

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

August 2009
Volume XIII Issue 8

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

ANNUAL DINNER A DELIGHTFUL CELEBRATION!

Eighty six (86) Chamber members and their guests enjoyed our **Annual Installation Dinner** on July 10th. **Vintners Inn** served hors d'oeuvres on the patio, followed by a five (5) course dinner, wine included. After dinner, **2009 California's Junior Miss, Lauren Xie**, described her positive experiences in the Junior Miss program, which also awarded her a scholarship to Harvard. **Audrey Stevens, Director of the VA Medical Center**, spoke about the services that the Veterans Administration provides in Sonoma County, which will be expanded with their new facility near the airport.



Lisa Cannon, Job Link, Anthony Gerald, SC Airport Express, Jim Bajgrowicz, Consultant, Marlene Hudson-Spanish Interpreter, Walt Smith, Just Transportation, Lauren Xie, 2009 CA's Junior Miss, Audrey Stevens, Director, VA Medical Center, Patricia Morelli, Office Manager (retired)

Member of the Year was awarded to **California American Water, Director of the Year to Anthony Gerald of Sonoma County Airport Express**, and Honorable Mentions to Aaction Rents, Exchange Bank, Just Transportation, Job Link, Molsberry Markets, Promos OnCall, Sonoma CONNECTION, Sonoma County Airport Express, and Vintners Inn, for their contributions to the Chamber. Supervisor Paul Kelley installed the new Board and Officers.

MEMBER OF THE YEAR: CALIFORNIA AMERICAN WATER

An open letter (from Tony Lindstrom, CalAm Water) to the membership of the Mark West Area Chamber of Commerce and Visitors Center - July 21, 2009:

As you may know, **California American Water** was recently honored as **Member of the Year** by the Chamber. We appreciate the recognition for our contributions, particularly for our partnership with the Chamber to create the water efficient landscape garden at the Chamber Office and Visitors Center on Old Redwood Highway.

The garden has replaced a water thirsty grass lawn that was rarely trod upon by anyone without a mower in front of them, and it is a highly visible model of beautiful water efficient landscaping for businesses and homes in our community. The garden sends an important message that the Mark West Chamber of Commerce embraces conservation and is aware of the impacts the current drought is having on businesses throughout Sonoma County.

California American Water would like to share the credit for this project with others who were instrumental in the implementation and development of the Chamber and Visitor Center's Water Efficient Landscape Garden.

continued on page 6



Susan Lindstrom (representing Tony Lindstrom) and Evan Jacobs, CalAm Water are recognized as Chamber Member of the Year



*Social hosted by Goodwill Industries
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COMMUNITY CALENDAR

next **AFTER HOURS BUSINESS SOCIAL**

Hosted by **VINTNERS INN**
4300 Barnes Road, Santa Rosa
Bring your business cards

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

WINGS OVER WINE COUNTRY
Charles M. Schulz Sonoma County Airport

August 15 & 16
9:00am - 4:00pm

RIBBON CUTTINGS

M.D.'s Quality Painting, Marlene Hudson-Spanish Interpreter

Thursday, August 27

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 August 11 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

PRESIDENT'S MESSAGE:

"Green" isn't just a word; it's become a way of life with a meaning of conservation for most of us. Our Chamber has sponsored and endorsed projects such as e-waste and water conservation.

We've sponsored programs with Goodwill Industries in recycling all household, office and electronic items as well as clothing. If you're not fully aware of the many wonderful programs that Goodwill provides, I suggest you give them a call. You'll be pleased to learn all they have to offer.

On that note, have you seen the Chamber's front yard lately? Some time ago we tore out the lawn and landscaped the area with native plants and installed a drip system on a timer. This is to conserve water and to encourage others to do likewise. Yes, lawns do look nice, and we've all gotten used to them. However, they do use a lot of water and require a great deal of maintenance. So, to reach a compromise, we're having an astro type lawn installed in the area in front of the entrance (pictures and a video of this will be forthcoming). By next month's newsletter we'll have more information to give you regarding how, who did the job, etc.

A major sponsor for all the above is CalAm Water and several of our good Chamber members who graciously gave of their time and energy for this project. We are blessed to have so many wonderful people in our Chamber. Thank you all.

Whenever possible, we the Chamber do business with Chamber members. Never, would we consider any promotion and/or project with an "out of town" business or vendor. On another note, I recently read a letter in the Press Democrat wherein a local Chamber of Commerce was doing business with someone from out of the area, and excluding our local like businesses. We also encourage our members to first consider another Chamber member whenever possible. I'm delighted to know that we are all being loyal to one another. This reputation and the knowledge that we are a friendly and fun group are bringing new members seeking to join us. Personally, I am proud to belong to such a fine organization of wonderful people.

Our Annual Installation of Officers Dinner was held at the Vintners Inn on July 10th. It was an outstanding event by our wonderful host, Jeran Stumbaugh, Special Events Sales, and her staff.

The food, service and ambiance couldn't have been better. They made this event run so smoothly and easy to put together. It was an absolute pleasure to work with Jeran Stumbaugh and her staff. I highly recommend Vintners Inn for an event. Also, thanks go to Tony Gerald of Sonoma County Airport Express for taking on this project for the Chamber.

I'd also like to acknowledge the Windsor Times and their editor, Matthew Hall, for all the wonderful cooperation they've extended to our Chamber. Matt took some wonderful pictures of the Installation dinner and published them in his paper. The Windsor Times has also been doing a great job of helping promote our Chamber. In turn, we are looking to work with them to get them into our Mark West area. We are planning to partner with them in circulation of their paper *continued on page 6*

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**JULY SOCIAL
HOSTED BY
GOODWILL
INDUSTRIES**

Goodwill Industries Hosts Our July Social

Our after-hours business social for July was hosted by **Goodwill Industries of the Redwood Empire** at their 3535 Industrial Drive location in Santa Rosa. Lots of food, beverages and great networking all made for a wonderful gathering. Chamber Head Ambassador Tony Geraldi from Sonoma County Airport Express served as Master of Ceremonies for the evening.

Goodwill Industries Director of Donor Relations and Development Stephanie Munson spoke to the many guests in attendance about Goodwill before introducing CEO and President Mr. Mark Ihde. Mark explained that Goodwill Industries of the Redwood Empire was founded in 1974 and recently celebrated its 34-year anniversary as one of the largest non-profit organizations in the North Bay Region which includes Sonoma, Napa, Mendocino, Lake, Trinity and Humboldt Counties. Goodwill provides a wide range of job training, placement and support programs for people with disabilities and other special needs. Goodwill currently operates nine stores including their outlet store on Yolanda Avenue and has store number 10 scheduled to open in Sebastopol on August 28th. Mark also told everyone about their upcoming fundraiser taking place on October 17th called the Ghoullwill Ball in which proceeds will benefit Goodwill's job-related programs and services.



Front Row: Peggy Parlee, Goodwill, Naudia Ibanez, SC Employer Advisory Council, Stephanie Munson, Carole Ward, Goodwill Back Row: Valerie Nagle, SC Employer Advisory Council, Brandy Evans, Laurie Petta, Mark Ihde, Goodwill

A new member plaque was presented to Julie Hunter of Hunter Prestige Properties. Julie Hunter has 18 years experience assisting clients with the sale and purchase of properties. If you are looking to upsize, downsize, or relocate, Julie can help you maximize the return on your investment or obtain the absolute best real estate value possible.



Julie Hunter of Hunter Prestige Properties receives her new member plaque from Tony Geraldi, SC Airport Express

Our 50/50 raffle of \$100.00 was won by our past Chamber President Jim Bajgrowicz. Congratulations Jim! The business drawn from the Pot of Gold was Mission Capital. Neither Jerry Guffey or any member of his staff at Mission Capital were able to attend the social. Next month, \$20.00 will be added to the Pot Of Gold drawing (at the August 13th Social hosted by Vintners Inn) for a total of \$120.00!

Prizes for our business card drawing were donated by the Sonoma County Employer Advisory Council and Sonoma County Airport Express. Winners drawn were Lyndasue Christensen from Club WIN and Will Brodt from Promos Oncall. Congratulations to Lyndasue and Will and a big thank you to Stephanie Munson, Mark Ihde and their staff for their gracious hospitality.

contributed by Anthony Geraldi, Head Ambassador

Larysa Shmorhay, Resilient Education, Kimberlee Anderson, Assets Insurance, Michael Flitner, Keegan & Coppin, Stacy Desjardins, Club WIN

Ambassadors Barbara Wilson, Patricia Dearmin, Dee Gutmann



Walt Smith, Just Transportation, Marlene Hudson, Spanish Interpreter



John Essman, Sonoma CONNECTION, Marcy Schuetz, Goodwill, Bill Laurie, Sir Speedy Printing, Jennifer Neylon, Lescure Engineers



More photos at MarkWest.org



Sonoma CONNECTION

**John Essman
Kathleen Palmer**
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Healdsburg, CA 95448
(707) 433-8774

info@sonomaconnection.com
www.sonomaconnection.com

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BUSINESS-AFTER-HOURS-SOCIALS

- AUG 13 VINTNERS INN**
- SEP 10 AIRPORT EXPRESS/ACTION RENTS**
- OCT 8 CAL AMERICAN WATER**
- OCT 15 HARVEST FAIRE TRADESHOW!**
- NOV 12 SONOMA EYEWORKS**
- DEC 10 EXCHANGE BANK/MOLSBERRY MARKETS**
- JAN 14 SCHEDULE NOW FOR 2010!**

RIBBON CUTTING: GOODWILL INDUSTRIES

Goodwill Industries of the Redwood Empire believes in Empowering People.

In today's world, getting and keeping a job is no easy task. More and more people in our communities need our help. For those with a disability, lack of work experience, or poor work history, finding a job can seem impossible. Take a moment to imagine what it must be like trying to leave welfare with no marketable job skills, or find a job after years of struggling with a mental illness. Sometimes people need a hand up, a chance to show the world what they can do.

Goodwill is so much more than stores! Their programs, which include assessment, work adjustment training, community work experience, mental health self-help, employment readiness and employment placement, offer support and encouragement to people preparing for or seeking employment.

Goodwill hosts monthly tours and invites the community to attend. To find upcoming tour dates or more information about Goodwill please visit them at 651 Yolanda Ave., Santa Rosa.

Phone: (707) 523-0550 ext. 213 or at www.GIRE.org

contributed by Will Brodt, VP Public Relations



Lisa Cannon, Job Link, Walt Smith, Just Transportation, Brad Pighen, GRP Wealth Strategies Group, Stephanie Munson, Goodwill Industries, Pat Morelli, Office Manager, Patricia Dearmin, Office Assistant, Charlie Stamps, Mary Turner, Goodwill, Don Wilson, Ambassador, Joyce Partington, Office Assistant, Kathleen Palmer, Sonoma CONNECTION, Barbara Wilson, Ambassador, Donna Treanor, Goodwill Committee Member, Jerry Hankins, Hankins Travel

RIBBON CUTTING: CLOVERLEAF RANCH

Cloverleaf Ranch is a year-round working ranch whose facilities have been adapted for summer programs of wholesome, enjoyable ranch life for boys and girls. In the summer, Cloverleaf becomes a little bit of the California West of many years ago. 160 acres of oak tree dotted hills and grazing land, Cloverleaf Ranch is the perfect setting for fun.

The goal of Cloverleaf Ranch is to offer our campers the experience of living on a working ranch and the program centered on this is one of controlled freedom. We program our time, always keeping in mind the safety of the campers, but not so structured that it cannot be fun and free from the restrictions of home and school. A program that is not only safe and fun, but also a learning experience, which develops the camper in many ways, is also an important goal of Cloverleaf Ranch.

Cloverleaf Ranch has been a family-owned and operated ranch camp since 1947. The second generation ranch owners, Ron and Ginger DeGrange, have a long-standing commitment to the development of youth, and continue the tradition of quality instruction and program development. Shawna DeGrange (known on the ranch as "Charm") has been involved directly with the program since 1999. She has been the camp Director since 2003 and is a third-generation Owner/Director. For more information visit them at 3892 Old Redwood Highway, Santa Rosa. Call (707) 545-5906, or on the Web at www.cloverleafranch.com

contributed by Will Brodt, VP Public Relations



Chamber members and guests with the staff, counselors & campers at Cloverleaf Ranch

instruction and program development. Shawna DeGrange (known on the ranch as "Charm") has been involved directly with the program since 1999. She has been the camp Director since 2003 and is a third-generation Owner/Director. For more information visit them at 3892 Old Redwood Highway, Santa Rosa. Call (707) 545-5906, or on the Web at www.cloverleafranch.com


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It's getting closer - only two months until the **20th Annual Wine Country Harvest Faire & Business Showcase**, happening on **Thursday, October 15, 2009, 4pm – 8pm**. Time to start planning your booth and the marketing message you are going to convey.

Here are a few suggestions to start the process:

Designate the people who are going to staff your booth and decide what their hours and responsibilities will be. Prepare an outline of what your expectations are while they are at the booth. Make sure everyone understands what the goals for the event are. Get your staff involved in planning the booth. **This helps develop teamwork and excitement!** Will they need badges and business cards?

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

1. Do you have a new product or service that you want everyone in attendance to know about? Choose a product or service branded giveaway that you can give to everyone you come in contact with. Be sure to include your business name and contact information on the giveaway.

2. Want to pull your primary prospects to your booth? Try sending a post card about 4-6 weeks before the Tradeshow which invites them to your booth. Let them know if there will be discounts for buying at the show, or special prizes if they mention their invitation.

3. Want prospects to buy on site? Provide a show special for on-site orders and display your discounts prominently.

4. How about lead cards? Offer a giveaway for those visitors who fill them out, drop their business cards into your fishbowl, or agree to sit through a future presentation or demonstration. **A sign always helps to announce show specials.**

The Harvest Faire and Business Showcase is an opportunity for you to show off for your current customers and to meet prospective customers. It is also a time to have fun, to introduce new products and to actively participate in your 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!!!**

contributed by Elaine B. Holtz nortonholtz.com

The Chamber would like to recognize **Molsberry Markets, Inc.** and **River Rock Casino**, who have renewed their Chamber memberships as **Corporate Sponsors**.

Molsberry Markets, Inc. has been a Chamber member since 1981, and has been a big supporter of our events, including our Harvest Faire (yumm!) and our Holiday Tree Lighting. **Brian Molsberry** currently serves on our Board of Directors.

River Rock Casino has sponsored our Harvest Faire and provided food and entertainment at their booth. We appreciate the support and participation of **Molsberry Markets, Inc.** and **River Rock Casino!**



Office Manager Patricia Morelli retired after 22 years with the Chamber. With her are the Office Assistants who helped out in the office in recent years - Janet Bergman, Patricia Dearmin, Joyce Partington and Dee Gutmann.

Pat was presented with a gold watch to commemorate her years of service to the Chamber. Thank you, Ladies!

**20TH ANNUAL
WINE
COUNTRY
HARVEST
FAIRE &
BUSINESS
SHOWCASE
THURSDAY
OCTOBER 15
4:00 – 8:00PM**

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Tradeshow
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Anthony Gerald, General Manager of Sonoma County Airport Express, receives the Chamber's Director of the Year award.

Sonoma County
 Airport Express
 Anthony Gerald, General Mgr.
 5807 Old Redwood Hwy.
 Santa Rosa, CA 95403
 (707) 837-8700
 Fax: (707) 528-2877
 tony@airportexpressinc.com
 airportexpressinc.com
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NEW MEMBERS

Marlene Hudson
 Spanish Interpreter
 Marlene Hudson, Owner
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 (707) 501-9257
 mhudson@spanishinterp.net
 spanishinterp.net

RENEWALS

Creekside Apartments	1987
Benjamin Tire & Brake	1993
Patricia Dearmin	2007
Mogannam Investment	2008
Essner Tree Service	2008

PRESIDENT'S MESSAGE:

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and promoting them. They are a wonderful paper for a community such as ours. I hope the Mark West Area business community will advertise with them; and I know they will be reporting our local news items and our schools events. I suggest you pick up one of their papers and see for yourself.

I made two (2) new appointments at our last Chamber Board meeting. Nancy Wheeler, a Realtor with Creative Property Services accepted the position of Secretary to the Board. Nancy has been a member of the Chamber for several years and previously served as Board Secretary. Also appointed is Elaine B. Holtz, a partner with Norton & Holtz Business Solutions. She has been a great help to our Chamber, writing many informative articles for our newsletter. Elaine will serve as Vice President of Business Services.

Our next Social will be held at the Vintners Inn on Thursday, August 13th, from 5:30pm to 7:30pm. This should be an outstanding event, so please plan to attend and bring a guest. Bring lots of business cards and a smile!! We are sure to have some great raffle and door prizes, too. Be ready to network and have some fun!!

Another great event is scheduled for August at the Charles M. Schulz - Sonoma County Airport. That is the 2009 Air Show which is produced by the Pacific Coast Air Museum. Friday evening August 13th will kick it off with a P-38 Reception starting at 5:00pm. The gates open for the Air Show at 9:00am both Saturday & Sunday August 15th & 16th. Further details are available on line at: www.WingsOverWineCountry.org or call (707) 575-7900.

We are a busy, active Chamber serving the Mark West Area community. If you are not a member and wish to be a part of our "Team", please give us a call.

Hope you are all having a wonderful summer.

Respectfully, Walt Smith, President

MEMBER OF THE YEAR: CAL/AM WATER

continued from page 1

We would like to thank everyone who helped us design, purchase, transport, dig, rake and plant the garden at our work parties. Specifically we want to recognize Jim Bajgrowicz's excellent leadership on this project during his tenure as President; Bryan Healey for sharing his expertise in landscaping and irrigation; Steve Plamann and the crew at Aaction Rents for providing rental equipment free of charge; and Daryl Anderson for donating labor in the form of the Wikiup Properties landscaping crew.

We send a special thank you to Kathleen Palmer and John Essman, of Sonoma CONNECTION, for taking the lead on behalf of the Chamber. Their energy and dedication made the project possible.

Finally, we encourage all Mark West Chamber members to visit the landscape demonstration garden and sit on the newly installed bench and enjoy the beautiful landscape, which now includes a section of waterless grass.

With gratitude,
 Tony Lindstrom, Operations Superintendent
 California American Water, Larkfield District

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 400 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 the Chamber Office Manager 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)	

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VP Community Services -OPEN

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OFFICE MANAGER - OPEN

OFFICE MANAGER (interim)
 Marlene Hudson 578-7975
 markwest@markwest.org marlene@markwest.org

OFFICE VOLUNTEERS

Walt Smith 479-7356
 - We need volunteers for the Office -



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AFTER HOURS BUSINESS SOCIAL

THURSDAY
August 13, 2009
5:30pm - 7:30pm

HOSTED BY
VINTNERS INN
4300 Barnes Road
Santa Rosa

BRINGING BUSINESS & THE COMMUNITY TOGETHER!



Jeran Stumbaugh, Marketing Director, Vintners Inn, Kathleen Palmer & John Essman, Sonoma CONNECTION



Percy Brandon, General Manager, Vintners Inn receives award from President Jim Bajgrowicz



Supervisor Paul Kelley



Pat Morelli, speaker Audrey Stevens, Director, VA Medical Center, Lauren Xie, 2009 California's Junior Miss

More photos at markwest.org & *The Windsor Times*: sonomawest.com



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