

# Mark West Area Chamber of Commerce and VISITORS CENTER



**The Lark**

October 2010  
Volume XXIV 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 - 3pm

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

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

## WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE JOIN US ON TUESDAY, OCTOBER 12 4:00 - 8:00 PM

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

Invite your customers, family and friends to this free event which showcases local businesses while visitors enjoy complimentary food and Sonoma County wines and beverages, and shop at our exceptional Silent Auction. We have over 1000 visitors to this popular annual community event. We have flyers online to print or email to your email list at [markwest.org](http://markwest.org) - let everyone know about this great event and help the Chamber!

This year we have something NEW for MEMBERS ONLY! Drop your business card in our raffle at the entrance and you will have a chance to win our big prize! You do not have to be present to win - just attend our Tradeshow & we will call you if you are the BIG WINNER!

*More details in our weekly email news!*

Another member benefit is our VP of Business Services, Elaine B. Holtz, who will be at the main table with tips to help you with your booth - stop by and say hi to the author of our helpful handout - SHOWCASE TIPS!

**SHOW SPONSOR**



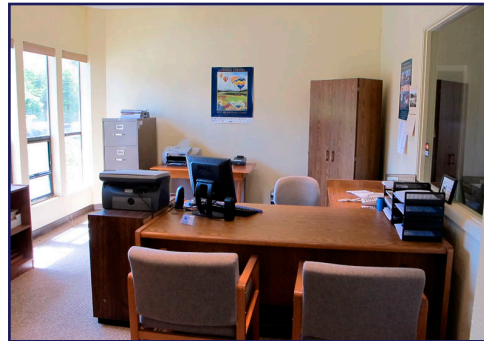
Visit [MarkWest.org](http://MarkWest.org) for  
**SHOWCASE TIPS**

**Ask Elaine!**

Single OR Double Office in prime Mark West Chamber building on Old Redwood Hwy across from Larkfield Center  
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Use of Conference Room  
High Speed Access available  
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Ample Parking

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



**OFFICE SPACE AVAILABLE NOW!**

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



September Social hosted by Action Rent and Sonoma County Airport Express page 3

## WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE

and Silent Auction - great items donated by our members!

Wells Fargo Center for the Arts Tuesday, October 12 4:00 - 8:00 pm

50 Mark West Springs Road

## RIBBON CUTTINGS

Chamber Offices, 4787 Old Redwood Highway

**Computers Can Work**

Friday, Oct 29

4:00 pm



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 October 12 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:**

The Chamber is off and running. The Wine Country Harvest Faire & Business Showcase on October 12 will be here before you know it. Bring the whole family. You can support our exhibitors and the Chamber by telling everyone you know and do business with to drop by for some free food, wine and fun. Let's make this year the best year ever!

Our Habitat Garden has been dedicated and christened. A special shout out to Cal Am Water and manager Tony Lindstrom for sponsoring the garden. Also to the volunteers who came out on a hot Saturday to weed, mulch and do all the hard work it takes to keep a habitat garden looking beautiful. Thanks to Kathleen Palmer, John Essman, Tony Lindstrom, Jason Cheek, Bryan Healey and me. When you see them give em a pat on the back.

Who do you know that is looking for an office? The Chamber has an office space for lease. Call the office or see the information in this newsletter for more details.

Just as a reminder, there will be no mixer in October as the Harvest Faire and Business Showcase is our main event that replaces the mixer this month only.

See You There!

Have a GREAT month!

Cheers, Will Brodt

PS: Here is a great quote that reminds us to support other Chamber members:

***Coming together is a beginning, Staying together is progress, Working together is success. - Henry Ford***

**WATER CONSERVATION & HABITAT DEMONSTRATION GARDEN**

The Chamber dedicated their garden with a water inauguration and by sowing California Poppy seeds. Guests enjoyed treats from Molsberrys Market and Promos Oncall. The garden is sponsored by California American Water Company.

*DP Logan, Logan II Investigations,  
Evan Jacobs, Cal Am, Jerry & Linda  
Hankins & son, Tony Lindstrom, Cal  
Am, Elaine B. Holtz, Pre-Paid Legal,  
guest, Lacy Burdette, Windsor Times,  
Will Brodt, Promos Oncall, Kahleen  
Palmer, Sonoma CONNECTION*

*Photo:  
John Essman, Sonoma CONNECTION*



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SEPTEMBER SOCIAL

OUR SEPTEMBER SOCIAL WAS A FESTIVAL OF GOOD FOOD, WINE AND COMMUNITY!

September's After Hours Business Social was hosted by Airport Express & Aaction Rents. Held at the main office of Sonoma County Airport Express, the venue was sheltered from the warm summer sun by tents from Aaction Rents and tables seated guests comfortably while they enjoyed dinner and announcements. Wine and beverages were served to over 100 guests along with a delicious buffet prepared by KA Restaurant.

Steve Plamann of Aaction Rents introduced his team, including Chris Gaylor and Ignacio Jacinto. Aaction Rents provides rental equipment for contractors, ranchers and home-owners, and delivers! They have five locations throughout Sonoma County. Anthony Geraldini introduced the drivers and staff of Airport Express, including those who have been employed there for over 20 years. Airport Express provides scheduled bus transportation between Sonoma County and Oakland and San Francisco Airports, as well as the Port of San Francisco overnight cruise ships. They also charter buses for local groups to various points of interest. Tony said "We are pleased to add to the vitality of Sonoma County with our great staff".

A new member plaque was presented to Judith Light of Allegiant Family Circle, which provides oversight and care for elders and their family caregivers. They also produce The Elder Care Expo at Wells Fargo Center for the Arts, coming up on October 30th. (see page 4 for more details)

Chamber Ambassador Kathleen Palmer from Sonoma Connection reminded everyone of the upcoming Chamber Water Conservation and Habitat Demonstration Garden Dedication sponsored by California American Water. She announced that there are just a few booths available for the October Chamber Trade Show. Members are encouraged to attend the Trade Show, and to drop a business card at the entrance to win a Members ONLY Raffle Prize.

Tim Campbell of Friendly Feed & Supply addressed the crowd during his Two Minute Showcase. Friendly Feed carries complete lines of feeds and supplies for all pets, birds and animals, and is located at 1000 River Road.

Sonoma County Airport Express added \$100 to the Pot of Gold (this month only) making it \$240.00. The business drawn was Global Medical and Safety. Brad Beedle was unfortunately able to attend the September social. The Pot of Gold payout at the November social hosted by Anytime Fitness will now be increased to \$160.00. The 50 / 50 raffle of \$158.00 was won by Kimberlee Anderson of Assets Insurance and Investments.

Many generous prizes for our business card drawing were donated by Aaction Rents and Sonoma County Airport Express, including wine lots, discount coupons and tickets. Winners included Don Wilson, Ambassador, Jeanne Haddorff, Healthy Are We, Will Brodt, Promos Oncall, Steve Plamann, Aaction Rents, Diane Bowman, Primerica, Marlene Hudson, Spanish Interpreter, Katherine Phillips, Key Properties, DP Logan, Logan LII Investigations, Tim Campbell, Friendly Feed, Daryl Anderson, Wikiup Properties, Jerry Hankins, Hankins Travel, Katherine Navarro Wong, State Farm, Kathleen Palmer, Sonoma Connection and the following staff of SC Airport Express: Mike Pritchard, Alma Rodreguez, Sergil Sevilla, Dinora Rodreguez and Carl Radtke.

The winner of the two minute showcase for the November social was Dan Beck of Beck Law. Congratulations to our winners and thank you to the businesses donating prizes. Thank you to our wonderful hosts from Sonoma County Airport Express and Aaction Rents!

Photos by Sonoma CONNECTION  
More photos at MarkWest.org

contributed by Kathleen Palmer, Ambassador



Kimberlee Anderson, Assets Insurance  
Anthony Geraldini, SC Airport Express



guest, Steve Plamann & Ignacio  
Jacinto Aaction Rents, Sharon  
Albritton, Wedding Minister



Shawna De Grange, Cloverleaf  
Ranch, Chris Gaynor, Aaction Rents



Larry & Linda Hankins,  
Hankins Travel



Tim Campbell, Friendly  
Feed & Supply, Kimberlee  
Anderson, Assets Insurance

**SOCIALS**  
see schedule on page 5

**NEW MEMBERS**

Extended Child Care Coalition  
 Missy Danneberg, Exec. Director  
 Sheri Kemper, Program Director  
 1745 Copperhill Pkwy #5  
 Santa Rosa CA 95403  
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 missy@extcc.org  
 extcc.org

SolarCraft  
 Kim Burnett  
 285-D Bel Marin Keys  
 Novato CA 94949  
 (415) 382-7717  
 kburnett@solarcraft.com  
 solarcraft.com

**FORMATION OF THE MARK WEST COMMUNITY SERVICES DISTRICT APPROVED BY SONOMA LAFCO**



**CORPORATE SPONSOR RENEWAL**

River Rock Casino 2003

**RENEWALS:**

Benjamin Tire & Brake 1993  
 Hankins Travel 2008  
 Postal Plus 2008  
 HR to GO 2009  
 Windsor Times 2009

**ALLEGIAN Family Circle JOINS THE CHAMBER**

Allegiant Family Circle provides oversight and care for elders and their family caregivers. They also produce The Elder Care Expo at Wells Fargo Center for the Arts - a day of education, information, products and services to support the independence, health and well-being of our Elders: theeldercareexpo.com

This year the Expo is on October 30 - please see the attached flyer for details! If you are interested in being an Exhibitor, call 707-528-7030, 877-320-7030, or email info@allegiant.us Welcome Judith and your team!



*Judith Light of Allegiant Family Circle receives her new member plaque from Anthony Gerald*

The Sonoma Local Agency Formation Commission (Sonoma LAFCO) formally considered the formation of the **Mark West Community Services District** on the afternoon of Wednesday, September 1, 2010. Since the Commission had conducted a public hearing in July, the item was placed on the consent calendar and approved unanimously. LAFCO Chair Paul Kelley congratulated the community services committee for the successful work that resulted in a positive vote.

The next step in the process is the requirement for LAFCO to conduct a protest hearing. The protest hearing is being scheduled for Wednesday, November 3, 2010, at 2:00 PM in the Board of Supervisors Chambers. The hearing, as required by law, is solely for the purpose of receiving protests to the formation of the district. If the protest hearing is successfully completed, the proposal will be sent back to the Board of Supervisors for the calling of an election on district formation. The date of the election will be determined as required by state statute.

If approved by the voters, the MWCS D would become a legal public entity on July 1, 2012, and would initially become the agency responsible for street lighting in the community. Other services could be added to the jurisdiction of the MWCS D at a later date.

There will be an ongoing need for public participation as the formation process continues. Anyone desiring to be involved can send a message to: [mwcsd@markwestcsd.org](mailto:mwcsd@markwestcsd.org)

*contributed by Doug Williams, RVFD, Mark West Community Services Committee*

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**Sonoma CONNECTION**  
 John Essman  
 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, 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...

OTHER CHAMBER EVENTS

Tuesday, October 12
Wine Country Harvest Faire
Business Showcase & Silent Auction 4:00-8:00pm
Location: Wells Fargo Center for the Arts, Santa Rosa
Register NOW: markwest.org or call 578-7975!
Attend for a chance at our MEMBERS ONLY RAFFLE!

Friday, October 29
Ribbon Cuttings 4:00pm
Computers Can Work
Location: Chamber Office - 4787 Old Redwood Hwy.

CHAMBER MEETINGS

Tuesday, October 12
Board of Directors
11:30am - 1:00pm
Grace Fellowship

Tuesday, October 5
Ambassadors
4:45pm - 5:30pm
Chamber Office

MEMBERSHIP DIRECTORY

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



Call the office at 578-7975, email office@markwest.org, or purchase online.

Members - please check your directory information at 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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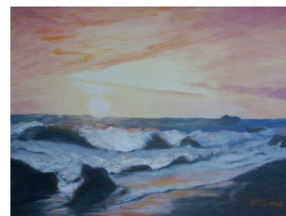
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Heather P. McConnell



oceanpainterchick@yahoo.com
www.oceanpainterchick.com

www.oceanpainterchick.com

**RINCON VALLEY  
FIRE CHIEF  
HONORED**

**Chief Doug Williams  
was recognized for  
his work on the local  
and state level**

*by Matthew Hall,  
Windsor Times Editor  
September 29, 2010*



*Congratulations Doug,  
and THANK YOU for all  
you do for the Chamber  
and our Community!*



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

Rincon Valley Fire Protection District Fire Chief Doug Williams has been named California's Fire Chief of the Year by the California Fire Chief's Association.

Sebastopol Fire Chief John Zanzi nominated Williams for the award and said Williams was extremely deserving of the award.

"Doug and I have worked together for about 25 years and in that time he has just been one of the true leaders of the Sonoma County Fire Service," said Zanzi.

The award recognized Williams for several reasons including long-term advocacy of fire prevention, creating partnerships with others, being active at a local, state and national level, involvement in community based organizations and other notable accomplishments.

Zanzi said Williams had been instrumental in creating a joint fire/EMS dispatch center and that the work continued to create positive impacts.

"It's really paid off in areas we never imagined we'd get a payoff in. With our mutual aid system, it makes all of us work much more closely aligned together."

**On a local level, Williams has been a strong presence in the Mark West Area Chamber of Commerce serving as a Director and Past President.** He has also worked with groups at the state and local levels to help foster stronger fire protection measures.

Zanzi praised Williams' work with local building associations and said Williams was the first fire official to lead the Redwood Empire Association of Code Officials. "He's really done a great job of collaborating with others that we wouldn't normally collaborate with."

In a written statement Darrel Mead, Board Chairman, RVFPD Board of Directors stated, "Chief Williams is a true leader in the fire service and our entire organization is very proud of him. This award only supports what we have known for years; Doug is highly respected by his peers and is a true change-agent in the fire service."

Zanzi said Williams has become a go-to resource for other members of the fire service in Sonoma County. "He's really kind of a problem solver for us. When a tough situation arrives about fire or EMS delivery, Doug's the one that's there and holds it together."

Rincon Valley is the largest district by population in Sonoma County and remains fiscally stable despite a diverse mix of open space, residential, commercial and industrial areas. Zanzi said Williams selection reflected positively on the entire county. "We're really proud of the fact that he won," he said. "It's the first time a chief in Sonoma County has won the award."

*The Fire Chief of the Year award is named for Ronny Jack Coleman, a retired fire chief and international leader in the fire service. This year two awards were presented, with the second award presented to Chief John Hawkins, CalFire - Riverside.*

YOUR AD HERE!

6 months \$107.50

1 year \$200



David Hartman

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!*

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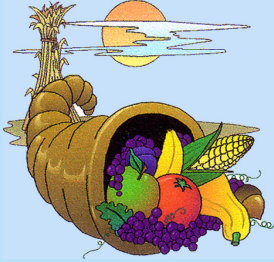
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# Mark West Area Chamber of Commerce and VISITORS CENTER



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



## WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE & SILENT AUCTION

Tuesday, October 12

4:00 - 8:00 pm

Wells Fargo Center

50 Mark West Springs Rd

**BRINGING BUSINESS & THE COMMUNITY TOGETHER!**

Our 21st Annual Harvest Faire & Business Showcase is Tuesday October 12th!

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*Open to the  
Public!*

# *Wine Country Harvest Faire*

*Trade Show & Silent Auction*

*Tuesday, October 12, 2010 4 - 8 PM*



*for Grand Raffle Prizes*

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*Prizes Drawn Every Hour \**



*\* you need NOT be present to WIN!*

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*707 578-7975 Email: office@markwest.org*

*Please call the Chamber or visit*

*www.MarkWest.org for more info*

# The Elder Care Expo

presented by

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**Saturday, October 30, 2010 from 9 a.m. to 5 p.m.**

Promote your company at this premier Elder Care Expo of the North Bay. Enhance visibility among the growing Elder population, their families and friends. \* Billboards go up at the end of September. \* Over 10,000 complimentary admission tickets will be distributed to key companies, senior centers and exhibitors in over 3 counties. \* Ads in *The Chronicle* and *The Press Democrat* in October. \* A Bay Area wide PR campaign in October

At

**WELLS FARGO CENTER**



**FOR THE ARTS**

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

**707-528-7030**