Employee Relations and Development, Kristina Derkos, and Assistant Vice President of Educational Development, Lee Alderman, display the Credit Union's recent Louise Herring Community Award.*



*Interested in joining  
our Ambassador Club?  
Contact Tony Gerald  
837-8700 tony@  
[airportexpressinc.com](http://airportexpressinc.com)*



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Employer Advisory Council**

*Educating Employers for Today and Tomorrow*  
[www.sonoma.ceac.org](http://www.sonoma.ceac.org)



**David Hartman**

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15 Lark Center Drive  
Santa Rosa, CA 95403

707-546-5717  
FAX 707-546-0902

**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.

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

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)	

*Just a friendly reminder that Chamber membership renewals are sent via email - please keep a lookout for your invoice when your anniversary rolls around. The Chamber relies on our members renewing promptly to continue our community service. You receive the full benefits of Chamber membership when you renew!*

*As an additional convenience for you, you can pay online at markwest.org/payment.cfm Thank you!*

**OFFICERS**

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*Corporate Secretary*  
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*Corporate Treasurer*  
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*VP Community Services*  
 Patricia Dearmin 539-4945

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 578-7975 office@markwest.org

# Mark West Area Chamber of Commerce and VISITORS CENTER



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

## OFFICE SPACE AVAILABLE NOW!

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## AFTER HOURS BUSINESS SOCIAL

Thursday, Nov 11  
5:30- 7:30pm

Hosted by  
**ANYTIME FITNESS**  
490 Larkfield Center

**BRINGING BUSINESS & THE COMMUNITY TOGETHER!**

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

*MORE PHOTOS NEXT MONTH!*



Exchange Bank

Aaction Rents

Promos Oncall

State Farm Insurance

Constellation Wines



Thank You To Our Corporate Sponsors!



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**Come join Kobrin Financial Services to socialize,  
get into the holiday spirit and get a start on  
your holiday shopping at our**

**3rd Annual**

# **Holiday Craft Faire**

**Saturday, November 20th**

**11 am - 4 pm**

at our office:

**190 Wikiup Drive, Santa Rosa**

**707-566-6775**

About a dozen vendors will be present with their  
handmade crafts and wares for holiday gift giving.

### **Items may include:**

Framed photographs, specialty soaps, candles, fused glass  
art, jewelry, pendants and wine stoppers, original prints and  
greeting cards, hand knitted scarves, beaded jewelry, hand-  
made bookmarks, flower essences and lots of  
Holiday decorations!

**Many vendors are clients of Kobrin Financial.**

