

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

September 2011
Volume XXV Issue 9

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

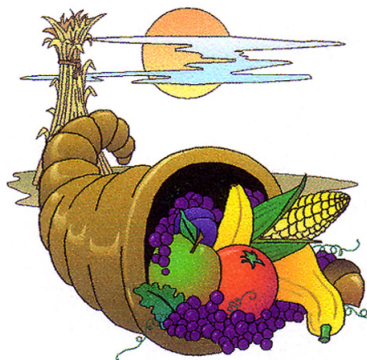
4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403
Office Hours: Mon - Thurs 10am - 3pm

707.578.7975
www.markwest.org
office@markwest.org

WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE JOIN US ON WEDNESDAY, OCTOBER 5 4:00 - 8:00 PM

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

This free event showcases businesses while the public enjoys complimentary food and Sonoma County wines and beverages. We usually have over 1000 visitors to this popular annual community event. **SHOWCASE YOUR BUSINESS** at our member prices and take advantage of this Chamber benefit!



For information call the Chamber: 707 578-7975
or email: office@markwest.org

Purchase Your Tradeshow Booth Online NOW:
<http://www.markwest.org>

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

Member's Price:
4' Table= \$250.00 8' Table= \$350.00

Non-Member's Price: *(includes 1 year membership)*
4' Table= \$375.00 8' Table= \$475.00

There are only a few booths available so contact us now for the best choice!

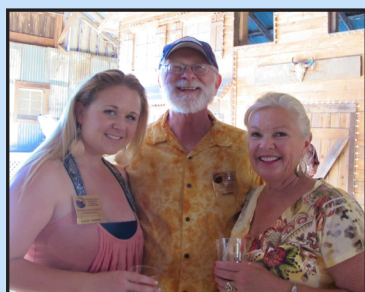
IT'S GETTING CLOSER

It's getting closer - only one month to go until the 22nd Annual Wine Country Harvest Faire & Business Showcase happening Wednesday October 5, 2011 4:00pm - 8:00pm at the Wells Fargo Center for the Arts.

Time to start planning your booth and presentation.

Here are some suggestions to start the process.

continued on page 4



August Social hosted by
Cloverleaf Ranch

page 3

UPCOMING EVENTS:

next **AFTER HOURS BUSINESS SOCIAL** hosted by

AACTION RENTS & CALAM WATER
1000 River Rd., Fulton

Thursday, September 8
5:30 pm - 7:30 pm

WINE COUNTRY HARVEST FAIRE Wednesday, October 5
BUSINESS SHOWCASE & SILENT AUCTION 4:00 to 8:00 pm
Wells Fargo Center for the Arts
50 Mark West Springs Road, Santa Rosa

SHOW SPONSOR



Wednesday, October 5
4:00 - 8:00 pm



WELLS FARGO CENTER FOR THE ARTS

50 Mark West Springs Road
Santa Rosa





Brian Molsberry,
Molsberry Markets,
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 September 13 at Grace Fellowship 608 Larkfield Center 11:30 am - 1:00 pm

Want to keep abreast of important information pertinent to local business issues?

Visit:
sonoma-county.org/edb

PRESIDENT'S MESSAGE:

Hi Everybody!

Well with Labor Day passing, the children are back to school full time. The days are growing shorter. It's starting to feel like the end of summer. I hope everybody had a wonderful summer!

The Trade Show is a month away Oct. 5th from 4-8 p.m. Get signed up now for a great opportunity to showcase your business. You can sign up by calling the office at 578-7975 or on-line at www.markwest.org.

Sorry I missed the last social at Cloverleaf Ranch. I was on a mountain bike trip with my son Shawn at Northstar Ski Resort. I hear the social was great. If it was anything like the dinner I'm sure Shawna and her staff did a wonderful job.

The next month's social is being hosted by California American Water Company and Aaction Rents to be held on September 8th at Aaction Rents on River Road.

See you there....

Brian Molsberry

RECOGNIZATION - MEMBER TO MEMBER

What a wonderful Chamber we all belong to. What makes it so wonderful is the people and the businesses that are members.

Far too often we never take the time to acknowledge members and the services they provide. For me, these past few months, I have had a need for services and decided, before I went anywhere else, to check with our members to see who might be able to take care of what I needed.

Once I did that, and got satisfaction, I recognized, as Chamber Members, we do not know too much about our members or who has utilized their services. With this thought in mind I have developed this new Blog post called **Recognition - Member to Member**. I truly hope it inspires all of us to let me know who you have done business with and what the service was like. During the past few months, I have needed services and I thought I would start the ball rolling.

Also, when you submit a name and experience, we will mention your business as well. It is my hope that we can both support and help our members generate more business for one another. After all, what better way is there to make a decision about a business than to hear about it straight from the customer's mouth.

Special Acknowledgement to: **Larsen Automotive** - for making my car safe by putting in new front brakes at an affordable price. I have used Larsen before and find they provide excellent service, and provide a loaner car along with always going over the bill with me several times to make sure what I am being charged for.

continued on page 4

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**AUGUST
BUSINESS AFTER
HOURS SOCIAL**

SOCIAL HOSTED BY CLOVERLEAF RANCH

August's Business After Hours Social was hosted by Cloverleaf Ranch, located at 3892 Old Redwood Hwy. in Santa Rosa.

Shawna De Grange and her wonderful staff at Cloverleaf Ranch put together a selection of local wines and treated us to pizza, salad, and a tasty noodle dish.

Shawna talked about the history of the ranch and her family's commitment to providing a wonderful experience for their visitors and campers. "Our 160 acre ranch, established in 1947, is a beautiful facility. We offer riding lessons, horse boarding, facility rentals, and a summer camp program. Also call us for a wedding location. Our summer camp program offers over 25 activities that are available year round for customized events. Join us for horse backriding, swimming, archery, team sports, our Ropes Course and so much more."

Cloverleaf Ranch recently hosted the Chamber's Annual Installation Dinner and gave us a great dinner complete with appetizers and dessert, as well as dancing in the barn!

The business drawn for the Pot of Gold was IMS Int'l Monetary Systems. Unfortunately, Paul Garrett, Broker, was not present to claim the prize. The Pot of Gold payout at the September 8 social hosted by California American Water and Aaction Rents will increase to \$120.00. *A member of your business must attend the social to win the Pot of Gold!*

The 50 / 50 raffle of \$35.00 was won by a Cloverleaf Ranch member.

Thanks to Cloverleaf Ranch and Sonoma County Airport Express for donating prizes for the business card drawing. Winners were Jim Bajgrowicz, consultant, and Peter Lescure, Lescure Engineers.

Congratulations to all of our winners and thanks to the team at Cloverleaf Ranch for great social!

contributed by Kathleen Palmer, Ambassador



Shawna De Grange, Cloverleaf Ranch, Lacey Burdette, Windsor Times & 50/50 winner



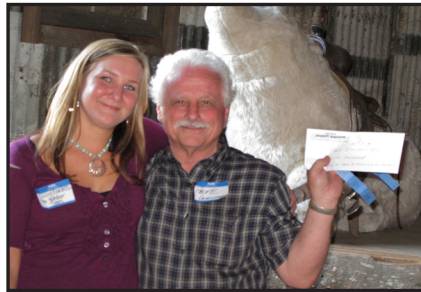
Aggie Maggio, Coldwell Banker, Jerry Hankins, Internet Sales



Steve Plamann, Aaction Rents, Virginie Dorn, Santa Rosa Copy



Shawna & Ginger De Grange, Cloverleaf Ranch, John Essman, Sonoma CONNECTION



Lacey Burdette, Windsor Times, Peter Lescure, Lescure Engineers



Kimberlee Anderson, Assets Insurance, Kathleen Palmer, Sonoma CONNECTION



Tony Lindstrom, Cal Am Water, Phil Essner, Essner Tree Service, Marc Durand, Naturalight Solar, Inc.



Paul Erickson, Real Estate Appraisals, Gil Hawkins, California Hawk Wealth Mgt., Dorothy Erickson, Real Estate Appraisals, Laura Buhner, Exchange Bank

SOCIALS
see schedule on page 5

WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE & SILENT AUCTION

Wednesday, October 5
4:00 - 8:00 pm

SHOW SPONSOR



50 Mark West
Springs Road
Santa Rosa

NEW MEMBERS:

California Hawk Wealth Mgt.,
2625 Piner Rd,
Santa Rosa, CA 95401
Gilbert Hawkins
Phone: (707) 575-7747
Fax: (707) 575-0510
Email: thehawk@californiahawk.com
Website: californiahawk.com

Pronoeo Insurance Agency, LLC
PO Box 2593
Santa Rosa, CA 95405
Karen Ball
Phone: (707) 293-6108
Fax: (707) 573-3839
Email: karen@pronoeo.net
Website: pronoeo.net

RENEWALS:

Benjamin Tire & Brake	1993
Golden Bear Financial	1993
Healthy Are We	2006
Extended Child	2010
Care Coalition	

Thank You!

IT'S GETTING CLOSER

continued from page 1

Start planning who is going to staff your booth and what their hours are. Prepare an outline of what your expectations are while they are at the booth i.e. hours, giveaways and collections of leads via signup sheet or collecting of business cards. Make sure everyone understands what the goals for the event are. Get your staff involved in the planning of the booth, this helps develop teamwork and excitement. Will they need badges?

If you plan to use giveaways in your booth, what's your strategy? An effective promotional giveaway should reinforce your company's image and message in addition to supporting your communications goals at the show. With budgets tight, no one can afford to waste money on a gift that doesn't fulfill objectives. So before you order those coffee cups, pens or key change, a quick review of the desired results might be in order.

1. Do you have a new product or service and you want everyone in attendance to know about it? Choose a giveaway you can give to visitors you come in contact with.
2. Want to pull your primary prospects to your booth? Try sending a post card inviting them to your booth. Let them know there are discounts if you buy onsite.
3. Want prospects to buy on site? Provide a show special for on-site orders with discounts.

4. How about lead cards? Offer a giveaway for those visitors who fill them out or sit through a presentation or demonstration. A sign always helps in announcing show specials.

The Harvest Faire and Business Showcase is an opportunity to see your customers and to meet new customers along with gathering leads. It is also a time to have fun, to show off new products and to be part of our business community. One never knows who they might meet or how many new customers will be generated unless they are part of the faire. If you have not secured your booth I suggest you do it now. Don't miss out on the FUN.

Suggestion: Send out a special invitation to your friends and clients to see you at the Trade Show. The personal touch always helps business!

Looking to seeing everyone at the Trade Show. For all those participating at the end of the show you will be getting a special handout on Trade Show Followup Techniques.

Respectfully submitted by: Elaine B. Holtz - Norton & Holtz Business Solutions

RECOGNIZATION - MEMBER TO MEMBER

continued from page 2

Aaction Rents - Steve Plamann - I was having some tree services done and needed some special equipment. They were able to take care of the provider in a timely fashion and allowed for a small discount because I am a Chamber member.

We all need recognition - if you have utilized a chamber member please email me at elaineholtz@sbcglobal.net and let us know about it.

UPCOMING BUSINESS SOCIALS

Thursday, September 8 5:30-7:30pm
Hosted by California American Water & Aaction Rents
Location: Aaction Rents, 1000 River Rd., Fulton

Thursday, October 13 5:30-7:30pm
Hosted by Anytime Fitness
Location: 490 Larkfield Center, Santa Rosa

Thursday, November 10 5:30-7:30pm
Hosted by Extended Child Care Coalition
Location: 1745 Copperhill Parkway, Suite #5, Santa Rosa

Thursday, December 8 5:30-7:30pm
Hosted by Molsberry Markets, Inc. & Exchange Bank
Location: 500 Larkfield Center, Santa Rosa

Sign Up NOW for 2012 Socials
- dates are filling up - schedule yours NOW!

If you are a member interested in hosting a Business After Hours Social, please contact Kimberlee Anderson, 546-8020, email assetsinsurance@gmail.com, or visit our Calendar of Events page at markwest.org.



Interested in joining our Ambassador Club? Contact Kim Anderson Assets Insurance 546-8020 assetsinsurance@gmail.com

WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE

Wednesday, October 5 4 - 8 pm
Hosted by 60+ Local Businesses
Location: Wells Fargo Center for the Arts
50 Mark West Springs Road Santa Rosa



HOLIDAY TREE LIGHTING

Wednesday, December 7 6:00-7:00pm
Hosted by the Mark West Area Chamber
Location: Larkfield Center in front of Molsberrys Market

CHAMBER MEETINGS

Tuesday, September 13 Board of Directors
11:30am - 1:00pm
Grace Fellowship

Thursday, September 8 Ambassadors
4:00pm - 5:00pm
Chamber Office



MEMBERSHIP DIRECTORY 2011

Our new membership directory has been printed. A Chamber volunteer will be contacting you to deliver your copy.

Use your directory to find Chamber businesses who offer the services you need, and who may be a prospective customer for you!



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Sonoma CONNECTION

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Kathleen Palmer
P O Box 1381
Healdsburg, CA 95448
(707) 433-8774

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www.sonomaconnection.com

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Anne Martin, Vice President of Retail and Operations, Goodwill Industries

2011 ECONOMIC DEVELOPMENT BOARD WINE INDUSTRY INSIDER

Prepared for Sonoma County Economic Development Board

SONOMA COUNTY FREE BOOKMOBILE

Free Bookmobile receives over 5,000 children's books!

GOODWILL INDUSTRIES WELCOMES ANNE MARTIN

Goodwill Industries of the Redwood Empire is pleased to announce that Anne Martin joined the organization on June 6 as Vice President of Retail and Operations. Anne previously served as Vice President of Operations and Sales for Goodwill of Orange County where she took their retail store revenue from \$7.2 million to \$36 million annually. Among her other achievements was the development of Orange County's E-Commerce business, ranking #1 in sales-per-square foot among all Goodwill's nationally within their size, and development of their e-Waste recycling program. Anne has received a number of distinguished awards from Goodwill International including Outstanding Retail Excellence and Outstanding Operations.

Anne holds a B.S. degree from the University of Wisconsin-Stout, Menomonie, WI and an MBA from the University of Phoenix, Tucson, AZ.

We are excited to have Anne join our team, and look forward to her contributions to our organization!

contributed by Stephanie Munson, Goodwill Industries

The Sonoma County Economic Development Board is pleased to present the 2011 Economic Development Board Wine Industry Insider, which gives a general overview of Sonoma County's wine industry. This report outlines recent industry performance, industry drivers, expenses, risks and profitability.

Highlights include:

- Wine consumption in the U.S. grew by 2% in 2010 to pre-recession levels, sales increases were largely concentrated below the \$25 a bottle price category, limiting the benefit from producers of high-priced wines.
- Falling wine inventories caused by severe weather in 2010 is a key positive price driver for wineries. Growing price stability will allow a recovery to finally begin to take hold in the wine industry.
- The wet winter, with rainfall 30% higher than normal, ended drought conditions and will temporarily help wine grape growers cope with increasing limitations on water use.
- Overall, the long term outlook for the wine industry is positive. This is particularly because demographic trends suggest that the consumer market will remain strong.

To see the report in its entirety, please see:

http://edb.sonoma-county.org/documents/2011/wine_industry_insider_2011.pdf

Thank you for your interest in the Economic Development Board's research. For additional information, questions, comments, or suggestions please contact us at (707) 565-7170 or visit www.sonomaedb.org.

Ben Stone, Economic Development Board

In a testament to the generosity of Sonoma County residents, the First Annual United Way Children's Book Drive netted 5,118 books for needy kids and teens! The books come at the perfect time. Our direct outreach to low-income children's programs really took flight beginning in July. Many of these youth have few, if any, books in their homes. But when they see the high quality titles they can choose on board the Free Bookmobile, their eyes light up. "It's better than ice cream in their minds," said one happy mom. We are helping shift the culture with enhanced access to knowledge!

Glen Weaver, Director, Sonoma County Free Bookmobile, sonomacountybookmobile.org

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
 You can pay online @ <http://markwest.org/payment/>

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

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)	

You can pay online @ <http://markwest.org/payment/>



LARKFIELD
Body & Paint

David Hartman

15 Lark Center Drive 707-546-5717
 Santa Rosa, CA 95403 FAX 707-546-0902

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 John Essman Sonoma CONNECTION
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VP Community Services, Membership
 Patricia Dearmin 539-4945

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Mark West Area Chamber of Commerce and VISITORS CENTER



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

AFTER HOURS BUSINESS SOCIAL

Thursday, September 8
5:30- 7:30pm

Hosted by
CALIFORNIA AMERICAN WATER & ACTION RENTS
1000 River Rd., Fulton

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

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

MORE PHOTOS NEXT MONTH!



Raffle Prizes

Raffle Winner

Locals Attend

Silent Auction

Food & Drinks

Thank You to Our Corporate Sponsors!



22nd Annual Wine Country Harvest Faire Business Showcase & Silent Auction



Wednesday, October 5, 2011 4 – 8 PM

presented by the
Mark West
Area Chamber
of Commerce &
Visitors Center



Exhibits, Entertainment, Networking

FUN, FOOD & WINE

Please call the Chamber at 578-7975 or
visit www.MarkWest.org to participate.

Join us at the



**WELLS FARGO
CENTER FOR
THE ARTS**

Company _____
 Contact _____
 Address _____
 City/State/ZIP _____
 Phone/FAX _____
 Email _____

Check payable to: Mark West Chamber
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 Please charge my VISA/MASTERCARD

Card # _____
 Exp Date _____ Ver # _____
 Signature _____

	Members	Non-Members
4' Table	\$250	\$375*
8' Table	\$350	\$475*

(50% deposit required
to reserve a space)

(* includes 1 Year
Membership)

Booth Fee includes display space, table, 2 chairs,
tablecloth, and exhibitor ribbons.

Electricity available on request, at no additional charge.

Reserve Your Space NOW!

Table Location

1st Choice _____ 2nd Choice _____

4' Table 8' Table

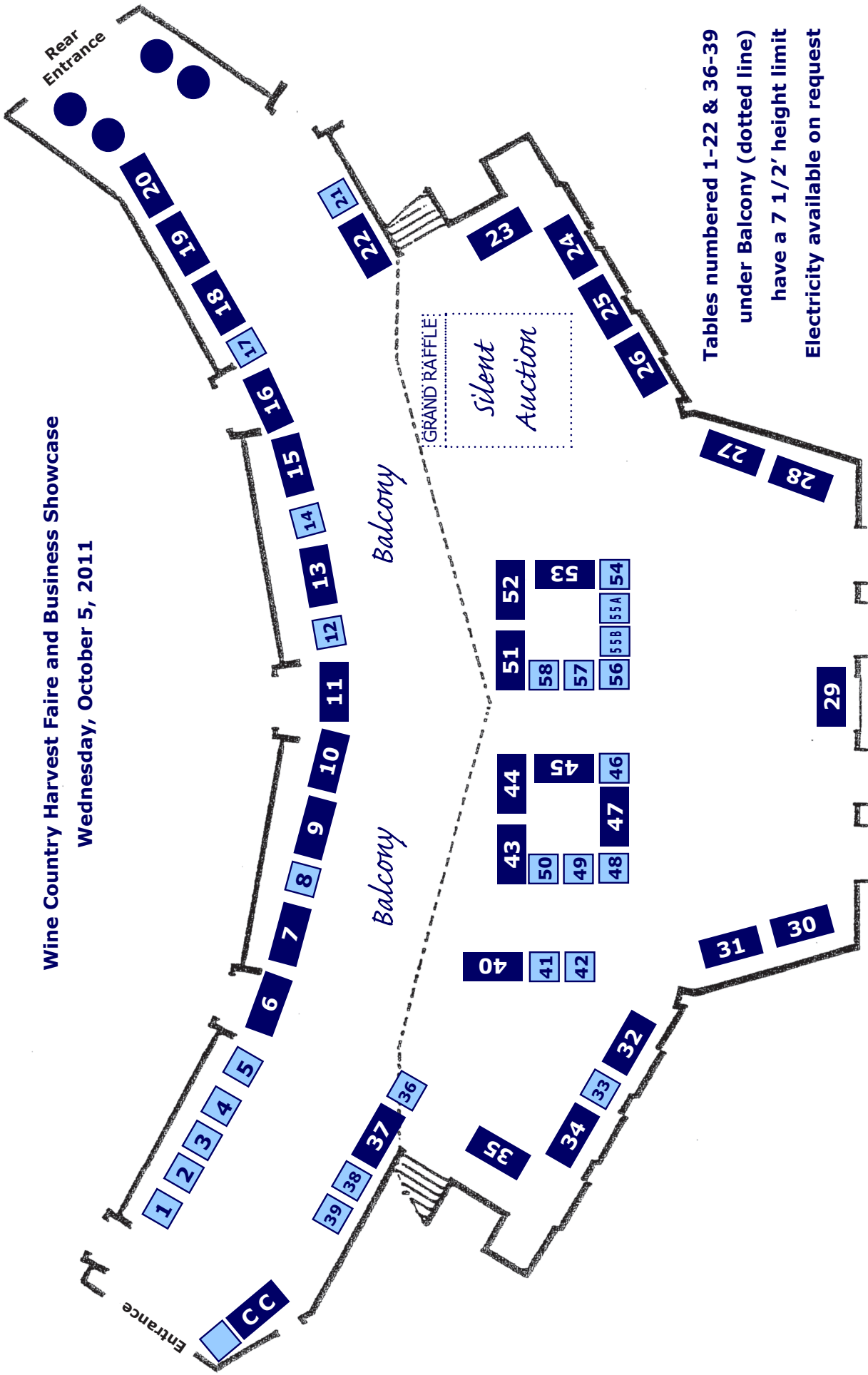
Check if table not needed
(see back for height restrictions)

YES, I will donate to the Silent Auction:
item _____ value \$ _____

Corporate Sponsorships Available.
Ask for Details.

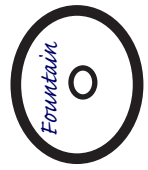
Mail: MWACC, 4787 Old Redwood Hwy, Suite 101, Santa Rosa, CA 95403 FAX: 707 578-0397

Wine Country Harvest Faire and Business Showcase
Wednesday, October 5, 2011



Tables numbered 1-22 & 36-39
 under Balcony (dotted line)
 have a 7 1/2' height limit
 Electricity available on request

4' table
 8' table



Patio

Patio