

# Mark West Area Chamber of Commerce and VISITORS CENTER



*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

markwest@markwest.org

**The Lark**

**April 2009**

Volume XIII Issue 4

## WATER-CONSERVING LANDSCAPING AT CHAMBER

Cal Am Water sponsored our water-conserving landscape at the Chamber offices. Over the last few months, crews and volunteers have cleared and mulched the lawn, added hardscaping (boulders), and planted 100 native and drought-tolerant plants. **Thank you** to all of the volunteers (listed at right) **NEXT: a Bench in front of the Visitors Center.**

Our thanks go to Anthony Lindstrom & Evan Jacobs of Cal Am Water, who not only sponsored the project, but along with their crew, helped with the hard work; Steve Plamann of Action Rents for providing heavy lifting; Bryan Healey of Healey, Inc. for the irrigation system repairs & drip system, and the garden layout & hardscaping; Carlos Gray of C. Gray Landscaping for garden design; and Daryl Anderson of Wikiup Properties for working with our landlord to get project approval & providing two hard-working landscapers on the planting day. Willowside School Nursery provided the plants. Urban Tree Farm, Aggie Maggio of Coldwell Banker, and Pat Morelli, Office Mgr., donated trees & plants. Molsberrys Markets donated snacks for our volunteers. Kathleen Palmer & John Essman of Sonoma CONNECTION led the project.

## ANNUAL DINNER AT VINTNERS INN ON JULY 10

Chamber members and their guests are in for a treat at this year's **Annual Installation Dinner on July 10th**. New Member **Vintners Inn** will be our host for the evening, and they are providing a wonderful meal, hand-selected wines and a beautiful setting for our celebration. Starting with hor'doeuvres under the tent, there will be a sit down dinner with wine at your table.

Our guest speaker will be **Audrey Stevens, Director of the VA Medical Center**. We will also hear from **California's Junior Miss 2009, Lauren Xie**, who hails from Sonoma County and is an accomplished concert pianist.



*Social hosted by  
C. Gray Landscaping  
& Essner Tree Service - page 3*

Tickets are \$40 per person - \$75 per couple. Call the Chamber office to reserve your seats - we expect this special event to be a sellout!

## COMMUNITY CALENDAR

### AFTER HOURS BUSINESS SOCIAL

Hosted by **HILTON GARDEN INN**  
417 Aviation Blvd., Santa Rosa

Thursday, April 9  
5:30 pm - 7:30 pm  
*Bring your business cards*

### RIBBON CUTTINGS

Chancellor Place, Integrative Medical Clinic  
Pre-Paid Legal Services, Kenneth Norton & Eliane Holtz, Indep. Associates

Thursday, April 23  
11:00 am



*Daryl Anderson, Wikiup Properties,  
Jim Bajgrowicz, Office of James  
Bajgrowicz, Joyce Partington, Stoke  
Ranch, John Essman, Sonoma  
Connection, Walt Smith, Just  
Transportation, Anthony Maggio,  
Coldwell Banker, Jason Chavez,  
Cal Am Water, Evan Jacobs, Cal  
Am Water, Aggie Maggio, Coldwell  
Banker, Philip Essner, Essner Tree  
Service, Anthony Lindstrom, Cal  
Am Water, Pat Morelli, Office Mgr.,  
Mark Thornton, Classic Masonry &  
Design, Kathleen Palmer,  
Sonoma Connection*



*Ribbon Cutting at  
Vintners Inn  
more on page 6*

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.



Jim Bajgrowicz,  
President

The next Board of Director's meeting is April 14 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)

**PRESIDENTIAL VIEWS**

Don't know about you, but I've been in the dumps for the past week or so, partially because of the general economy, but more because of health problems and personal family decisions. If you let yourself dwell on it, it can really put you into a funk of self-pity. But then, there are a lot of things in life that you can look at and climb out of that funk!

That is where being a part of this Chamber can be the bright spot in one's day, knowing that business acquaintances and friends have been made and are there ready to do business, help out in a time of need, or just gather to enjoy each others company.

No, our Chamber is not a "social club"! It is a group of businesses and individuals "...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." And the Mark West Area Chamber of Commerce and Visitors Center is so great at what it does that we have members from throughout Sonoma County.

Let's discuss examples: several Saturdays ago a group of chamber members began the landscaping of the Chamber office. Water conserving plants were purchased (by Cal-Am Water), with others donated (Urban Tree Farm, Pat Morelli, Aggie Maggio). The following Saturday, volunteers showed up to lay out, arrange and plant some 100+ plants and 4 trees. All this was done by member businesses too numerous to list here. And for the workers, Molsberry's provided rolls and donuts. Ours is a Chamber and community coming together for the betterment of each of us!

Questions have come in regarding how does a business go about hosting a Business After Hours Social. Forms are on line. Know that if you host a gathering, more than likely 80+ members and guests will attend, giving you great exposure for your business.

Another project on the horizon is the e-Waste drop off to be held here at the Chamber offices with Goodwill Industries on Saturday, June 20, 9-3pm.

Another member, COSTCO, is putting together a directory with 40,000 copies to be distributed to its' business members. Contact COSTCO for more info.

Our annual dinner will be held at Vintners Inn on Friday, July 10. Guest speaker will be Audrey Stevens, Director of the VA Medical Center, which will be located near the Airport in newly constructed buildings, and will provide services to veterans from Eureka south.

Now, didn't all that just make you feel better? *Sincerely, Jim Bajgrowicz, President*

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



**OUR AFTER HOURS SOCIALS BENEFIT OUR MEMBERS**

Our March Social was hosted by C. Gray Landscaping and Essner Tree Service. Besides offering guests their gracious hospitality, they also provided everyone some delicious appetizers and plenty to drink along with an excellent opportunity for members to network and promote their businesses. Chamber Ambassador Will Brodt from Promos Oncall served as MC and introduced Carlos Gray and Philip Essner to the 85+ guests and members in attendance. Both Carlos and Philip acknowledged a number of their employees in attendance and explained how much they had been looking forward to hosting that evenings' social. They also explained how truly proud they were to be members of the Mark West Chamber of Commerce and Visitors Center.

New member plaques and a friendly Chamber welcome were given to Susan Jensen from Economy Plumbing and Sandra Trujillo from Advent Office Furniture. Susan and Sandra talked about their businesses and explained to everyone how excited they were to join our chamber.

Chamber President Jim Bajgrowicz said how happy he was with the great turn outs at the socials and thanked everyone for taking time out of their busy schedules to attend. Chamber Ambassador Kathleen Palmer from Sonoma Connection recognized California American Water, Action Rents, Healey, Inc., and C. Gray Landscaping for all the work and assistance they've contributed towards the Visitors Center landscaping project.

Also in attendance were a number of guests as well as 12 of our 13 Board of Directors and Officers. There is little doubt anyone would be able to find a chamber board more supportive of after-hours socials than our chamber!

Our 50/50 raffle of \$140.00 was won by our extremely excited Chamber Office Manager Pat Morelli. Congratulations Pat! Our Pot of Gold was drawn and awarded to Carol Goshorn from Events Unlimited. Because Carol was present at the social she was awarded the current pot of \$40.00. Congratulations Carol!

A very nice rose tree was donated by C. Gray Landscaping for our business card drawing. Also donating prizes were Essner Tree Service which gave away a shirt, hat and a pair of heavy duty gloves, CellularWorld which donated two Palm document bags and Sonoma County Airport Express which provided a free round trip to either Oakland or San Francisco Airports. Winners were John Essman from Sonoma Connection, Daryl Anderson from Wikiup Properties, Jason Chavez from California American Water, Andre' Andrus from Andre' Andrus Electrical and Kellie Metz from Assets Insurance & Investments.

*contributed by Anthony Gerald, Head Ambassador*

Visit [www.MarkWest.org/MarchSocial2009](http://www.MarkWest.org/MarchSocial2009) for more photos

**MARCH SOCIAL**

*Hosted by*  
**C. GRAY LANDSCAPING**  
*and* **ESSNER TREE SERVICE**



*Carlos Gray*  
*C. Gray Landscaping*  
*Philip Essner*  
*Essner Tree Service*



*Pat wins the 50/50*



*Les & Melanie Garzini*  
*of Garzini Floors*



*New member Shawna De Grange of Cloverleaf Ranch*  
*with Chamber President-Elect Walt Smith*

**BUSINESS-AFTER-HOURS-SOCIALS**

- APR 9 HILTON GARDEN INN**
- MAY 13 AUTOBAHN - note date/Wednesday**  
*Joint Social with All County Chambers:*
- JUN 4 PACIFIC COAST AIR MUSEUM**
- JUN 11 CHANCELLOR PLACE OF WINDSOR**
- JUL 9 GOODWILL INDUSTRIES/JOB LINK**
- AUG 13 VINTNERS INN**
- SEP 10 AIRPORT EXPRESS/ACTION RENTS**
- OCT 8 CAL AMERICAN WATER**
- NOV 12 SONOMA EYEWORKS**
- DEC 10 EXCHANGE BANK/MOLSBERRY MARKETS**



**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 • Search Engine Optimization  
 Digital Photography • Photoshop • Graphic Design

HEMBREE HOUSE CULTURAL CENTER

It was a beautiful day February 28th for the official opening of the Hembree House Cultural Center. Joyce Partington and Patricia Morelli attended as representatives of the Mark West Area Chamber of Commerce and Visitors Center. George Greeott cut the ribbon with his carved wooden scissors. The museum displays many items carved by George. This is a special place to visit and take your guests. Congratulations to the Hembree House Cultural Center and the Windsor Arts Council.

contributed by Patricia Morelli, Office Manager

20TH ANNUAL WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE

THURSDAY, OCTOBER 15

4:00 – 8:00PM

Download a Tradeshow Application: www.markwest.org



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

People - are you getting ready? Some of you may be thinking it is too soon to think about the 20th Annual Wine Country Harvest Faire & Business Showcase happening Thursday, October 15, 4:00pm – 8:00pm.

In my mind we can make it easier and fun by planning ahead. When you plan ahead you are planning to be successful and have fun.

To begin with, having a tool box is essential. A tool box can be anything from a fancy tool box to a simple bag that has all the stuff in it you may need. First make a list of everything needed, such as decorations, name tags, promotional items, printed brochures etc. Suggestion: Get yourself a bright colored tool box or bag that has room for all the goodies you will be putting into it. Have some fun, stick on a Happy Face or find some stickers that have some fun sayings or make a sticker or two and put it on the tool box.

Here is a simple check list to help you get started. These are just suggested things you might need.

- Key staff business cards
Bowl to collect business cards
Pens
Pencils
Note pads
High Lighter
Scotch Tape

Tool Box Check List:

- Scissors
Stapler
Staple Remover
Paper Clips
Rubber Bands
Hooks for Banners
Screwdrivers
Shipping instructions
Extra extension cord
Facial Tissues
Band-Aids
Aspirin/Pain relievers
Sewing kit
Glass Cleaner
Cloth or paper towels
String

Remember the most important thing to put in your toolbox is a positive attitude. Affirm to yourself that you are going to have a great time, have an opportunity to share your business with other business owners and generate lots of leads for yourself.

Our next article will be about presentations and follow up.

contributed by Elaine B. Holtz nortonholtz.com

Advertisement for California American Water with logo and text: Saving Water Saves Money, www.californiaamwater.com • (888) 237-1333

Advertisement for Code 3 Loans with logo and contact info for Marc Hunter, President Realtor, (707) 570-0850 office, etc.



**RIBBON CUTTING: C. GRAY LANDSCAPING**

A ribbon cutting ceremony was held by the Mark West Area Chamber of Commerce and Visitors Center to welcome C. Gray Landscaping, a full service landscape company. Owner, Carlos Gray is a 5th generation Sonoma County resident with 20 years experience in landscape construction and property development with a long standing reputation for getting the job done and having fun doing it. Contact Carlos at 707-280-6467 or visit on the web at [www.cgraylandscaping.com](http://www.cgraylandscaping.com)



**RIBBON CUTTING: CLASSIC MASONRY & DESIGN**

Mark Thornton, owner of Classic Masonry & Design is welcomed with a ribbon cutting ceremony by the Mark West Area Chamber of Commerce and Visitors Center. Mark will enhance the beauty of your home or commercial property using brick, block, stone and glass block. Classic Masonry & Design will create a lasting impression for generations to enjoy. Contact Mark Thornton at 707- 542-2235 or Email: [mcthorn7@comcast.net](mailto:mcthorn7@comcast.net)



**RIBBON CUTTING: ESSNER TREE SERVICE**

Phil Essner, owner of Essner Tree Service is welcomed with a ribbon cutting ceremony by the Mark West Area Chamber of Commerce and Visitors Center. Essner Tree Service is locally owned and family operated dedicating their services to home owners, businesses, HOA's, apartments, condos, and property management companies. Essner's services include tree removal, stump grinding, wood splitting, chipping, high weed removal, hauling, lot clearing, gutter cleaning and many other services. Essner Tree Service has been "Eager To Serve" since 1995. To contact Phil call 707-545-5661 or Email: [essnerpba@comcast.net](mailto:essnerpba@comcast.net)



*Pictures include: Carlos Gray, C Gray Landscaping, & guest Danielle Shields, Mark Thornton, Classic Masonry & Design, Nancy Wheeler, Creative Property Services, Valerie Nagle, EDD, Philip Essner, Essner Tree Service, Jerry Hankins, Hankins Travel, Lisa Cannon, Job Link, Walt Smith, Just Transportation, Will Brodt, Promos Oncall, Anthony Gerald, SC Airport Express, Kathleen Palmer, Sonoma Connection, Katherine Wong, State Farm, Joyce Partington, Stoke Ranch, Sharon Albritton, Wedding Minister, Daryl Anderson, Wikiup Properties and Pat Morelli, Chamber Office Mgr., Don & Barbara Wilson, Ambassadors, Janet Bergman, Pat Dearmin, Chamber Office Assistants*

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

MAX G. McDonald  
 Owner  
**AutoBahn**  
 AUTOMOBILE DETAIL CLEANING  
 (707) 528-8455

**NEW MEMBERS**

**NORTHPOINT Business Solutions**  
 Tami Lunardi  
 5468 Skylane Blvd., SR  
 527-8791 (F) 888-418-8385  
 tami.lunardi@yesNBS.com  
 www.yesNBS.com

**Advent Office Furniture**  
 Darvin Goodrum  
 1849 Piner Rd., SR  
 575-7000 (F) 579-9554  
 info@adventoffice.com

**Pre-Paid Legal Services, Inc. Independent Associates**  
 Kenneth Norton/Elaine Holtz  
 P. O. Box 6528, SR 95406  
 527-5987 (F) 527-5987  
 info@nortonholtz.com  
 www.nortonholtz.com



*New Member Susan Jensen of Economy Plumbing Will Brodt, Promos OnCall*

*New Member Sandra Trujillo of Advent Office Furniture*



**RENEWALS**

- Cricklewood (1982)
- Wikiup Tennis & Swim (1983)
- Larkfield Body & Paint (1987)
- Airport Business Center (1989)
- Silveira Pontiac-Buick-GMC (1993)
- North Coast Bank (1999)
- American Red Cross (2002)
- Wallace Coppock, Atty. (2002)
- Coldwell Banker RE, Patricia Elmes (2005)
- Paula Robb Advertising (2006)
- Larsen Auto Repair (2007)
- Larkfield Pet Supply (2008)
- Sapphire Salon (2008)
- TD & Associates (2008)

**RIBBON CUTTING: VINTNERS INN**

The Mark West Area Chamber of Commerce and Visitors Center welcomes Vintners Inn with a ribbon cutting ceremony. The charming 44-room Vintners Inn is situated on 92 acres of beautiful vineyards located at 4300 Barnes Road in Santa Rosa. Vintners Inn is its own private haven for the leisure or business traveler. The Inn is proud of their new state-of-the-art event center, famed John Ash & Co restaurant and the bar and lounge. General Manager, Percy Brandon, Jeran Stumbaugh, Special Events Planner and the entire staff are always eager to make your stay a first class experience. For more information call 707-566-2616 or visit them on the web at [www.vintnersinn.com](http://www.vintnersinn.com).

*Picture includes: Carlos Gray, C Gray Landscaping, & guest Danielle Shields, Mark Thornton, Classic Masonry & Design, Nancy Wheeler, Creative Property Services, Valerie Nagle, EDD, Philip Essner, Essner Tree Service, Stephanie Munson, Goodwill Industries, Jerry Hankins, Hankins Travel, Lisa Cannon, Job Link, Walt Smith, Just Transportation, Will Brodt, Promos OnCall, Anthony Gerdali, SC Airport Express, Kathleen Palmer, Sonoma Connection, Katherine Wong, State Farm, Joyce Partington, Stoke Ranch, Jeran Stumbaugh, Vintners Inn, Sue Burnett, Vintners Inn, Sharon Albritton, Wedding Minister, Daryl Anderson, Wikiup Properties and Pat Morelli, Chamber Office Mgr., Don & Barbara Wilson, Ambassadors, Janet Bergman, Pat Dearmin, Office Assistants*



**UPCOMING EVENTS:**

**The Sonoma County Business Networking Social**  
 Flamingo Hotel Tuesday, April 21, 6 - 9pm

**The Sonoma County Showcase**  
 SC Fairgrounds Saturday, May 2, 11am - 5pm  
*more info:*  
[SonomaCoEventsUnlimited.com](http://SonomaCoEventsUnlimited.com) 527-7563

**Larkfield Center 50th Anniversary Celebration**  
 Friday, June 5

**Guy's Barber Shop**

Specializes in all types of men's haircuts since 1962

Hours: Tue-Fri 9am - 5:30pm  
 Sat 9am - 4:30pm

930 Shiloh Road  
 Building 38, Ste. C  
 Windsor, CA 95492  
 Ph: (707) 838-4770

**GUY MANISCALCO**  
 Barber





**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 300 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*  
 James Bajgrowicz Office of James Bajgrowicz  
 528-2510 jim@markwest.org

*President-Elect, VP Business Services*  
 Walt Smith Just Transportation  
 479-7356 waltsca@sonic.net

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

*Corporate Secretary*  
 Patricia Dearmin 539-4945

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

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

*VP Public Relations*  
 Will Brodt Promos Oncall  
 539-5133 will@grafixoncall.com

**DIRECTORS**

Laura Buhler Exchange Bank/Larkfield  
 524-3077 buhlerl@exchangebank.com

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

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

Brad Pighin GRP Wealth Strategies Group  
 527-7777 brad@grpwealthstrategies.com

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**

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

**OFFICE MANAGER**

Patricia Morelli  
 578-7975 markwest@markwest.org

**OFFICE ASSISTANTS & VISITORS CENTER VOLUNTEERS**

Deanna Gutmann 544-9076  
 Joyce Partington 291-0399  
 Patricia Dearmin 539-4945  
 Janet Bergman 570-0312  
 Walt Smith 479-7356



**LARKFIELD**  
**Body & Paint**  
 David Hartman

---

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

# Mark West Area Chamber of Commerce and VISITORS CENTER



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

## AFTER HOURS BUSINESS SOCIAL

APRIL 9, 2009  
5:30pm - 7:30pm

hosted by  
**HILTON GARDEN INN**  
417 Aviation Blvd.  
Santa Rosa

**BRINGING BUSINESS & THE COMMUNITY TOGETHER!**

Cal-Am Water sponsors the *Water-Conservation Landscape* for the **Chamber & Visitors Center**



*Willowside School Nursery  
Plant Sale*



Thank You  
To Our  
Corporate  
Sponsors!



**Pacific Gas and  
Electric Company™**



**RIVER ROCK CASINO**  
ALEXANDER VALLEY



**Sonoma  
CONNECTION**