

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

October 2009
Volume XIII Issue 10

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

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

707.578.7975

Office Hours: Mon - Fri 10am - 4pm

www.markwest.org

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WINE COUNTRY HARVEST FAIRE

TRADE SHOW & SILENT AUCTION

THURSDAY, OCTOBER 15, 2009 4 - 8 PM



Cal-Am Water is our event sponsor!

There will be tasty treats from Molsberry Markets, Bistro 29, KA Chinese Restaurant, and Clover Stornetta. Wine and beer tasting will be offered by Barefoot Cellars, Kendall Jackson, Bella Mia Winery, Cameron Hughes Wines, Carol Shelton Wines, Mendocino Brewery & Eagle Distributing.



for Grand Raffle Prizes

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FREE FOOD & BEVERAGES



FREE Wine & Beer Tasting



Win Grand Raffle Prizes *

** you need NOT be present to WIN!*



Social hosted by Airport Express & Action Rents page 3

next **AFTER HOURS BUSINESS SOCIAL**

Hosted by **CALIFORNIA AMERICAN WATER COMPANY & GUARDIAN CAREGIVER CONNECTIONS**

170 Wikiup Drive, Santa Rosa

Bring your business cards

Thursday, October 8

5:30 pm - 7:30 pm

WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE & SILENT AUCTION Thursday, October 15 4:00pm-8:00pm

Wells Fargo Center for the Arts, 50 Mark West Springs Road

This FREE event showcases local businesses and organizations while guests enjoy complimentary food and Sonoma County wines and beverages.

The public is welcome! FREE Admission! Grand Raffle with free ticket for every attendee -- prizes drawn every hour and you do not have to be present to WIN!

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 October 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:

Thursday, October 15, 2009, is the date for all of us to remember - that's our 20th Annual Wine Country Harvest Faire & Business Showcase 2009! We call it a "trade show" as it is also a wonderful place for businesses to market their services. This event is FREE and open to the public, with plenty of good food, beer and wine also available free to attendees. Please plan to attend this wonderful event, and bring a guest! Pass this on to all your friends. Let's support all these businesses in our community! Please mark your calendar for the date and we'll see you from 4pm to 8pm at the Wells Fargo Center for the Arts!

Have you been by our Chamber office lately? Seen our new "grass"? The plants are growing nicely as the drip system is working well and saving water. We hope we are setting an example to show how nicely a home or business can look without costly maintenance or upkeep. Conservation and ecology are vital for our future. If we can be of any help to you for your own projects in this area, do stop by our office or give us a call and we'll be happy to share our experience with you.

How's your business doing in these difficult times? One sure way to stimulate your business is to attend our monthly socials or to become involved in our various activities. One can never meet too many people, share ideas, or communicate with others. People do tend to do business with those whom they know and are comfortable with - and it's fun too! Make it a priority to attend the mixers and bring someone with you who you feel would enjoy our Chamber and profit from the association.

I'm happy to report that our membership is growing. The Chamber is doing well despite our economy. It is all due to the hard work and support from each of you who enjoy our wonderful community. Thank you for your support! Also, should you have any ideas, and/or suggestions on how this Chamber can better serve this community, please give us a call. That is, after all, our business -- making this area a great place to live and do business!
With best regards, Walt Smith, President

A SEASON FOR CHANGE

My reason for coming to the Mark West Area Chamber of Commerce was simple - I was looking for a marketing venue for my new business. Then I heard there was a need for someone to step in when Pat Morelli retired. An Interim Office Manager to run the office, do a little updating, and taking the reigns for a while seemed like a nice landing spot while I grew my interpreting service. During the last few months, Board and Membership have embraced me - and while I can't say it's been without some struggle - I filled the vacancy at the Chamber office and enjoyed the many events attended and friendships made.



continued on page 5

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SEPTEMBER SOCIAL HOSTED BY AIRPORT EXPRESS & AACTION RENTS

Airport Express, with Aaction Rents, Kicked Off a Fun-Filled September Social

September's after-hours business social was hosted by a couple of our very active business members, Airport Express and Aaction Rents, along with Special Events, which is a subsidiary of Aaction Rents.

The evening was filled with spirited conversation and laughter in the spacious parking lot of Airport Express at 5807 Old Redwood Highway. Guests arriving at the event were instructed by large electronic street signs to park in the lot just north of the premises and were then chauffeured in a luxury transporter from the parking lot to the event itself. Upon arrival, guests were instantly greeted by the Ambassadors and then invited to jump in on the networking fun. They were also encouraged to visit the wet bar for a drink of red or white wine and other beverages, and then invited through the food line where they were served various entrées of delicious Chinese cuisine, prepared and served by member, Ginny Kwan of Ka Chinese Restaurant.

Walt Smith, from Just Transportation and President of the Mark West Area Chamber of Commerce, served as Master of Ceremonies for the evening. Walt introduced the hosts of the September Social and gave them each an opportunity to highlight their prospective business.

Initially introduced was Steve Plamann and Chris Gaylor of Aaction Rents, and with that they introduced Special Events owner, Greg Murphy. Together, both companies provided all the party comforts for this social, including tents, tables and chairs, table liners, the wet bar, and all of the serving equipment. They are the leading equipment rental provider in Sonoma County, renting and selling various types of equipment from tractors, to hand tools, to all forms of party equipment and supplies.

Tony Geraldi, General Operations Manager of Airport Express, then stepped forward and talked to the guests about all the features and benefits of utilizing Airport Express to get to and from the Oakland and San Francisco airports. He informed the group of a newly formed partnership that they developed with Sonic.Net to provide free wireless service to passengers while travelling to and from their airport destinations. He talked more about the company and introduced several of their employees – a number of which, including himself, have been there for 20+ years!

Many prizes were awarded to guests through the business card drawing, the 50/50 drawing, and the raffle prize selections. Among the prizes was a very generous contribution by Tony Geraldi which included 12 bottles of aged and exquisite wine from his personal cellar. Airport Express also contributed 2 sets of round trip tickets on their airport shuttles to and from the bay area airports. Aaction Rents contributed three \$100 gift certificates, and two \$50 gift certificates. The business name drawn for the accumulative Pot of Gold was Stoke Ranch. However, neither Joyce nor Fred were able to attend the social, which means \$20.00 will again be added to the pot, providing a new total of \$160.00. Another business will have an opportunity to win the \$160.00 at next month's social, being hosted by CalAmerican Water and GUARDIAN Caregiver Connections at 170 Wikiup Drive in the Larkfield Business Center.

Once again, many thank to Airport Express, Aaction Rents, and Special Events for hosting such an amazing and fun-filled September event!

~ Contributed by Susan Lindstrom of GUARDIAN Caregiver Connections



Steve Plamann, Aaction Rents, Anthony Geraldi, Sonoma County Airport Express, Greg Murphy, The Special Event, Chris Gaylor, Aaction Rents

Airport Express staff:



Linda Shipman

Jim Lewis

Carl & Claire Radke



Gina Jones

Chris LeGrande



Ginny Kwan
KA Chinese Restaurant

More photos at MarkWest.org

LARKFIELD
Body & Paint
David Hartman

15 Lark Center Drive
Santa Rosa, CA 95403

707-546-5717
FAX 707-546-0902

BUSINESS-AFTER-HOURS-SOCIALS

- OCT 8 CAL AMERICAN WATER & GUARDIAN CAREGIVER CONNECTIONS**
- OCT 15 HARVEST FAIRE TRADESHOW!**
- NOV 12 SONOMA EYEWORKS**
- DEC 10 EXCHANGE BANK/MOLSBERRY MARKETS**
- JAN 14 HEALTHY ARE WE**
- FEB 11 MARLENE HUDSON - SPANISH INTERPRETER**

**20TH ANNUAL
WINE
COUNTRY
HARVEST
FAIRE &
BUSINESS
SHOWCASE
THURSDAY
OCTOBER 15
4:00 – 8:00PM**

Download a
Tradeshow
Application:
www.markwest.org



Elaine B. Holtz
VP Business Services



Interested in joining our
Ambassador Club?

Contact

Tony Gerald,

837-8700

tony@

airportexpressinc.com

The Harvest Faire is happening, everyone is excited and preparing to have a great time and meet new, old and potential customers. Once it is over you will have lots of business cards, filled out contact forms, decisions to make on who won your raffle prize **and then the big question hits, “what do I do with all this information,” simple, it’s time to, “FOLLOW-UP”.**

Follow up is challenging, however, it should not be. Why? Because those people gave you their information indicating it is ok to follow-up, Consider these contacts as your warm market. To help you do follow up here are some suggestions.

Follow up immediately and be aware if you are making excuses: i.e. people are too tired from the trade show to want to talk to me, they have all our literature and I spoke with them for fifteen minutes or if they are interested they’ll call me. The reality is you are fresh on their mind and calling immediately allows you to introduce yourself again, see if there is any additional information they need and to thank them for stopping by.

Have an actionable item for turn down’s - obviously you want all your leads to immediately buy your product or service, but that isn’t realistic. Have an alternative to purchase, let them know of future sales or other offering that will keep prospects engaged. By nurturing these leads after the tradeshow is over, you’ll keep them around until they are ready to purchase.

In your follow-up communication, be sure to address specific interests or needs the customer shared while visiting your booth. Any way you can personalize your written or verbal communication will yield greater marketing impact and put you closer to securing a new client.

If you are making a follow-up phone call, which always makes an impact, refer to the conversation you had with the prospect when he or she was visiting your booth. Or, send specific information the potential customer requested and include a personalized handwritten note.

Mailing articles, fact sheets, and other detailed product information that directly address customer needs will send a message of service and commitment that will help you solidify the sale.

Above all don’t forget to make it fun, think of it as getting to know new people along with the potential of additional revenue. I can’t wait to follow up on all the new people I have met. To all of you who have booths or attend - thank you!

Elaine B. Holtz of Norton and Holtz Business Solutions

FREE SPEECH TV COMMUNITY ACTIVISM AWARD

Elaine B. Holtz is a finalist for a W.A.V.E. Award, presented to community television producers by the Alliance for Community Media Western Region for her show: **Women’s Spaces - G-Ma Speaks - Words to Think By**

Elaine produces her show at the Community Media Center of Santa Rosa.

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Hello Mark West Chamber Members! We are California Reverse Mortgage Consultants, a locally owned company right here in Santa Rosa. We are located at 3033 Cleveland Avenue, Santa Rosa (inside the Redwood Credit Union Headquarters building). We provide FHA insured reverse mortgages for senior homeowners in our community, age 62 or better! A reverse mortgage is a means of unlocking the equity in a senior's home and turning it into cash flow without making mortgage payments during the loan term. A reverse mortgage can even be used to purchase a home (this is new, available as of January, 2009). Imagine taking a loan to buy a home, and making no payments while you live there!

In this especially challenging time (fact is, older Americans are challenged most all the time in one way or another) many seniors, even those who were prepared for retirement, are in financial distress. Too many older Americans are struggling to pay utility bills, make home repairs, afford in-home care, and pay for health care. California Reverse Mortgage Consultants helps our senior homeowners understand reverse mortgages by using a consultative, educational approach. We guide our clients throughout the entire process in person, the way business used to be done.

Unlike a traditional or 'forward' mortgage, a reverse mortgage does not require credit or income qualifications. As long as the home is the senior's primary residence (they live in it six months or more), and are age 62, it is likely the homeowner will qualify for a reverse mortgage. The Client can own the home outright, or still have a mortgage on their home. In fact, the most frequent use of reverse mortgage funds is to pay off the existing mortgage on the senior's home. Once the existing mortgage is paid off, reverse mortgage funds can be used however the borrower desires. The homeowner's money can be accessed either through a line of credit, a lump sum of cash, or they can receive monthly payments. An FHA insured reverse mortgage could be an adjustable rate (ARM) or fixed rate, to suit the homeowner's needs.

If you would like to learn more about reverse mortgage please see our enclosed flyer for our free seminar at the Bennett Valley Senior Center on November 4th at 9:30am. Come join us for information, refreshments (can you say doughnuts?) and some fun.

Finally, if a friend or loved one is worried about making ends meet, please feel free to refer them to California Reverse Mortgage Consultants. Thank you!

continued from page 1

As the Chamber's Personnel Committee prepared to proceed with the hiring process, I started to prepare for the interview, turned in my resume, and looked forward to my interview. While on vacation, and as I stood in the warm Southern California sunshine visiting my "past", I took a moment to take a good look at the here and now, and fast-forwarded to tomorrow. I was reminded of the saying that people come into your life for a reason, a season or a lifetime. I got to thinking of the reason for my relocation to the North Bay now nearly three years ago. And I got to thinking about some recent developments in my career and personal life. Amazing the amount of information that can flood your brain in just a few minutes!

That said, I wish to thank the Board of Directors and Membership of the Mark West Area Chamber of Commerce for one amazing ride as your Interim Office Manager, as I've rescinded my application and prepare to step down. My REASON for being here has been met and soon the Personnel Committee will have made their selection and place a capable Office Manager in the office who will proudly serve the Chamber, as have I the last few months.

With this SEASON of change will come an opportunity for the Chamber to continue to grow – and for me to continue to market my interpreting service. I take with me a LIFETIME of knowledge, personal and professional growth, business contacts, and friendships that are unique and special to the Chamber.

Thank you for the opportunity to serve you. *Marlene Hudson, Interim Office Manager*

**MEMBER
PROFILE:
CALIFORNIA
REVERSE
MORTGAGE
CONSULTANTS**



*Fernande Marie Bencze,
Reverse Mtge. Specialist,
California Reverse
Mortgage Consultants
receives her new
member plaque.*

**A SEASON FOR
CHANGE**

NEW MEMBERS

Curves Wikiup

124 Wikiup Drive
 Santa Rosa, CA 95403
 Phone: (707) 542-6826
 Fax: (707) 542-6826
 kathyreynolds79@yahoo.com
 Kathy Reynolds, Owner

Champagne & Associates

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 Carol Champagne

Consciously Healthy

2494 Copperfield Dr.
 Santa Rosa, CA 95401
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 consciouslyhealthy@yahoo.com
 Linda Fisher, Owner

HR to Go

1970 Pine Meadow Drive
 Santa Rosa, CA 95403
 Phone: (707) 536-1518
 Fax: (707) 635-8193
 David.Israel@HRtoGo.com
 www.HRtoGo.com
 David Israel, HR Specialist

Net Profit

9426 Lazy Creek Dr.
 Windsor, CA 95492
 Phone: (707) 837-2711
 Fax: (707) 837-8674
 canetprofit@yahoo.com
 Rachel S. Bingham, Owner

RENEWALS

Big Boys Buns & Burgers 2008
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 Verdin's See Bright
 Headlamp Restoration 2008

**RIBBON CUTTING:
 MARLENE HUDSON - SPANISH INTERPRETER**

The Mark West Area Chamber of Commerce and Visitors Center welcomes Marlene Hudson "Spanish Interpreter" with a ribbon cutting ceremony. Marlene, with 30 years of business experience is available for Spanish interpreting for in-person or telephone appointments. She is experienced with employee benefits presentations and sexual harassment training. Marlene can transform documents and manuals into well written, properly punctuated and formatted Spanish language versions ready for printing. She has worked with many industries including Law Enforcement, Legal, Immigration, Agriculture/Landscape, Medical & Dental and Advertising. She is available for written and telephone services world-wide, and on-site interpreting in Sonoma and Marin Counties. On-site work includes meetings, presentations, workers compensation hearings and more. Notary services are also available. You can contact Marlene Hudson for professional services at 707-501-9257 or Email: MHudson@spanishinterp.net

contributed by Will Brodt, PR Director

(seated) Don Wilson, Ambassador, Pat Morelli & Daryl Anderson, Wikiup Properties, (standing) Walt Smith, Just Transportation, Kathleen Palmer, Sonoma CONNECTION, Jeanne Haddorff, Healthy Are We, Kenneth Norton & Elaine B. Holtz, Norton & Holtz Business Solutions, Eric Berg & guest, Marlene Hudson - Spanish Interpreter,



Evan Jacobs, Cal Am Water, Stephanie Munson, Goodwill Industries, Anthony Lindstrom, Cal Am Water, Will Brodt, Promos OnCall, Danielle Shields, C. Gray Landscaping, Phil Essner, Essner Tree Service, Carlos Gray, C. Gray Landscaping, Nolan Dahner, guest, Cheryl Ray, guest, guest, Grace Dahner, guest, Marlene, guest, Dee Gutmann, Ambassador, guest, Joyce Partington, Stoke Ranch, guest, Robert Smith, guest, Susan Lindstrom, GUARDIAN Caregiver Connections, Jerry Hankins, Hankins Travel, Telisa Chai, guest, Barbara Wilson, Ambassador

VITAL ECONOMIC TRENDS

Annual Percent Change

	2007	2008	2009	2010
Sonoma County				
Employment	0.9	-2.7	-4.9	0.2
Worker Productivity	1.1	1.5	2.4	1.8
Consumer price index*	3.3	3.0	0.7	N/A
Gross Regional Product	4.8	2.1	-1.5	2.2
Population	0.72	0.8	0.9	0.8

*For the San Francisco Bay Area; 2009 figure is through June, 2009
 Sources: Moody's Economy.com; www.dof.ca.gov; www.bls.gov

From the Business Barometer Q2 2009 for Sonoma County. A number of key business trends are highlighted, ranging from commercial and residential real estate to employment, energy, and manufacturing.

Ben Stone, Economic Development Board

http://www.sonoma-county.org/edb/pdf/2009/barometer_q209.pdf

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 400 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 the Chamber Office Manager 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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VP Community Services -OPEN

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OFFICE VOLUNTEERS

Walt Smith 479-7356
 Office Volunteers always Welcome!



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Mark West Area Chamber of Commerce and VISITORS CENTER



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AFTER HOURS BUSINESS SOCIAL

THURSDAY
October 8, 2009
5:30pm - 7:30pm

HOSTED BY CALIFORNIA AMERICAN WATER COMPANY & GUARDIAN CAREGIVER CONNECTIONS
170 Wikiup Drive

BRINGING BUSINESS & THE COMMUNITY TOGETHER!



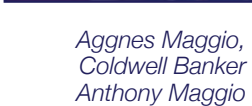
Sue Sloat, MWUSD, Dave Sloat



John Reyes, Sanderson Ford, Elaine B. Holtz, Norton & Holtz Business Solutions, Walt Smith, Just Transportation



Alma Rodriguez, Airport Express, our gracious server



Agnes Maggio, Coldwell Banker Anthony Maggio



Phil Essner, Essner Tree Service, Todd Anderson, Alex Holzworth, Holiday Inn Express



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