

# Mark West Area Chamber of Commerce and VISITORS CENTER



**The Lark**

**April 2008**  
Volume XII Issue 4

*BRINGING BUSINESS & THE COMMUNITY TOGETHER!*

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403 707.578.7975  
Office Hours: Mon - Thurs 1 - 4pm www.markwest.org markwest@markwest.org

## GET YOUR AD IN OUR NEW MEMBER DIRECTORY!

This year, the Chamber Member Directory will get more exposure than ever before - because of our new Visitors Center! Get your ad now! Please contact the Chamber office at 578-7975 to order your ad space.

The Chamber will be printing the 2008 Membership Directory soon. Members will be listed by business category and alphabetically. If you haven't already, please check the online member directory to be sure your category, info & business description is correct: [www.markwest.org](http://www.markwest.org)

Advertising is available for members - Business card size ads are \$75, 1/2 page ads \$180 and full page ads \$225. Inside Cover & Inside Back Cover ads are \$275, the Back Cover Ad is \$300 - these are usually the first to sell!



2008  
Member Directory

## MEMBER PROFILE: SONOME TOURS

SonoME is an abbreviated way of saying Sonoma County and ME (and that could be you!). SonoME Tours will guide you in creating your own day in Sonoma County with only your friends and family on board. You never have to share with strangers. You are not locked into a tight itinerary. You just watch your day unfold in front of you. Let SonoME Tours help you experience your very own SonoME adventure.

**SERVICES:** Our service is exclusive and therefore limited to one service per day. Please make your reservations as early as possible. Seniors (55 and older) get a 20% discount all the time. We accept all major credit cards. Gift certificates are available..



Matthew Hook of  
SonoME Tours

*continued on page 6*



March Social hosted by  
GRP Wealth Strategies  
Group.

*more on page 3*

## COMMUNITY CALENDAR

**AFTER HOURS BUSINESS SOCIAL** April 10, 5:30 - 7:30pm  
hosted by  
**SONOMA COUNTY AIRPORT EXPRESS & AACTION RENTS**  
*Bring your business cards!* 5807 Old Redwood Highway  
**"GREENING" YOUR RESTAURANT** April 14, 1:30 - 4:30pm  
Money-Saving, Environmentally Friendly Advice *details on page 4*

**E-WASTE COLLECTION DRIVE** April 25-26th, 9:00 - 3:00pm  
in the Chamber parking lot located at 4787 Old Redwood Highway  
*Return to ORH through Larkfield Liquor and Deli. Easy turnaround!* *details on page 4*

*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 April 8 at Grace Fellowship, 608 Larkfield Center 11:30 am - 1:00 pm

*In closing, may I share this with you:*

*"We make a living by what we get. We make a life by what we give."*

- Winston Churchill

**PRESIDENT'S MESSAGE**

I am most happy to report that our Mark West Area Chamber is moving right along. New Members are being signed up every week. Some of these new members are stopping by our new office, having seen our new building and sign, to check us out and join. We also do have an incentive program newly put into place which is bearing fruit in the way of new member signups. If you are not aware of our new incentive program, give our office a call.

We are publishing a current Membership Directory. Please review your listing and/or ad copy. If you want to make any changes or desire to place an ad (*rates on page 1*), please call the office. If you are not a current member, this is an excellent time to join.

Our latest Office Site Project is to redo the landscape in front of our office building with a water-conserving landscape. This project was spearheaded by Anthony Lindstrom and Evan Jacobs of Cal-Am Water. Within the next month, hopefully, we will be replacing the front lawn with drought resistant trees, plants and shrubs. Plans have been drawn up and approved by our landlords...who, by the way, are really wonderful people to work with. They are Chamber members too! This project is also in need of planting volunteers and some funding! So, if anyone can step up and donate a \$100, or more, we will put your name on a plaque for recognition and appreciation. Contacts; Kathleen Palmer, John Essman of Sonoma CONNECTION, Daryl Anderson of Wikiup Properties. For the project plan, visit: [markwest.org](http://markwest.org).

As a general interest to assist all of our business and professional members, we are recommending the following: Your California Chamber of Commerce sends out email notices with all of the latest information that may be of some interest to each and every one of you. Signup at their website: [calchamber.com](http://calchamber.com) For further info, please call: Christine Haddon, (916) 444-6670 ext. 289.

Did you know that Goodwill Industries is more than a place to donate your old clothes, furniture, etc.??? Well, it is much more than that - as several of us from your Chamber found out this month. We were all invited to their main office and warehouse at 651 Yolanda Avenue for a tour and indoctrination about their many programs. "Helping People and Changing Lives", is their motto. And, they do just that! For more info on this program firsthand, call 523-0550 ext.213, and speak with Stephanie Munson. Also, go to: [info@shopgoodwill.com](mailto:info@shopgoodwill.com).

Have you been to the Pacific Coast Air Museum lately, or at all?? Something for the entire family to see and do. Currently several young men and women are restoring a Ilyushin IL-14 airplane, and they could use some help in their fundraiser. Check out the website ([pacificcoastairmuseum.org](http://pacificcoastairmuseum.org).) FYI - PCAM is a member of our Chamber.

*With best regards, Walt Smith*

Serving the Wine Country Since 1979

- Project Planning
- Land Surveying
- Civil Engineering
- Wastewater Specialists

**LESCURE**  
ENGINEERS, INC.  
(707) 575-3427

**Molsberry Markets, Inc.**

Serving Sonoma County Since 1959  
Family Owned and Operated  
*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





Interested in joining  
our Ambassador  
Club?  
Contact  
Dana Larson  
dmlarson@sonic.net  
571-1573

**MARCH SOCIAL**

hosted by: **GRP WEALTH STRATEGIES GROUP**

The March 13th Social was hosted by GRP Wealth Strategies Group at their offices and conference room at 160 Wikiup Drive. This is a fairly new office building in the Wikiup Professional Park.

Principals are Beverly Graham, Richard S. Rebello and Bradley N. Pighin. Both Richard and Bradley gave some excellent information regarding investments for our future and tax saving programs. Also in attendance was "Skip" Graham, Bev's supposedly "retired" husband. If anyone knows "Skip", he's far from retired!! Great guy, lots of fun and he knows his business too!!

Attendance was good, lots of wonderful food and comradery. When it came time to introduce the host, new members and guests it was almost a shame because everyone was having such a great time socializing. New member Matt Hook, owner of SonoME Tours, Inc., was introduced and he gave a nice talk about his business. Also, Scott Gibson who is representing the local PTA, gave a talk about their current programs for the schools in our district. We are certainly fortunate to have such wonderful guidance within this Mark West Union School District. You will be hearing more about their activities. (see page 5)

Door prizes were several flower arrangements provided by our host, including a nice one made up by Pat Morelli, our Chamber Office Mgr. Airport Express donated two (2) bus passes. Thanks to Tony Gerardi, and thanks to Costco for a nice shopping bag, filled with items we all can use. That was won by Dan Beck, lawyer extraordinaire. Again, new contacts were made and a great time was had by all. It really does pay to attend these "Mixers" - well worth your time. It's a nice way to capitalize on your Membership in our Chamber.

Submitted by Walt Smith



Janet Bergman  
& Pat Morelli,  
Chamber staff,  
Skip Graham



Richard S. Rebello and Bradley N.  
Pighin of GRP Wealth Strategies Group



New Member Matt  
Hook of SonoME  
Tours, with director  
Tony Gerardi of SC  
Airport Express

Visit [www.MarkWest.org/](http://www.MarkWest.org/)  
March2008Social for more photos

photos by Walt Smith



**Sonoma  
CONNECTION**  
John Essman  
Kathleen Palmer  
P O Box 1381  
Healdsburg, CA 95448  
**(707) 433-8774**  
info@sonomaconnection.com  
www.sonomaconnection.com

Web Site Design & Marketing • Computer Consulting  
Digital Photography • Search Engine Optimization

Network with the Chamber in 2008

**BUSINESS-AFTER-HOURS-SOCIALS**

- APR 10 SC AIRPORT EXPRESS & AACTION RENTS**
- MAY 8 BENJAMIN TIRE & BRAKE**
- JUNE 12 REALTY WORLD/TOWN & COUNTRY PROPERTIES**
- JULY 10 HEALTHY ARE WE**
- AUG 14 FINAL EDITION**
- SEP 11 DAVIS CARPETS**

**“GREENING”  
YOUR  
RESTAURANT  
SEMINAR A  
FIRST FOR  
BAY AREA**

**MONEY-SAVING, ENVIRONMENTALLY FRIENDLY ADVICE**  
It’s easier than you think to be green. By utilizing energy and water efficient practices, incorporating local products onto menus, and composting food waste, Bay Area restaurants are finding a little more green in their bank accounts. Sponsored by the Sonoma County Water Agency and PG&E, the Business Environmental Alliance is hosting “Greening Your Restaurant” ([www.sonoma-county.org/bea/events.htm](http://www.sonoma-county.org/bea/events.htm)), a seminar specifically geared to showing restaurateurs the financial benefits of going green.

The seminar will cover energy efficient equipment options, green influenced architecture and design, cost saving practices for water management and waste disposal, and tips on marketing your establishment to eco-conscious consumers; everyone is welcome regardless of experience, size or location. As space is limited, advanced registration is required. The registration deadline is Wednesday, April 9 and the cost of attendance is only \$15. The seminar will be held Monday, April 14, from 1:30 to 4:30 pm at the Redwood Credit Union, 3033 Cleveland Avenue, in Santa Rosa. The seminar will also introduce Bay Area Green Business certification for restaurants in Sonoma County.

*For more information contact Laura Kim at 707.565.6455 or email [sonomagreen@sonoma-county.org](mailto:sonomagreen@sonoma-county.org)*

**GOODWILL  
E-WASTE DRIVE!**

Goodwill Industries of the Redwood Empire, in conjunction with the Mark West Area Chamber of Commerce will be hosting a two-day e-waste collection drive on April 25-26th from 9:00-3:00p.m. in the chamber parking lot located at 4787 Old Redwood Highway. This e-waste drive is an effort to highlight the benefits of e-waste recycling and make the process more convenient for Sonoma County residents.

During the two-day event, residents can donate their electronic waste, including working and non-working computers, printers, televisions, cell phones, and other electronic devices. To assist with the over-all recycling effort, Goodwill staff will also collect household batteries.

Sonoma County residents can donate their E-Waste year-round at any of Goodwill’s Stores or Attended Donation Centers. Your donation is tax-deductable!

*Visit [www.gire.org](http://www.gire.org) or call 523-0550*



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 95403  
707-579-4991

We serve  espresso.



**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](http://www.calamwater.com).



[www.code3loans.com](http://www.code3loans.com)

**CODE  
3  
LOANS**

**REAL ESTATE  
MORTGAGE LOANS**

**Marc Hunter**  
Realtor

(707) 570-0850 office  
(707) 322-3260 mobile  
(707) 284-5540 fax

[marc@code3loans.com](mailto:marc@code3loans.com)

4795 Old Redwood Hwy. Suite A, Santa Rosa, CA 95403



**FYI: LETTER FROM THE MARK WEST DISTRICT PTA PRESIDENT**

In The Lark last month, Mark West Union School District Superintendent Kay Schultz shared some of the reasons Mark West District parents love our schools. This month, I'd like to share with you some of the ways the local PTA (Parent-Teacher Association) supports District goals and how local businesses can help.

The Mark West District PTA is a non-profit organization supported entirely by volunteers and donations with the goal of "Making Every Child's Potential a Reality." Each school year, the PTA raises funds and invests them enriching the experiences of the 1300 students in the Mark West Union School District. We support academics, art, athletics, culture, music, science, and social activities. The Back-to-School Carnival, Accelerated Reader classroom learning tool, BMX Stunt Bike demonstration, and Sock Hop Student Dance are but a few examples. Over the past three years, the PTA has invested over \$375,000 in our children's potential.

It is no surprise that we are entering a time of deep economic challenge for our state government. Governor Schwarzenegger is planning a 10% funding cut across all state programs, including schools. This amounts to about \$1,000,000 in lost funding for the Mark West School District. There are three actions I ask you to consider to help us maintain our high educational standards during this challenging time:

1) Let the Governor and your state representatives know you believe we should preserve quality education by not suspending Proposition 98 provisions voted into law in 1988 to protect school funding during times like these. Learn more at [capta.org](http://capta.org) (Flunk the Budget) or [mwusd.org](http://mwusd.org) (08-09 Budget Information).

2) Sponsor a school event. A small investment by your business can get your name in front of hundreds of local parents and enrich our students' lives. Chamber member Will Ruffin of CellularWorld has taken the lead by sponsoring the upcoming Student Spring Dance. Contact me for more information.

3) Buy a ticket or table at the annual PTA Spring Fundraiser, a reception, dinner & auction on Saturday evening, April 19 at the Wells Fargo Center. Donate a product, service, or money for the event. It's a great time for adults, and an investment in our students. Contact me for more information.

Thank you for your support of the students of the Mark West School District.

Scott Gibson  
 Mark West District PTA President  
[sgibson5@sbcglobal.net](mailto:sgibson5@sbcglobal.net)  
 707-495-2810

*Half Moon Bay  
 Chinese Restaurant*

**Larkfield Shopping Center  
 (next to Molsberry Mkt.)**

**Mandarin Fine Dining**

**Food to Go**

**(707) 578-0603**

**Chef Specialties**

**DAILY**

**Chamber  
 Members  
 receive  
 10% OFF  
 your order**



*Rev. Sharon Albritton  
 Wedding Minister  
 (707)525-8402  
[www.aWeddingLady.com](http://www.aWeddingLady.com)  
 168 Sequoia Circle  
 Santa Rosa, CA 95401*

© Washburn Design

**MAX G. McDonald  
 Owner**

**AutoBahn**  
 AUTOMOBILE DETAIL CLEANING

**(707) 528-8455**

**3485 Airway Drive • Santa Rosa, CA 95403**

**NEW MEMBERS**

Mission Capital  
 Jerry Guffey  
 4787 Old Redwood Hwy., #103  
 Santa Rosa, CA 95403  
 431-2678 (F) 431-8503  
 jguffey@missioncapitalfund.com  
 www.missioncapitalfund.com

**RENEWING MEMBERS**

Exchange Bank (1981)  
 Wikiup Golf Course (1988)  
 Bodean Co., Inc. (1993)  
 Silviera Pontiac-  
 Buick-GMC (1993)  
 Friendly Feed & Supply (1994)  
 Paul Erickson  
 RE Appraisal (1994)  
 Empire Graphics &  
 Printing (1998)  
 North Coast Bank SR (1999)  
 AMC Financial  
 Richard Re (2005)  
 CDorsett Appraisal Service  
 Connie Dorsett (2005)  
 Coldwell Banker  
 Patricia Elmes (2005)  
 Healthy Are We (2006)  
 Paula Robb Advertising (2006)

**FORBES: BEST PLACES FOR BUSINESS & CAREERS #188 SANTA ROSA CA**

	RANK
Colleges	178
Cost of Doing Business	175
Cost Of Living	195
Crime Rate	25
Culture & Leisure	48
Educational Attainment	56
Income Growth	165
Job Growth	137
Net Migration	164
Overall	188

[http://www.forbes.com/lists/2008/1/bestplaces08\\_Santa-Rosa-CA\\_2386.html](http://www.forbes.com/lists/2008/1/bestplaces08_Santa-Rosa-CA_2386.html)

**MEMBER PROFILE: SONOME TOURS**

*continued from page 1*

FULL DAY and 7-hour Tour within Sonoma County (up to 7 people)  
 Mon-Thurs: \$97 per person (minimum of 4 people) or \$380 for groups of less than 4. Fri-Sun and National Holidays: add 20%

7-hour Sonoma County Tour from Bay Area (up to 7 people)\*  
 Mon-Thurs: \$127 per person (minimum of 4 people) or \$500 for groups of less than 4. Fri-Sun and National Holidays: add 20%

*\*Price includes 7 full hours in Sonoma County plus travel to/from your bay area location as far south as SFO or Oakland Airport. Please contact us for price quotes for other bay area locations.*

SonoME Hourly Service (3-hour minimum):

Mon-Thurs: \$65 per hour. Fri-Sun and National Holidays: \$75/ hour

SonoME Vacation Package and Large Group Tours also available!

SonoME Tours, Inc., 650 Larkfield Ctr, Suite A-4, Santa Rosa, CA 95403  
 Phone: (707) 568-7131 www.SonoME.com

**SONOMA COUNTY INNOVATION COUNCIL**

Over the next 10 years, the Sonoma County economy will be faced with a number of formidable challenges and exciting opportunities. Unprecedented change is expected in several areas including workforce demographics, global competitiveness, and availability of natural resources, among others. In confronting these new realities, Sonoma County has the ability to seize important opportunities such as new emerging industries that need support for their future success.

The challenges facing our region require creativity and innovation to ensure Sonoma County remains economically competitive. Therefore, the Sonoma County Economic Development Board (EDB), Pacific Gas and Electric (PG&E), the Workforce Investment Board (WIB), and the Sonoma County Water Agency (SCWA), in cooperation with a number of groups, propose the development of an economic strategic plan for Sonoma County.

The plan, to be completed within one year, is designed primarily to create actionable strategies to help ensure a viable business climate and healthy economy in the coming decade. The effort is being overseen by an ad hoc advisory committee appointed by the Board of Supervisors comprised of a broad-based group of business and community leaders known as the Sonoma County Innovation Council.

The Council's purpose is to recommend a plan of action – including benchmarks, timelines, roles and responsibilities – for dealing with the economic challenges facing Sonoma County in the next 10 years. Because the challenges are great, and resources are limited, this project will provide the county's economic actors – business owners, government agencies, educational providers, business/professional organizations, and other interest groups – the opportunity to work together with the community in a coordinated effort to promote sustainable economic development.

<http://www.sonoma-county.org/edb/innovation.htm>

**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 200 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 Office Manager Patricia Morelli, 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)	

**OFFICERS**

*President*  
 Walt Smith      Just Transportation  
 479-7356      bigguy7@sonic.net

*Past President*  
 James Bajgrowicz      Office of James Bajgrowicz  
 528-2510      bajgrowiczjim@comcast.net

*Corporate Secretary*  
 Patricia Dearmin      539-4945

*Corporate Treasurer*  
 Leonard Sevall      Sevall, Thwaites & Soper Ins.  
 546-2146      lens@callatg.com

*VP Business Services*  
 Daryl Anderson      Wikiup Properties  
 546-8000      andybaum@sonic.net

*VP Membership*  
 Dana Larson      Sue Larson Financial Services  
 571-1573      dmlarson@sonic.net

*VP Community Affairs*  
 Joyce Partington      Stoke Ranch  
 291-0399      joyrme39@yahoo.com

*VP Public Relations, Pro-Tem*  
 Kathleen Palmer      Sonoma CONNECTION  
 433-8774      kathleen@sonomaconnection.com

**DIRECTORS**

Marilyn Cass      Larkfield Tax Services  
 579-3170      marilyncass@larkfieldtax.com

Anthony Geraldi      SC Airport Express  
 838-8700      tony@airportexpressinc.com

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

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

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

**HEAD AMBASSADOR**

Dana M. Larson      Sue Larson Financial Services  
 571-1573      dmlarson@sonic.net

**OFFICE MANAGER**

Patricia Morelli  
 578-7975      markwest@markwest.org

**OFFICE ASSISTANTS**

Deanna Gutmann      544-9076  
 Joyce Partington      291-0399  
 Patricia Dearmin      539-4945  
 Janet Bergman      570-0312



**David Hartman**

---

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





Thank You To Our  
Corporate Sponsors!



RIVER ROCK CASINO  
ALEXANDER VALLEY



Sonoma  
CONNECTION



A Sutter Health Affiliate

## Mark West Area Chamber of Commerce and VISITORS CENTER



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

**AFTER HOURS  
BUSINESS SOCIAL**

**APRIL 10, 2008  
5:30pm - 7:30pm**

hosted by  
**SONOMA COUNTY  
AIRPORT EXPRESS  
& AACTION RENTS**  
5807 Old Redwood Hwy

***BRINGING BUSINESS & THE COMMUNITY TOGETHER!***