

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

December 2008
Volume XII Issue 12

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

CELEBRATE THE HOLIDAYS WITH US AT LARKFIELD CENTER!

Bring the kids and meet Santa at our **HOLIDAY TREE LIGHTING** on Thursday, December 4 at 6pm. The celebration will be held in front of Molsberry Markets in the Larkfield Center. The choir from MWUSD will start the program with holiday carols, then Santa and his elves will arrive on a Rincon Valley Fire District Fire Truck.

Our generous sponsors are providing hot cider, cocoa and sweet treats!

Mark West Area Chamber of Commerce
Molsberry Markets
Larkfield Center
Rincon Valley Fire District
Mark West Union School District

cookies: Pat Morelli, Joyce Partington & Jeanne Haddorff



*Merry Christmas
and
Happy New Year!*



SANTA arrives at the HOLIDAY TREE LIGHTING!

HUMAN RACE SUCCESS!

Earlier this year Goodwill Industries CEO Mark Ihde agreed to be dressed up as our "Smiling G" mascot if we reached our goal of raising \$12,000 for the Human Race. Well I'm happy to report that with support from our community we were able to raise \$12,000 and at a recent staff meeting we had a special appearance from our "Smiling G" mascot.

We thought all of you might enjoy seeing Mark as "Smiling G", he's such a great sport. All of us at Goodwill would like to say "Thank you" for your ongoing support! Working together we can provide hope and change lives!

Don't forget Goodwill is an e-Waste collection location. All electronics, computers, vcrs and televisions can be dropped off at any Goodwill location.

contributed by Stephanie Munson



"Smiling G"
Mark Ihde, CEO
of Goodwill Industries



Social hosted by North Bay Corporation at Papa Lido's Pizza
more on page 3

COMMUNITY CALENDAR

AFTER HOURS BUSINESS SOCIAL

Hosted by **CAL AMERICAN WATER** and **EXCHANGE BANK**, 500 Larkfield Center

Thursday, December 11
5:30 pm - 7:30 pm

Bring your business cards!

Holiday Tree Lighting

Larkfield Shopping Center

Tree Lighting, Caroling, Treats & Santa!!!

Thursday, December 4
6 pm - 7 pm

BLOOD DRIVE

BBR and RVFA in the parking lot at Molsberrys

Friday, January 9, 2009
afternoon

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 December 9 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

We here at the Chamber office hope that each of you has had a Happy Thanksgiving, and while we are at it, have a Merry Christmas, Happy New Year and any other holiday that you celebrate. We need to keep in mind that the New Year promises to bring new challenges as well as new and novel solutions.

The past six months has brought quite a few improvements to your Chamber: new drought resistant landscaping project, a new directory in the mail Jan. 2 for 2009, a really successful trade show, many well attended Business After Hours, Christmas Tree Lighting, staff training by Cal Chamber in Sacramento, increased membership, an active Visitors Center and many volunteers at the office. For all of this we have the office staff, member volunteers, your board members and YOU to thank!

We invite all of our members, their staff, community members and families to the Christmas Tree Lighting on Dec. 4th at 6:00 p.m. in the Larkfield Center in front of Molsberry Markets. Hear the children's chorus, enjoy refreshments and welcome Santa Claus. On Dec. 11th CalAm and Exchange Bank will host the Business After Hours from 5:30 to 7:30 p.m. at the Exchange Bank. Come and share some Christmas Cheer as well as exchange business information. With the economy being what it is, all of these gatherings also become business contacts.

For the new year the Chamber will be establishing a 501(c)(3) foundation to fund education, assist the community and perform charitable activities.

Best wishes to all for the New Year!

Respectfully, Jim Bajgrowicz, President

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NOVEMBER SOCIAL

Hosted by
NORTH BAY CORPORATION

The folks at North Bay Corporation hosted an extremely well attended and informative after hours social at Papa Lido's Pizza on November 13th. Guests were treated to some very delicious Papa Lido's pizza along with plenty of wine and other beverages.

Chamber ambassador Will Brodt from PromosOncall introduced North Bay Corporation's Director of Government Affairs, Steve McCaffrey, to the 60+ members and guests in attendance. Steve explained that North Bay Corporation is our local trash disposal and recycling provider and told everyone how we as homeowners, renters and business people can support the Sonoma County 90% Recycling Initiative which has a goal of increasing our current recycling rate from 64% up to 90%. Also speaking on behalf of North Bay Corporation was Community Outreach Manager Casey Williams. Casey discussed ways to increase recycling efficiency and answered many questions pertaining to what we should and should not put into our recycling bins and boxes, and the proper handling of items with regards to recycling and disposal.

State Farm Insurance agent Katherine Wong was presented with a new member plaque. Katherine talked about her business and conveyed how happy she was to be a member of the Mark West Area Chamber. Her office is located on Santa Rosa Avenue and offers a variety of insurance coverages, including homeowner, business, automobile and apartment rental. Katherine can take care of anyone's life insurance and annuity needs.

Our 50 / 50 raffle winner was Andre' Andrus from Andre' Andrus Electrical with the winning ticket good for \$85.00. For the second consecutive social the member drawn from the Pot of Gold was in attendance and won the Pot! The \$40.00 pot went to Scotty Struthers from Struthers Lighting Products. Next month's Pot of Gold will again start off with a \$40.00 pot and grow \$10.00 every social until it is won. Congratulations to Andre' and Scotty.

Sonoma County Airport Express and Naturalight donated door prizes. Aggie Maggio from Coldwell Banker won a \$50.00 gift certificate for any product that Naturalight sells. Susan Lindstrom from the Paralegal Office of Susan Lindstrom won a very attractive hat from Naturalight. Steve McCaffrey from North Bay Corporation won the round trip ticket for Airport Express service between either Oakland or San Francisco Airport. A big thank you to Naturalight and Airport Express!

Our next after hours social will be December 11th hosted by California American Water and Exchange Bank and will be held at the Exchange Bank Larkfield Branch. As always, chamber members are encouraged to attend our socials for great opportunities in promoting your business through discussions and door prize donations, as well as networking with other chamber members and the possibility of winning some cash or valuable prizes.

contributed by Anthony Gerald, Head Ambassador



Casey Williams & Steve McCaffrey of North Bay Corporation/Redwood Empire Waste Disposal



Will Brodt, Promos Oncall
Katherine Wong,
State Farm Insurance,
Tony Gerald,
SC Airport Express

Visit www.MarkWest.org/NovemberSocial2008
for more photos



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Web Site Design • Search Engine Optimization
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BUSINESS-AFTER-HOURS-SOCIALS

- Dec 4 Holiday Tree Lighting*
- DEC 11 CAL-AM WATER/EXCHANGE BANK**
- JAN 8 AKEENA SOLAR**
- FEB 12 CELLULARWORLD**
- MAR 12 CARLOS LANDSCAPING**
- APR 09 HILTON GARDEN INN**
- MAY 14 SONOMA COUNTY AIR MUSEUM**
- JUN 11 CHANCELLOR PLACE OF WINDSOR**
- SEP 10 AIRPORT EXPRESS/ACTION RENTS**

MARK WEST SCHOOL DISTRICT NEWS

2008-09 Mark West School District Strategic Plan

In the winter of 2006 the Mark West School Board of Trustees initiated a Strategic Planning process to focus our district on specific goals and align our resources to achieve the major areas the Strategic Plan addresses. The Strategic Plan for the Mark West School District provides a multi-year framework for leading and managing change, analyzing resources, and planning for an uncertain future. The Strategic Plan serves as a roadmap for all that we do in the district. This is our second year of implementation of our Strategic Plan. The Strategic Plan has five major areas that goals, objectives and action plans have been written. The five areas are: 1) Student Achievement, 2) Financial Sustainability, 3) Technology, 4) Marketing and Public Relations, and 5) Facilities.

The Strategic Goals for 2008-09 are:

Student Achievement

Goal 1: To improve academic achievement and educational opportunities for all students.

Goal 2: To provide a range of support services to meet the needs of all students and families.

Financial Sustainability

Goal 1: To promote and maintain the fiscal stability in the District.

Technology

Goal 1: to integrate technology into the instructional program to improve learning outcomes and prepare students for the future through implementation of the District Technology Use Plan.

Marketing and Public Relations

Goal 1: To achieve the District's goals through communication and partnerships with citizens, parents, local business leaders, local government and community groups.

Goal 2: To focus resources on attracting and retaining students to the Mark West School District

Facilities

Goal 1: To provide facilities that meets the needs of all students in the Mark West Union School District.

You may also access the plan on the district's website at www.mwusd.org

Mark West School District's Education Foundation

Due to the State of California's budget uncertainty, mid-year budget reductions, the Mark West School District has resurrected the Mark West Education Foundation for the children of our district.

continued on page 5



Interested in joining our Ambassador Club?

Contact

Tony Geraldj,

837-8700

tony@

airportexpressinc.com

Advertisement for California American Water, featuring the text 'Serving Larkfield' and '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.' Includes the RWE Group logo.

Advertisement for CODE 3 REAL ESTATE / MORTGAGE LOANS, featuring the text 'CODE 3 REAL ESTATE / MORTGAGE LOANS', 'Marc Hunter President Realtor', and contact information: '(707) 570-0850 office (707) 322-3260 cell (707) 284-5540 fax marc@code3loans.com www.code3loans.com D.R.E. License 01433943'. Includes the address: 'Wiklup Professional Park, 136 Wiklup Drive, Suite B, Santa Rosa, CA 95403'.

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The Foundation is one way to keep vital programs away from the State's chopping block. The Education Foundation meets the first Monday of the month at 6:30 P.M. here at the district office. *Due to a scheduling issue, the Foundation will be meeting on **Monday, December 15, 2008**, at Mark West School at 6:30 P.M.*

The Foundation has elected a Board of Directors and they need your help and support. Now more than ever is the time to get involved....join the Foundation and give your input on how to raise funds and how monies will be spent. Please join me on the Mark West Education Foundation.

Riebli School Construction Project

On Tuesday, October 21, 2008, the Mark West School Board of Trustees voted to approve the new construction contracts for Riebli School. The week of November 3rd, the Riebli campus began their construction project and it is projected to go through the summer, with a completion date in August, 2009. The scope of the construction is adding 10 additional (modular) classrooms, one of which will be a new computer lab, demolishing 4 classrooms, removing 2 portable classrooms, and building a staff parking lot for approximately 59 cars.

Construction of a new staff-only parking lot will begin after the classrooms are completed (June, 2009). The new parking lot is scheduled to be completed by the start of the 2009 school year. This parking lot will free up all the parking spaces in the current parking lot, so that parents may park and pick-up their children. We are excited about the construction project and know these improvements will enhance the Riebli School campus. Anyone interested in seeing the plans, are more than welcome to drop by the district office or Riebli School.

contributed by Kay Schultz, Superintendent

Do you find yourself in the middle of a legal problem without the resources to hire an attorney? Beck Law has the solution for you! The Self Representation Assistance Program. This program offers legal services for a fraction of the cost. For only \$500.00 we offer the following services:

- ½ hour FREE Consultation provided with the first telephone call
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We understand that during these difficult economic times resources are scarce and limited. Beck Law now offers you the legal services you desperately require in an affordable fashion where you are in control. *contributed by Liz Moreno, Beck Law*

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SCHOOL
DISTRICT
NEWS**

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RENEWALS

State Farm Insurance (1982)
 Gary Senneff (1982)
 Golden Bear Financial (1993)
 Garzini Flooring (1997)
 Diane Sackett, Loan Broker (1998)
 Blood Bank of the Redwoods (2000)
 Naturalight (2000)
 AmericanAgCredit (2001)
 Redwood Empire Beauty College (2002)
 Pete Henderson (2002)
 CDorsett Appraisal Services (2005)
 Mark West District PTA (2007)
 VM Group (2007)
 Club WIN (2007)
 Andre' Andrus Electrical (2007)
 Michael & Co Jewelers (2007)

REDWOOD CREDIT UNION PRESIDENT & CEO BRETT MARTINEZ NAMED CALIFORNIA CREDIT UNION LEAGUE BOARD CHAIRMAN

Brett Martinez, President & CEO of Redwood Credit Union (RCU) in Santa Rosa, CA, was named Board Chairman of the California Credit Union League – the trade association for California credit unions – during the League’s recent Annual Meeting and Convention held at the San Francisco Marriott.



“I am honored to assume the role of Chairman of the California Credit Union League’s Board during this historic and challenging time,” Martinez said. “I look forward to working with the Board and League President to help guide California’s credit unions through the challenges and successes that lie ahead, to promoting financial literacy in our communities, and to further promoting the credit union difference throughout California and the rest of the nation,” Martinez added.

With headquarters in Rancho Cucamonga, CA, the California Credit Union League provides leadership, political advocacy, education, information and support to more than 500 credit unions in California, with nearly 9 million members and more than \$113 billion in assets.

Prior to joining Redwood Credit Union, Mr. Martinez served as a Senior Executive for both the California Credit Union League and Arrowhead Credit Union in San Bernardino, CA. He holds a Masters in Business Administration (MBA) from California State University/San Bernardino and a Bachelor of Science degree from the University of La Verne. He is also a graduate of CUNA Management School.

Mr. Martinez is an active community participant serving on a variety of non-profit, community and industry Boards. He is a Board member of Redwood Credit Union Services Group, the United Way of the Wine Country, the Santa Rosa Chamber of Commerce, the North Bay Leadership Council, and is a Friends Advisory Councilmember for Community Foundation Sonoma County. He serves on the Credit Union for Kids National Advisory Board and is the Fundraising Coordinator for Credit Union for Kids.

Founded in 1950, Redwood Credit Union is a full-service financial institution with 15 branch locations throughout the greater North Bay and San Francisco. For more information, please call 1 (800) 479-7928 or visit www.redwoodcu.org.

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 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
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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)	



David Hartman

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and VISITORS CENTER**



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

*Holiday Tree Lighting
December 4th, 6pm
Larkfield Shopping Center*

**AFTER HOURS
BUSINESS SOCIAL**

**DECEMBER 11, 2008
5:30pm - 7:30pm**

hosted by
**CAL-AM WATER
and EXCHANGE BANK**
500 Larkfield Center

Happy Holidays and All the Best to You in 2009!
BRINGING BUSINESS & THE COMMUNITY TOGETHER!



Thank You
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