

# Mark West Area Chamber of Commerce and VISITORS CENTER



**The Lark**

**August 2008**  
Volume XII Issue 8

*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

## THE WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE & GRAND RAFFLE OCTOBER 9, 2008 4 - 8 PM

Register now for your booth space and advertising for the upcoming tradeshow at Wells Fargo Center. This well-attended and enjoyable tradeshow is a wonderful way to introduce your business to the Mark West community. This year, we will have a Grand Raffle every hour!

There will be food, wine, beer and other beverages to enjoy - provided by Chamber members to showcase their craft. Participating vendors (YOU!) make lasting impressions with logo and contact info on promotional items, brochures and business cards. Businesses often offer treats to new visitors - it is a lot of fun for adults *and* kids - families are welcome! *Call or email the Chamber for more info, or pay online at markwest.org*

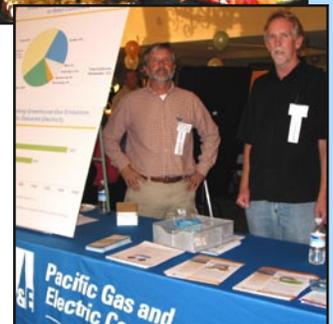
### CAL/AM WATER CONSERVATION PROGRAM

Several years back Cal/Am signed a Memorandum of Understanding (MOU) with the California Urban Water Conservation Council (CUWCC) stating that they would implement the CUWCC's Water Conservation Best Management Practices (BMP) which is to be used by all water suppliers as the basis for a Conservation Program.

Due to a lack of money dedicated to the program, Cal/Am has shown little or no progress in implementing such a program in the Larkfield Service Area.

Within the current rate case, a settlement agreement has been made which will provide Cal/Am \$37,000 annually to implement a more aggressive Water Conservation Program in the Larkfield Area. The \$37,000 will be recovered in water rates which will amount to approximately \$1.28 more per month on each customer's water bill.

*continued on page 5*



*Tradeshow 2007  
Corporate Sponsors*



*July After Hours Business Social  
hosted by Healthy Are We  
more on page 2*

### COMMUNITY CALENDAR

**AFTER HOURS BUSINESS SOCIAL**  
hosted by **FINAL EDITION**  
412 Larkfield Center

Thursday, August 14, 2008  
5:30 pm - 7:30 pm  
*Bring your business cards!*

"Wings Over Wine Country" Air Show  
Charles M. Schulz-Sonoma County Airport

August 16 and 17, 2008  
pacificcoastairmuseum.org

The Wine Country Harvest Faire  
and Business Showcase

October 9, 2008  
4:00 pm - 8:00 pm

**Booth space still available - contact the Chamber or visit markwest.org**

*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 August 12 at Grace Fellowship, 608 Larkfield Center 11:30 am - 1:00 pm



*hostess Jeane Haddorff of Healthy Are We*

**PRESIDENT'S MESSAGE**

Some things are important enough to bear repeating. Such is the case of the information derived from a recent meeting between CalAm Water and the Mark West Community Services Committee's District Formation Committee regarding conservation, rebates and tiered rates. *see page 1 article*

The Sonoma County Water Agency has requested a reduction in water usage for the county of 15%. Add to this a water rate increase approved by the California Public Utilities Commission (CPUC) of 38%, with water draw at maximum and you can see reliance on inexpensive and unlimited water has gone down the drain!

Our solution then is to cut back and prioritize usage. Landscaping typically requires better than half of the household water usage, and with a cutback on watering times, length and days will result in quite a lot of water saved. Changes to landscape natural materials or artificial turf, and to drip systems will also cut back on water usage. (Watch the Chamber Office landscaping to see suggested materials, plants and irrigation system.) timed showers with low flow heads instead of baths reduce water usage, as will new appliances like toilets, clothes and dish washers, and instant water heaters and pumps. Many of these qualify for rebates or are free from CalAm, with the list of rebates expanding.

In addition, the CPUC is in the process of establishing tiered rates: with reduced usage your rate goes down! Excessive usage and rates increase!

It is likewise hoped that many Home Owner Associations will revise their by-laws to modify landscaping requirements and permit more user friendly water usage. That alone will prevent weed filled and yellow lawns.

A recent conservation flyer was mailed by CalAm to each household. Give them a call to schedule a free water audit, or for further information on rebates and free water saving devices. *Respectfully, Jim Bajgrowicz, President*

**JULY SOCIAL & MWCS D FUNDRAISER**

hosted by: **HEALTHY ARE WE**

The July 10th after-hours business social was hosted by Healthy Are We at the chamber offices on Old Redwood Highway. Healthy Are We owner Jeane Haddorff treated guests to a wide assortment of very delicious snacks including chocolate-dipped strawberries, veggie wraps, fruit salad, a Bundt cake and wine. She also provided everyone with a detailed explanation of her business and the products she offers.

Jeanne explained that she is an independent distributor of Shaklee merchandise. While the name of her company might imply she offers mostly vitamins and nutritional supplements, Healthy Are We also carries cleaning

*continued on page 3*

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**JULY SOCIAL & MWCSO FUNDRAISER**

*continued from page 2*

and laundry supplies, cosmetics, personal care goods and household accessories such as water and air purifiers. Jeanne said the goal of her business is to create healthy lives for her customers by offering the best environmentally friendly and safe products. Jeanne passed out literature to everyone pertaining to her products and provided an explanation of the many items she had on display that evening.

Chamber Ambassador Kathleen Palmer from Sonoma Connection served as Master of Ceremonies for our extremely well attended gathering. Newly elected chamber President Jim Bajgrowicz from the Office of James Bajgowicz said a few words thanking everyone for their attendance. Outgoing President Walt Smith from Just Transportation was given a warm Thank You and sincere recognition for serving as chamber President this past year. New chamber member introductions along with plaque presentations included Todd Anderson from Holiday Inn Express, Mackensie Ashton from The Restoration Station, Ken Moore from The Small Business Energy Alliance and Matt Perezchica from Johnson Pool and Spa.

The Chamber Ambassadors committee kicked off two exciting new promotions which will take place at all of our monthly after-hours socials:

**POT OF GOLD & 50/50 RAFFLE:**

Our first Pot of Gold drawing started off with a \$40.00 pot which is awarded to a member who is present at the social. *The drawing consists of ALL members, but only a member who is present can win the Pot of Gold!* Pacific Trust was the chamber member drawn to win the current pot. Unfortunately for Pacific Trust they were not able to have someone in attendance, so the pot was not won - *this time*. The amount now grows \$10.00 and will be a \$50.00 pot at next month's social on August 14 at the Final Edition, 421 Larkfield Center.

One big winner who was in attendance was Jim Boulter from The Mark West Area Community Services District. Jim had the winning ticket for our first monthly 50/50 raffle. The pot was \$165.00 total - Jim walked away with \$82.50 and the remaining \$82.50 goes to support future chamber functions. Thank you everyone who purchased tickets! Door prizes donated by Healthy Are We and Airport Express were also given out to four lucky guests.

With lots of opportunities for networking, great fun, pleasant conversations and the chance to win nice prizes, it really does pay to attend our Socials. Also, donating a door prize at the social is always an excellent way to promote your business.

*Submitted by Anthony Geraldj, Head Ambassador*



*Mackensie Ashton of Restoration Station with Jim Bajgrowicz*



*Ken Moore from The Small Business Energy Alliance*



*Anthony Geraldj of SC Airport Express, Head Ambassador*

*photos by Sonoma CONNECTION*

*Visit [www.MarkWest.org/](http://www.MarkWest.org/) July2008Social for more photos*



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

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**BUSINESS-AFTER-HOURS-SOCIALS**

- AUG 14 FINAL EDITION**
- SEP 11 DAVIS CARPETS**
- OCT 9 WINE COUNTRY HARVEST FAIRE**
- NOV 13 NORTH BAY CORPORATION**
- DEC 11 CAL AMERICAN WATER**
- JAN 8 AKEENA SOLAR**
- FEB 12 CELLULARWORLD**

**FYI:  
CALCHAMBER  
APPLAUDS  
ADOPTION  
OF GREEN  
BUILDING  
STANDARDS**

(July 18, 2008) The California Chamber of yesterday applauded the Building Standards Commission (BSC) for their adoption of the first-in-the-nation green building standards for California.

“The California Chamber of Commerce applauds the Building Standards Commission and its adoption of green building standards, as well as the inclusive process by which they were developed,” said CalChamber President and CEO Allan Zaremborg. “The Building Standards Commission has served as the lead oversight agency for all building standards adopted in California for the last 30 years, and has performed this highly technical and specialized task very well.”

In response to market-based demands and the growing trend to build ever more sustainable and energy efficient buildings, Governor Arnold Schwarzenegger challenged interested parties to come together and craft a set of green building codes. The business community accepted the challenge and have provided the BSC with technical comment and feedback throughout the process. The standards provide a mix of mandatory residential codes and optional commercial codes to guide the building industry to strict statewide sustainable building standards.

A new building built in California is almost fifty-percent more energy efficient and emits half the greenhouse gasses of the national average. Now, the state has adopted the first set of green building codes in the nation which will continue to move California towards a more sustainable environment.

“While there is still much work to be done, the adoption of these regulations will create a sound framework from which to focus future regulatory efforts because it is important that innovations in green building are not sabotaged by state mandates,” Zaremborg said.

“The CalChamber and the business community supports green building standards and is actively engaged in proliferation of the technology,” Zaremborg said. “CalChamber wants to see green buildings flourish in the state, but believe this development should be done in a collaborative manner with industry and through an incentive-based approach that has already been proven successful.”

The CalChamber will continue to work within the public process at the BCS to determine which of the initial green building features, as well as additional features, should become part of the 2009 code.

*Staff Contact: John Hooper*



*Interested in joining our  
Ambassador Club?*

Contact

Tony Geraldj,

837-8700

tony@

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**CAL/AM WATER CONSERVATION PROGRAM**

*continued from page 1*

**CUWCC's Best Management Practices:**

**Water Survey Programs for Single Family Residential and Multi-Family Residential Customers**

- Cal/Am is required to contact 20% of both single family residential and multi-family residential customers and offer a survey of both indoor and outdoor components of their water system.

**Residential Plumbing Retrofit**

- Requires Cal/Am to identify all residences built before 1992 and distribute or directly install high quality, low flow shower heads, toilet displacement devices, toilet flappers and faucet aerators where required.

**Large Landscape Conservation Program and Incentives**

- Applies primarily to apartments or commercial establishments with high water use due to landscaping. The Sonoma County Water Agency is currently contracted for this service.

**High Efficiency Clothes Washing Machine Financial Incentive Programs**

- This program has already been in effect in Larkfield for the last three years providing rebates of \$150 toward the purchase of a high-efficiency clothes washer on the approved list.
- Not all washers are eligible for rebates. **Visit [www.cuwcc.org](http://www.cuwcc.org) before purchasing a new washer.**

**Public Information Programs**

- Requires Cal/Am to inform customers of their Conservation Program and how to get help and advice concerning conservation matters.
- MWCSA will be working with Cal/Am to ensure that Larkfield, Wikiup and Fulton residents are aware of the Conservation Program.

**School Education Programs**

- Will provide school districts and private schools instructional assistance, educational materials and classroom presentations that identify conservation issues.

*continued on page 6*

*Half Moon Bay  
Chinese Restaurant*

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(next to Molsberry Mkt.)**

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**NEW MEMBERS**



Johnson Pool & Spa  
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9650 Old Redwood Hwy.  
837-0866 (F) 837-8721  
mattp@johnsonpoolandspa.com  
johnsonpoolandspa.com

Mariposa Seamstress  
Amparo Chavez  
860 Piner Rd. Unit 20  
579-5815

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Carlos Gray  
4099 Coffey Ln.  
280-6467  
cgray@cgraylandscaping.com  
cgraylandscaping.com

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Phil Essner  
656 Greenview Dr.  
545-5661 (F) 545-5661  
essnerpba@comcast.net

**RENEWING MEMBERS**

Creekside Apartments (1987)  
PG&E (2002)  
Just Transportation (2007)  
T.L. Tilletts Automotive (2007)



*Todd Anderson  
Holiday Inn Express*

**CAL/AM WATER CONSERVATION PROGRAM**

*continued from page 5*

**Retail Conservation Pricing**

- Cal/Am will implement Tiered Rates in the Larkfield Service Area which will apply only to residential customers.

Tier 1 – From 0 up to the average winter usage

Tier 2 – From the average winter usage to the average summer usage

Tier 3 – Any usage above the average summer usage

- Commercial customers, which include apartments, will be charged at the Tier 3 rate for all water used.
- Cal/Am will issue an Advice Letter with the numbers soon after the Settlement Agreement is approved by the CPUC.

**Conservation Coordinator**

- The Mark West Community Services Committee has requested that Cal/Am establish a local telephone hot line staffed by knowledgeable people to answer questions about conservation and to provide assistance where needed.

**Water Waste Prohibition**

- Prohibits waste by gutter flooding and to require re-circulating car wash systems and commercial laundry systems.

**Residential Ultra Low Flush Toilet and High Efficiency Toilet Replacement Program**

- Currently provides for a \$100 rebate for ultra low flush toilets and high efficiency toilets on the approved list.

- Not all toilets are eligible for rebates. **Visit [www.cuwcc.org](http://www.cuwcc.org) before purchasing a new toilet.**

*Submitted by the The Mark West Community Services Committee*

**CHAMBER TESTIMONIALS**

The Chamber Board of Directors often hears members talk about how they have benefitted from their membership in the Mark West Area Chamber of Commerce & Visitors Center.

*We would like to hear from you!*

Tell us about your experience with the Chamber - have you met a new customer or found a resource that you needed? Refer us to one of the businesses or organizations in the Chamber!

Or, tell us about your services or products - did you know you can write your own member profile to be published in the Lark? 300 words *and a photo* is all we need!

We look forward to hearing from you soon! *The Board of Directors*



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**AFTER HOURS  
BUSINESS SOCIAL**

**THURSDAY  
AUGUST 14, 2008  
5:30 pm - 7:30 pm**

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