

# The Lark

**Bringing Business & the Community Together!** 

Volume XI Issue 10

October 2007

# Mark West Area Chamber of Commerce & Visitors Center 4787 Old Redwood Hwy Santa Rosa, CA 95403 Tel: (707) 578-7975 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 October 11, 2007 5:30pm - 7:30pm Hosted by:

Cal-Am Water 537 Mayfield Dr. see map on page 10

# TAKE A TOUR OF OUR NEW HEADQUARTERS

Have you seen the new offices at the Chamber's Headquarters at 4787 Old Redwood Highway? Our tenants have moved in, and the building is alive again with business!

In the foyer, the Chamber has business card and brochure racks for you to post your marketing materials. This is our budding Visitors Center - stop by and make sure that your materials are in place and available to Mark West area visitors and potential customers who drop by the office. We are prominently located where the public can find us now - make sure you take advantage of our new visibility!

The Chamber offices are currently open Monday - Thursday 1pm to 4pm. We are looking for a few good volunteers who would like to meet and greet the public and business members who come to the Chamber offices - can you spend a few hours a month to help build your community? Call Walt Smith at 479-7356 for more info, or to volunteer!



Carol Nelson, Branch Manager of Exchange Bank, host of our September Social



HQ Cleaning Crew

#### **President's Message**

The goal of relocating the Chamber office for better visability and access was accomplished this past August. Then the hard work began!!

Our good member Daryl Anderson of Wikiup Properties took on the remodeling project and directed all of the contractors. *Thank you, Daryl*, for a job well done!

We had contractors build new walls in part of the interior. continued on Page 4

Bring your business Chamber members & their guests are invited to the Cards Business After Hours Social hosted by Cal Am Water Co.

& at 537 Mayfield Drive off of Lavell Road see map on page 10 catered by Half Moon Bay Chinese Restaurant

Visit your Chamber's office, or call 578-7975 4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403

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#### **Bringing Business & the Community Together!**

#### **Traffic Light Approved!**

Very quick results were obtained!

Chamber member Erika Klohe of Klohe Insurance Group took the lead in gathering signatures on a petition to request a crosswalk flasher at the entrance of Larkfield Center (Molsberry Markets), and the intersection of Lark Center Drive and Old Redwood Highway. ORH has become increasingly busy. Traffic and pedestrians have trouble crossing there, and emergency access for the fire department has been impaired.

Erika contacted Supervisor Paul Kelley on behalf of our community - this was his response:

September 13, 2007

I am very aware of the problem on Old Redwood Hwy along that stretch of road. We at the County have had discussions about a light at the Molsberry's entrance. Mainly because that would also help the fire department getting in and out of that intersection. Traffic counts, petitions, and letters from the community help. I have also met with the Mark West Chamber about this issue as well.

My office phone number is 565-2241 and office Fax is 565-3778. So please send the petitions!

All the best. Paul Email from Erika:

September 24, 2007

Pam from Paul Kelley's office informed me that he took the petition to the Public Works meeting today. **The light has been approved for budget of 08-09**. So, this means money will be made available in July, it will go out to bid and work will begin in 08. We should have a light by 09.

It is a slow progress but progress has been made!

Yeah!

Erika

We appreciate Erika's efforts, and thank everyone who spoke up to make our community safer!

A special thank you to Paul Kelley!



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.) Mandarin Fine Dining Food to Go (707) 578-0603

Chef Specialties featuring Eight Treasure Tea (a heavenly, soothing and uplifting tea from China).

Chamber Members receive 10% OFF your order PLUS complimentary Elght Treasure Tea



#### **Special Membership Promotion!**

For a limited time, the Mark West Area Chamber of Commerce and Visitor Center is offering current and new members the opportunity to SAVE \$\$\$ by renewing for multiple years.

Members who renew their memberships for 2 or more years will receive a **10% discount** on all combined years! Of course, you get the same great benefits, plus you will be helping to establish our local **Visitors Center** - which will benefit your business and all of our community!

Contact the Chamber Office for details!

# September Social Hosted by Exchange Bank

Our September Social was hosted by Exchange Bank. What a nice time we had. Carol Nelson, Branch Manager and Lois Caspar, Personal Banker, did a great job with a delicious layout of food, wine and deserts. Molsberry Markets

catered the event.

We handed out two new member plaques, one to **Guy Maniscalco** from **Thee House of Alexander,** and another to **Steve Plamann** from **Aaction Rents**.
Our memberships are still on the rise and I see a bright future for our Chamber.

The **Sheriff's Department** talked about the substation and what they do. Very interesting to hear all the services they do for us. They mentioned that they have a **Graffiti Removal Team** and are in need of volunteers and donations from the community.

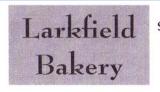
Exchange Bank also had some nice door prizes: certificates to dinner at Cricklewood donated by Michael O'Brien, two dinners at Half Moon Bay Chinese Restaurant from Kun Wang, and a bottle of wine.

Please mark on your calendars the next social **October 11, 2007** at **Cal American Water Co**. I look forward to seeing you there.

Bernhardt of the SC Sheriff's Dept. with Lois Caspar, Exchange Bank

Dana M. Larson, Head Ambassador

photos by **Sonoma CONNECTION**Visit **www.MarkWest.org/September2007Social**- for more photos



Fresh Danish from Scratch Sandwiches on Fresh Baked Bread Cakes \* Pies \* Muffins \* Donuts

> 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 954°3 7°7-579-4991

We serve illy espresso.



Daryl Anderson of Wikiup Properties, Maureen Merrill of Harris Merrill, Hal Beck, Executive Director of the Windsor Chamber

Call to schedule your Business Social in 2008

upcoming

**Business-After-Hours-Socials** 

Oct 11 Cal American Water Co.

Nov 8 Beck Law Offices

Dec 13 Grand Opening in the New Chamber HQ

Jan 12 Open

Raya and Debbie

#### Page: 4

#### **President's Message**

continued from page 1
The electrical contractor,
Andre Andrus, did a huge
rewiring job, including
installing new lighting,
outlets, etc. He also joined
our Chamber...so, if you
ever need an electrician,
we can give you a good
recommendation.



Walt Smith, President

Next came another huge job... painting the whole interior. We had a great crew who worked long and hard, and CHEAP, too - they were all volunteers! That project was headed up by our Office Manager, Pat Morelli. Her crew consisted of her husband, Nick Morelli, Don & Barbara Wilson, Dana Larson & me. We all had a hand in the clean-up along with DP Logan, Kathleen Palmer, and John Essman.

The entire interior was also recarpeted by Chamber member Les Garzini of Garzini Floors. A beautiful job too!!

This was all done in two weeks and we moved in on Sunday, September 9th. The moving crew was Pat & Nick Morelli, Don & Barbara Wilson, Dana Larson, Kun Wang, and me.

Organizing and putting everything away...making the office nice and neat was done by Pat Morelli, Dee Guzman, Joyce Partington & Pat Dearmin (our office staff & volunteers).

I must also mention that Pat's husband, Nick, and their son, Tom, did a great job of building the cabinets and installing new plumbing in the kitchen & storage area. Nice job.

All the other offices are also occupied. We have a full house and are up and running. We have an

Attorney, CPA, Mortgage Loan Brokers, and an Advertising Agent. ALL are Chamber Members, too!!

**Bringing Business & the Community Together!** 

Next, we will tackle installing a new sign out front. Our landlord, **Aliano Enterprises Inc.**, (*very nice people*) cleaned up the outside landscaping and are planning to have the shingles restained. They also joined our Chamber!!

May we extend an invitation to all of you to stop by and see us. Please plan to attend our **Open House** on **December 13**.

All this work was very expensive, as you can imagine. We couldn't have done any of this without the help of those that joined our **Founders Circle Building Fund**. I also want to say a special "Thank you" to the **Exchange Bank** for their support.

This is such a great community with many wonderful people to make it a joy to live and work here...we are truly fortunate.

With Best Regards, Walt Smith, President

Teamwork is the ability
To work together
Toward a common vision.

The ability to direct individual accomplishments toward organizational objectives.

It is the fuel that allows common people to obtain uncommon results.

The next Board of Director's meeting is October 9 at the Grace Fellowship offices, 608 Larkfield Center 11:30 am - 1:00 pm

All Members are Welcome!





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#### **New Members**

#### Assets Insurance Kimberlee Anderson 2525 Cleveland Ave., Ste H Santa Rosa, CA 95403 546-8020 (F) 523-4711 assets@bigplanet.com www.assetsinsurance.net

Keegan & Coppin Kevin Doran 1355 N. Dutton Ave. Santa Rosa, CA 95401 528-1400 kdoran@keegancoppin.com www.keegancoppin.com

Susan Lindstrom, Paralegal 4941 Snark Ave. Santa Rosa, CA 95409 538-3759 suslindstrom@yahoo.com

Mawson Computer & Printer Center
Juan Hernandez
3345 Industrial Dr., Ste 11
Santa Rosa, CA 95403
528-2841 (F) 579-2492
cindy@mawson.com
www.mawson.com

Pacific Coast Air Museum Roger Olson 2230 Becker Blvd. Santa Rosa, CA 95403 rogerolson427@comcast.net www.pacificcoastairmuseum.org

#### **New Members**

Promos Oncall
William & Denise Brodt
5134 Fig Tree Ln.
539-5133
Santa Rosa, CA 95409
will@promosoncall.com
www.promosoncall.com

Papa Lido's Pizza
Michael Thompson
90 Mark West Springs Rd
Santa Rosa, CA 95403
544-0222
mijthomp@gmail.com

So. Co. Economic Dev Board Jennifer Henry 401 College Ave., Ste D Santa Rosa, CA 95401 565-7257 jhenry@sonoma-county.org www.sonoma-county.org/edb

Storage Master
Ted & Patty Shurtleff
3205 Dutton Ave.
Santa Rosa, CA 95407
546-000 (F) 523-7862
stormas@storagemastersr.com
www.storagemastersr.com

ScoreONE
Cynthia Goff
4701 Old Redwood Hwy., SteC1
Santa Rosa, CA 95403
573-7300 (F) 573-8400
cindygoff@scoreone.net

#### **New Members**

Windermere Real Estate Aggie Maggio 486-1303 aggie@windermere.com www.aggie.mywindermere.com

#### **Renewing Members**

Soderstrom Properties (1991)
Pletkin & Associates (1997)
Blood Bank of
the Redwoods (2000)
Hendrix Auto Body (2006)



Steve Plamann of Aaction Rents receives his member plaque from Chamber President Walt Smith



California American Water

Guy Maniscalco of Thee House of Alexander receives his member plaque



#### 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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#### **Bringing Business & the Community Together!**

#### 18th Annual Wine Country Harvest Faire Business Showcase and Silent Auction

On October 3, 55 of our members hosted booths at our annual tradeshow. Here are pictures galore to remember this event - one of our best ever! All of our pictures will be posted on the Chamber website, www.markwest.org.

Thanks to our many Tradeshow volunteers:

Daryl Anderson, Chair Pat and Nick Morelli Walt Smith Joyce & Fred Stoke Patricia Dearmin Don and Barbara Wilson > Dana M. Larson Marilyn Cass Dee, Wes & Jennifer Guttman Patricia Dearmin Jim Baer Jim Bajgrowicz Doug Williams Nancy Wheeler Gerald Schoalchli D.P. Logan John Essman

and to our Sponsors and

Kathleen Palmer



arty Rentals - Canopies & Tables - Linen - Chairs - China

707.431.3500







Molsberry Markets



#### **FYI: Cal/EPA Advisory Committee**

Releases Draft of Greenhouse Gas Reduction Report CalChamber Emphasizes Benefits of Using Market Forces

An advisory committee for the California Environmental Protection Agency (Cal/EPA) has released draft recommendations for the design of a cap-and-trade system to reduce greenhouse gas emissions in California.

Winston Hickox, chair of Cal/EPA's Market Advisory Committee, said a comprehensive approach would be needed to meet the Governor's greenhouse gas targets and get the most reductions in the quickest timeframe at the lowest cost.



"Ultimately, the Air Resources Board (ARB) will decide whether to include market-based compliance mechanisms in a comprehensive greenhouse gas emissions reduction program," Hickox said.

AB 32 (Núñez; D-Los Angeles), the landmark greenhouse gas reduction law signed by Governor Arnold Schwarzenegger last year, requires the state to reduce its greenhouse gas emissions to 1990 levels by 2020. The ARB is in charge of monitoring and enforcing regulations to implement the program, which will require an accurate measurement of both the tons of greenhouse gases emitted in California in 1990 and the current level of emissions.

#### **Market Approach Best**

Upon the release of the advisory committee's draft report, California Chamber of Commerce President Allan Zaremberg issued a statement highlighting the benefits of using market forces to reduce greenhouse gas emissions cost-effectively:

"California has set aggressive goals to reduce greenhouse gas emissions in the coming years," Zaremberg said. "Using the innovation and efficiency of market forces to attack this challenge is essential if we are to meet these environmental goals, minimize the impact on consumers and ensure a strong economy in California. Markets are the most cost-effective way to reduce greenhouse gas emissions throughout the world, delivering the most carbon reductions per dollar spent."

#### **Cap-and-Trade Systems**

Zaremberg recapped remarks by Harvard Professor Robert Stavins at a recent meeting of the AB 32 Implementation Group, a business working group spearheaded by the CalChamber and California Manufacturers and Technology Association that is dedicated to a fair and effective implementation of AB 32.

Stavins said that cap-and-trade market systems:

- can be more environmentally effective and more costeffective than conventional approaches;
- have a track record of achieving both environmental goals and cost savings; and
- create a common currency of emission credits that make it possible to link systems in different jurisdictions.

Zaremberg said: "We look forward to analyzing the report and working with the administration to implement the law in a way that leads to a coordinated global solution — a way that is fair to both environmental protections and ensuring a strong economy so that other states, the federal government and other countries will embrace and adopt our approach. To do otherwise risks not only hurting consumers and damaging our economy, but leaving California isolated in what would become a futile attempt to affect this global issue alone."

Staff Contact: Amisha Patel

Promote your business with your flyer in the Chamber newsletter.

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522 Larkfield Center, Santa Rosa 707/546-0307



David Hartman

15 Lark Center Drive Santa Rosa, CA 95403

707-546-5717 FAX 707-546-0902

## Mark West Area Chamber of Commerce Member Profile:

#### Sonoma County Airport Express

Founded in 1980, **Airport Express** has been the premier bus service for Sonoma County business and leisure air travelers. The company has gone through a few changes throughout the years - although one constant has always been their commitment to providing a quality service for residents and visitors of Sonoma County.

Initially established as a scheduled bus service to and from San Francisco International Airport. Airport Express has since ventured into other areas of transportation. In 1998 they began scheduled service for passengers traveling out of the Port of San Francisco on cruise ships to Alaska, Mexico and the Panama Canal. In 2001, Airport Express offered Sonoma County the option of connecting with flights at **Oakland International Airport**. Throughout the years, groups have chartered Airport Express buses to Bay Area sporting events, concerts and various other destinations of interest. Presently Airport Express operates 19 round trips a day for San Francisco International Airport and 10 trips a day for Oakland International Airport.

The corporate offices and yard are located at **5807 Old Redwood Highway** between Shiloh Road and Fulton Road. Airport Express currently has a staff of 61 employees and a fleet of 20 buses. Employees include bus drivers, bus washers, and technicians along with management and office staff. The average employee has been with the company for over 12 years. "In the early years drivers would come to work for us and then go drive for another company. We've completely reversed that trend. Now very seldom does a bus driver ever leave Airport Express for greener pastures", said General Operations Manager Tony Geraldi. "Our employees are what makes the difference as they are by far our greatest asset". A 20 year employee himself, Tony regularly attends chamber functions representing Airport Express.

Ironically enough it was only recently that Airport Express became a member of the Mark West Area Chamber of Commerce. Geraldi says "For years we have been members of the Chambers of Commerce in Santa Rosa, Rohnert Park and Petaluma. In the short time we have been members the Mark West Chamber this has become my favorite chamber to be associated with. Besides, our company is here in the Larkfield / Mark West area. It is our true chamber. That is why we were so proud to have the opportunity to be part of the Founders Circle Building Fund."

Sonoma County Airport Express 5807 Old Redwood Hwy. Santa Rosa, CA 95403

Contact: Anthony Geraldi, General Ops. Mgr.
Business Phone: 837-8700
Fax Number: 327-2024
Email: tony@airportexpressinc.com
Web Site: www.airportexpressinc.com



Anthony Geraldi, General Operations Manager of Sonoma County Airport Express, pictured with his wife Suzie at the Chamber's Annual Installation Dinner August 2007



#### **FYI: Workplace Health**

To enhance workplace productivity, mental clarity and to reduce stress, daily eat a well-balanced diet of at least five servings of fruits and vegetables and a variety of wholesome foods, including whole grain foods. The importance of breakfast, fiber, protein from legumes or lean meats, limit of alcohol, avoidance of tobacco, and adequate exercise cannot be emphasized enough. One's ability to handle stress can be enhanced by proper nutrition.

Stress is intertwined with nutrition in part because stress can cause nutrient deficiencies. As reported by Nutritionist Elizabeth Somer, "Blood levels of several minerals dropped by as much as 33 percent and tissue stores for certain nutrients were depleted during a five-day Hell Week at work where employees were given extra work and asked to meet difficult deadlines." Stress triggers the release of stress hormones that increase magnesium loss through cells and urine. Conversely, a magnesium deficiency enhances the release of stress hormones and consequently exacerbates stress, causing irritability and stress-related depression.

Mineral deficiencies can stress the body. A deficiency of iron results in reduced oxygen to tissues and the brain, leaving one tired, irritable, and unable to concentrate. Deficiencies of vitamin C and beta-carotene promote the risk of tissue damage due to thwarted antioxidant defense. Physical and emotional stress can suppress the immune system. Inadequate B vitamins inhibit the ability of the body to convert fats and carbohydrates into energy. B vitamins include folic acid, niacin, B6 and B12. When B vitamins are deficient, lethargy, irritability and depression can result. Eat more vitamin B6 rich foods each day, such as bananas, avocados, fish and dark green leafy vegetables to gain energy and feel better during a work day.

The key is to avoid sweets and to eat complex carbohydrates such as fiber-rich foods to enhance feelings of satiety to avoid overeating. Eat small healthy snacks over the course of the day, about every two hours or so between main meals. Nutritious snacks can thwart impulses to eat junk food and you might find you will naturally reduce portion sizes during main meal times. Having wholesome snacks readily available, such as in the glove compartment, office desk drawer or office fridge, might be helpful. Nutritious snacks include

carrot sticks, a piece of fruit or a low-sugar yogurt. At work, take the stairs over the elevator, walk during breaks and park the car further from the office entrance to enjoy a walk. By all means, start an exercise and nutrition program after consulting with your physician to improve quality of life and health!

Adopting habits and measures that enhance work performance, yet inhibit the effects of stress, are important. These include:

- eating a healthy breakfast,
- reducing fat intake,
- eating more fiber,
- taking a moderate-dose multiple vitamin and mineral supplement of not more than 100 to 300 percent of the U.S. Daily Value,
- · exercising,
- getting a minimum of seven hours of sleep per night,
- not working more than 10 hours per day,
- limiting alcohol consumption,
- drinking water often,
- · avoiding tobacco, and
- thinking positive thoughts.

Take care of your health. Moreover, spend time laughing with loved ones and consult your medical professionals. Further, maintain proper nutrition, exercise regularly and get adequate sleep. Often we invest much time and money into maintaining our cars; let's remember to help our bodies and minds run efficiently and beautifully too! contributed by Chamber member: Christine J. Holzhauer, M.S.

Map to October 11th Social at 537 Mayfield Dr.

Deerwood Deerwood

#### **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

Editors: Kathleen Palmer & John Essman

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The Lark is published monthly under the direction of:

#### The Mark West Area Chamber of Commerce

4787 Old Redwood Highway, Suite 101 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 November Lark

is October 17.

Please email your materials to info@markwest.org

Chamb	er M	lem	ber	ship	Dues
	Effectiv	ie Ma	v 1 3	2006	

	Elicolive Ividy 1, 2	.000	
Standard	Dues	Non-Pro	ofit Dues
\$125.00	Business (1-5 Persor	nnel)	\$110.00
\$175.00	Business (6-10 Perso	nnel)	\$155.00
\$245.00	Business (11+ Person	nnel)	\$215.00
\$625.00	Corporate Sponsor		
\$ 95.00	Individual (no plaque	or voting)	

#### Chamber Board of Directors & Staff

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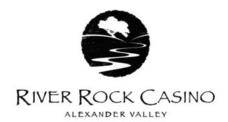
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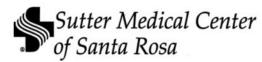






Pacific Gas and Electric Company<sub>™</sub>





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Mark West Area Chamber of Commerce 4787 Old Redwood Highway, Suite 101 Santa Rosa, CA 95403

### After Hours Business Social

October 11, 2007 5:30pm - 7:30pm Hosted by:

Cal-Am Water 537 Mayfield Dr. see map on page 10



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