

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

September 2012
Volume XXVI Issue 9

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

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

707.578.7975

Office Hours: Tues - Thurs 10am - 3pm

www.markwest.org

office@markwest.org

WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE
JOIN US ON WEDNESDAY, OCTOBER 3, 2012 4:00 - 8:00 PM
 Wells Fargo Center for the Arts, 50 Mark West Springs Road, Santa Rosa, CA

This free event showcases YOUR BUSINESS while the public enjoys complimentary food and Sonoma County wines and beverages, shops our extensive Silent Auction and plays in our Grand Raffle for a Vacation Prize. Over 1000 visitors attend this popular annual community event. SHOWCASE YOUR BUSINESS at our member prices and take advantage of this Chamber benefit!



Wednesday, October 3
4:00 - 8:00 pm

Wine Country Harvest Faire
TRADE SHOW & SILENT AUCTION

Mark West Area Chamber of Commerce and VISITORS CENTER

Wednesday October 3 4-8 p.m.

- FREE ADMISSION
- OPEN TO THE PUBLIC
- FREE FOOD & BEVERAGES
- FREE TICKET FOR \$500 GRAND RAFFLE PRIZE!

Join us at WELLS FARGO CENTER FOR THE ARTS

707.578.7975
markwest.org

BOOTHS AVAILABLE NOW!

CALIFORNIA AMERICAN WATER SHOW SPONSOR

There are still booths available -
 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 for
SHOWCASE TIPS

Member's Price:
 4' Table= **\$250** 8' Table= **\$350**

TELL YOUR FRIENDS AND ASSOCIATES:
 Non-Member's Price: *(includes 1 year membership)*
 4' Table= **\$375** 8' Table= **\$475**



50 Mark West Springs Road
 Santa Rosa



SHOW SPONSORSHIP

Thank you to California American Water Company for sponsoring our tradeshow - again!

Support Your Chamber = Support Your Community!



August Social hosted by Assets Insurance & Investments page 3

UPCOMING EVENTS:

next **AFTER HOURS BUSINESS SOCIAL** hosted by

SONOMA COUNTY SHERIFF
 2796 Ventura Avenue, Santa Rosa

Thursday, September 13
 5:30 pm - 7:30 pm

FALL BUSINESS LUNCHEON
 Sutter Medical Center
 10 Mark West Springs Rd.
 Topic: New Health Insurance Issues

Friday, September 28
 11:30 am - 1:00 pm

WINE COUNTRY HARVEST FAIRE
 Business Showcase & Silent Auction
 Wells Fargo Center for the Arts

Wednesday, October 3
 4:00 pm - 8:00 pm



Shawna De Grange
Cloverleaf Ranch
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 11 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:

Hello! What a fun time of year, summer fading to an end and children back to school. As a child, I remember the anticipation of a new year beginning.

Thank you to Kimberlee Anderson at Assets Insurance and Investments for their wonderful social. The food was phenomenal; great job to Kimberlee and her wonderful staff. As a business owner, insurance can be a frustrating gray area and every time I speak with Kimberlee she makes it educational and approachable. If you have insurance questions, I encourage you to give her a call.

Don't forget... October 3rd is our Wine County Harvest Faire Business Showcase & Silent Auction.

Reasons to go:

- Promote your business
- Learn about great local businesses
- Enjoy some wonderful food and drinks
compliments of Molsberry Markets, Inc. and many local food & beverage vendors
- Get some GREAT items in the silent auction
- Support your local community

I always enjoyed the fall as a child and, like the coming of the new school year, and encourage each of you to try something new... perhaps, something you enjoyed in the past but haven't done in awhile. I'll be signing up for a tennis lesson at Wikiup Tennis and doing ball room dancing. You will find it will energize your work quality and improve your relationships when you invest in "you" time.

Best to you, **Shawna De Grange, President**



MEDIA SPONSORSHIP:

SONOMA FAMILY LIFE

Jolie Cook of Sonoma Family Life Magazine received a membership plaque for the magazine's Media Sponsorship. A Chamber Media Sponsorship provides marketing promotion for our events, including the upcoming tradeshow. Take advantage of this to promote YOUR BUSINESS at the tradeshow! Thank you, Jolie! (see page 6 for details)

**California American Water offers
free rebates, home water surveys
and more.**

**Give us a call at (707) 542-1717 or
email us at Larkfield@amwater.com.**



www.amwater.com



Serving Sonoma County Since 1959

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We offer more to our shoppers.

*Stop by our Gourmet Cheese Counter and
Sample Imported and Domestic Cheese*

522 Larkfield Center, Santa Rosa

707/546-0307

ASSETS INSURANCE & INVESTMENTS TREATS MEMBERS AND THEIR GUESTS TO A FULL BUFFET OF DELICIOUS FOOD AND BEVERAGES!

AUGUST BUSINESS AFTER HOURS SOCIAL

August's After Hours Business Social was hosted by Kimberlee Anderson and her staff at Assets Insurance & Investments at their lovely offices located at 3270 Mendocino, Suite 1B, Santa Rosa. Kimberlee and her staff outdid themselves providing members and their guests with a delicious buffet and beverages.

Chamber Ambassador Kimberlee Anderson, herself, served as Master of Ceremonies for the evening. Kimberlee introduced her staff and talked about her business: "Assets Insurance and Investments, Inc. is a full service insurance agency offering all lines of insurance catering to the needs of our clients. With over 50 insurance companies to choose from, we have the ability and know-how to get you the best coverage available to protect your assets. Let Assets Insurance Agency show you the way to protecting your family's financial future and that of your business as well with 22+ years experience."

Kimberlee provided a shuttle service, Falcon Mike, to bring members to and from their parked vehicles. Thanks Kim and Mike!

A new corporate sponsor plaque was presented to Todd Anderson of Best Western Plus Wine Country Inn & Suites. Thank you to Todd and his terrific team for their support of our Chamber!

We also recognized Best Western Plus again for receiving the annual Business of the Year Award at our Installation Dinner.

Jolie Cook of Sonoma Family Life Magazine received a membership plaque for the magazine's Media Sponsorship. A Chamber Media Sponsorship provides marketing promotion for our events, including the upcoming tradeshow. Take advantage of this to promote YOUR BUSINESS at the tradeshow! Thank you, Jolie!

Chamber President Shawna DeGrange reminded everyone of the upcoming trade show on October 3, and the fall business luncheon coming up on September 28.

The business drawn for the \$60.00 Pot of Gold was Don Wilson, Lifetime Member. Don and his wife Barbara are well-known volunteers who help out at our monthly socials and other events. Congratulations, Don! \$60.00 will now be placed in the pot for the September social. Our 50/50 raffle with \$67.00 was won by Missy Danneberg, Executive Director of Extended Child Care Coalition. Congratulations Missy!

Members donating the many gifts for the business card drawing included Assets Insurance & Investments, Sonoma Family Life and TD & Associates. Winners included Jim Bajgrowicz from The Office of Jim Bajgrowicz, Kathleen Palmer, Sonoma CONNECTION, Dian Nunes, TD & Associates, and Kimberlee Anderson, Assets Insurance & Investments.

Congratulations to our winners and thank you to Assets Insurance & Investments for hosting such a wonderful social.

contributed by Kathleen Palmer, Ambassador



Kimberlee Anderson, Assets Insurance & Investments



Kimberlee and Falcon Mike



Shawna De Grange, Cloverleaf Ranch presents the Business of the Year Award to Todd Anderson and Sherrie Miller of Best Western Plus

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

SOCIALS
see schedule on page 5

A Celebration of Economic Development in Action!



**You're invited to attend the
Mark West Area Chamber of Commerce and Visitors Center
Fall Quarterly Luncheon
Hosted by Sutter Medical Center**

Topic: How The New Health Care Reform Will Affect Your Business

Speaker: Victor McKnight, Edgewood Partners Insurance Center and Health Care Reform Expert.

About the Speaker: An 18 year veteran of the health insurance industry, Victor is a sought after speaker on industry and legislative trends. He makes regular trip to Sacramento and Washington DC to lobby on behalf of sensible health care reform.

**An overview of the progress of Sutter Hospital will be presented by:
Mike Purvis, Chief Administrative Officer**

Date: Friday, September 28, 2012

RSVP at www.markwest.org

Time: 11:30-1pm (lunch will be provided)

Sutter Hospital has graciously donated lunch. Luncheon will be **free** to members and **\$10.00** for non members.

Where: New Hospital Site @
10 Mark West Springs Road
(trailer on east side of main entrance
- look for Sutter Tour Signs)

Tours of the hospital site will be available after 1pm.

Since this is an **active construction site**, the following safety practices will need to be followed to make your tour enjoyable and safe:

- Please wear closed toed shoes with a low heel as the ground can be uneven.
- You will be required to wear protective eye glasses, safety vest and hard hat – all of which will be provided.
- There is no drink or food allowed on the construction site.
- Please stay with your tour leader as you walk the site.

UPCOMING BUSINESS SOCIALS

Thursday, September 13 5:30-7:30pm
 Hosted by **Sonoma County Sheriff**
 Location: 2796 Ventura Avenue, Santa Rosa

Thursday, October 11 5:30-7:30pm
 Hosted by **Windsor Times**
 Location: 9025 Old Redwood Hwy., Windsor

Thursday, November 8 5:30-7:30pm
 Hosted by **Anytime Fitness**
 Location: 490 Larkfield Center, Santa Rosa

Thursday, December 13 5:30-7:30pm
 Hosted by **Exchange Bank & Molsberry Markets**
 Location: 500 Larkfield Center, Santa Rosa

CHAMBER MEETINGS

Tuesday, September 11 Board of Directors 11:30am - 1:00pm Grace Fellowship	Thursday, September 13 Ambassadors 4:00pm - 5:00pm TBA
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WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE

Wednesday, October 3, 2012 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 5 6pm
 Location: Larkfield Center, Santa Rosa



Interested in having a Chamber Ribbon Cutting?
 Contact Susan Lindstrom
 GuardianCaregivers.Net
 susan@guardiancaregivers.net

Interested in joining our Ambassador Club?
 Contact Anthony Gerald
 Sonoma County Airport
 Express 837-8700

CHAMBER BUSINESS LUNCHEON

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Sonoma CONNECTION
 John Lissman
 Kathleen Palmer
 PO Box 1381
 Healdsburg, CA 95448
 (707) 433-8774
 info@sonomacconnection.com
 www.sonomacconnection.com

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 Digital Photography • Photoshop • Graphic Design

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Visit MarkWest.org for SHOWCASE TIPS

WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE WEDNESDAY, OCTOBER 3 4:00 - 8:00 PM

CORPORATE SPONSOR RENEWALS

River Rock Casino 2003
Airport Express 2007

MEMBER RENEWALS

Alliano Enterprises 2007
Postal Plus 2008
Eichler's Auto & Truck Repair 2010
AJPrinting&Graphics 2009
Norton & Holtz 2009
Business Services
Regina Pestell 2006
Structural Engineers
California Hawk 2011
Wealth Mgt

NEW!

PLATINUM CORPORATE SPONSORSHIPS

AND

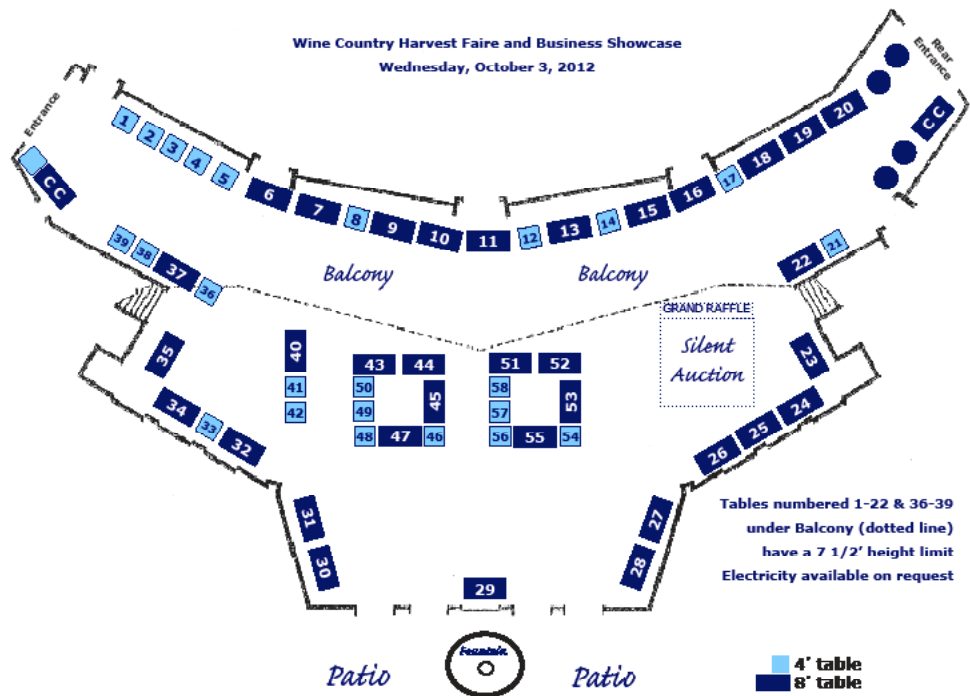
MEDIA SPONSORSHIPS

AVAILABLE NOW!

WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE JOIN US ON WEDNESDAY, OCTOBER 3 4:00 - 8:00 PM
Wells Fargo Center for the Arts, 50 Mark West Springs Road, Santa Rosa, CA

For information call the Chamber: 707 578-7975 or email: office@markwest.org
Purchase Your Tradeshow Booth Online NOW: <http://www.markwest.org>

Member's Price: 4' Table= \$250 8' Table= \$350
Non-Member's Price: 4' Table= \$375 8' Table= \$475 (includes 1 year membership)



PLATINUM CORPORATE OR MEDIA SPONSORSHIPS

- INCLUDES:**
- One Year Chamber Membership**
 - Annual Membership Dinner for two**
 - Corporate logo displayed on Tri-fold at all Chamber functions**
 - Listed in Monthly Newsletter & Membership Directory**
 - Chamber Website: markwest.org**
 - (Banner on each page, special mention on Sponsorship page, and special placement ads on Tradeshow & Calendar of Events pages)*
 - A press release to announce your community support!**
- Advertising:*
- Business Card sized ad in Newsletter** value \$200
 - Half Page Ad in printed Directory** value \$200
 - 8' Trade Show Booth** value \$350
 - Additional special placement ads on website** value \$250
- (On Trade Show and Event pages)*

ALL FOR \$1625 IN CASH OR TRADE FOR SERVICES
Contact Treasurer John Essman 707 433-8774 john@sonomaconnection.com

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/>



OFFICERS

President
 Shawna DeGrange Cloverleaf Ranch
 545-5906 cloverleafbranch@hotmail.com

Past President
 Brian Molsberry Molsberry Markets, Inc.
 546-5041 Molsberry522@sbcglobal.net

Corporate Secretary
 Doug Williams Rincon Valley Fire District
 539-1801 dwilliams@rvfire.org

Corporate Treasurer
 John Essman Sonoma CONNECTION
 433-8774 john@sonomaconnection.com

VP Business Services
 Elaine B. Holtz Norton&HoltzBusinessSolutions
 527-5987 elaine@nortonholtz.com

VP Community Services, Membership
 Patricia Dearmin 539-4945

VP Public Relations
 Will Brodt ADT Security Services
 539-5133 will@grafixoncall.com

DIRECTORS

James Bajgrowicz Office of James Bajgrowicz
 235-9774 jim Bajgrowicz@gmail.com

Laura Buhner Exchange Bank/Larkfield
 524-3077 buhnerl@exchangebank.com

Susan Lindstrom GuardianCaregivers.Net
 328-2588 guardiangivers@gmail.com

Stephanie Munson Goodwill Industries
 523-0550 ext. 213 smunson@gire.org

Steve Plamann Aaction Rents
 838-4373 stevep@aactionrents.com

Sue Sloat Mark West Union School District
 524-2970 ssloat@mwusd.org

HEAD AMBASSADOR

Anthony Gerald SC Airport Express
 837-8700 tony@airportexpressinc.com

OFFICE VOLUNTEERS

Patricia Dearmin Jim Bajgrowicz
 578-7975 office@markwest.org

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

Wednesday, October 3
4:00 - 8:00 pm

AFTER HOURS BUSINESS SOCIAL

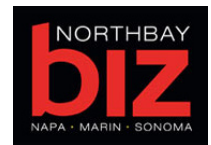
Thursday, September 13
5:30- 7:30pm

Hosted by
**SONOMA COUNTY
SHERIFF**
2796 Ventura Avenue,
Santa Rosa

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

Reserve your booth for our 23rd Annual Harvest Faire & Business Showcase October 3, 2012!

Thank You to Our Media Sponsors!



Thank You to Our Corporate Sponsors!



RIVER ROCK CASINO
ALEXANDER VALLEY



Wine Country Harvest Faire

TRADE SHOW & SILENT AUCTION

Mark West Area
Chamber of Commerce
and VISITORS CENTER



Wednesday
October 3
4–8 p.m.

Join us at



WELLS FARGO
CENTER FOR
THE ARTS

- FREE ADMISSION
- OPEN TO THE PUBLIC
- FREE FOOD & BEVERAGES
- FREE TICKET FOR \$500 GRAND RAFFLE PRIZE*!

**Need not be present to win*

707.578.7975
markwest.org

**BOOTHS
AVAILABLE
NOW!**


CALIFORNIA
AMERICAN WATER
SHOW SPONSOR



23rd Annual Wine Country Harvest Faire Business Showcase & Silent Auction



Wednesday, October 3, 2012 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.

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

purchase now for first
choice of booth location!

(* 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)

Company _____

Contact _____

Address _____

City/State/ZIP _____

Phone/FAX _____

Email _____

- Check payable to: Mark West Chamber
- Pay Online: MarkWest.org
- Please charge my VISA/MASTERCARD

Card # _____

Exp Date _____ **Ver #** _____

Signature _____

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

Corporate Sponsorships Available.
Ask for Details.

Join us at

**WELLS FARGO
CENTER FOR
THE ARTS**



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