

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 - 3pm

www.markwest.org

markwest@markwest.org

The Lark

December 2009

Volume XIII Issue 12

*Holiday Tree Lighting
Thursday, December 3, 6 - 7 pm
Molsberry Markets - Larkfield Center*



CELEBRATE THE HOLIDAYS WITH US!

Bring the kids and meet Santa at our **HOLIDAY TREE LIGHTING** on Thursday, December 3 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!

Sponsors:

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



*Merry Christmas
and
Happy New Year!*



*November Social hosted by
Sonoma Eyeworks
page 3*

next **AFTER HOURS BUSINESS SOCIAL**

Hosted by **EXCHANGE BANK & MOLSBERRY MARKETS**

500 Larkfield Center

Thursday, December 10

5:30 pm - 7:30 pm

Bring your business cards!

*Holiday Tree Lighting
Larkfield Center*

Thursday, December 3

6 pm - 7 pm

Tree Lighting, Caroling, Treats & Santa!!!

featuring the Mark West School District Chorus. Plan on bringing the family!

Welcome 2010 at our **AFTER HOURS BUSINESS SOCIAL**

Hosted by **GRP WEALTH STRATEGIES GROUP**

Happy New Year!

Thursday, January 14

160 Wikiup Drive, Suite 101

5:30 pm - 7:30 pm

*Start 2010 with a new resolution! Use the Chamber to increase **your business!***

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.



Will Brodt
President

The next Board of Director's meeting is December 8 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:

Hello Chamber Members;

This president's message comes from your new president, Will Brodt. I see our Chamber of Commerce as a big family of diverse individuals. We all have one thing in common, our businesses. I have great visions and goals for our Chamber to support and lift up the local business community. The first goal is to have fun! Our monthly Business After Hours Social and ribbon cuttings create a fantastic atmosphere for networking, friendship, camaraderie and fun. Another goal is to increase the size of membership by 35%. This will provide more networking opportunities and increased sales for all our business members.

As your new president, I will always promote an environment encouraging chamber members to do business with each other first and refer each other to our own personal networks. By attending the social events, getting to know one another and becoming friends, we can easily accomplish both goals. Isn't it better to do business with someone you know? I am confident that with the help of our fantastic Board of Directors, our awesome ambassadors and all of you, our incredible members, we can have fun, increase our membership base and most importantly make more money. I hope to see all of you at the "Holiday Tree Lighting" at Molsberry Markets on Thursday, December 3, from 6 to 7pm and The "Business After Hours Social" hosted by Exchange Bank and Molsberry Markets on December 10 at 5:30 pm. Have a wonderful holiday season.

Cheers, Will Brodt

SAVE RECEIPTS FROM ONLINE PURCHASES

Use Tax May be Owed on Purchases from Out-of-State Retailers

Betty T. Yee, Chairwoman of the Board of Equalization (BOE), is today reminding Californians that while online shopping is a convenient way to quickly take care of holiday gift needs, use tax may be owed on those purchases made online or from out-of-state retailers.

Use tax generally applies to sales made outside the state or online when sales tax isn't applied by the retailer. Sales tax applies to most in-state purchases. Online or catalog retailers are not required to collect sales tax unless they have a physical presence in California. The consumer is required to pay use tax when the out-of-state retailer does not collect sales tax.

California use tax has existed since 1935.

continued on page 5

Serving the Wine Country Since 1979

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

LESCURE
ENGINEERS, INC.
(707) 575-3427

CALIFORNIA AMERICAN WATER

Saving Water Saves Money

www.californiaamwater.com • (888) 237-1333

**NOVEMBER
SOCIAL
HOSTED BY
SONOMA
EYEWORKS**

Sonoma Eyeworks Hosts A Fun And Well Attended Social

November's After Hours Business Social was hosted by the friendly staff of Sonoma Eyeworks, located in the Larkfield Shopping Center. It was a wonderful event with a nice turnout, a very delicious spread of food, and a wide variety of soft drinks, bottled water and selection of wines.

Chamber Ambassador Kathleen Palmer from Sonoma Connection served as Master of Ceremonies for the evening. Dr. Michael Harmon and Cindy Harmon introduced their employees and assistants and told everyone about Sonoma Eyeworks. They explained that they have been voted the North Bay Bohemian's Best Optical store for nine years in a row 2001 to 2009. With an in-house lab they can provide same-day service on most orders. Dr. Harmon said that they have relocated their business several times locally throughout the years and that their current storefront, lab and gallery located at 534 Larkfield Center since July of 2000 has been by far their most successful location. Cindy Harmon explained that with their commitment to customer convenience and satisfaction they are open 6 days a week with plenty of evening hours available. Cindy Harmon also told everyone that they truly love the Larkfield area of Santa Rosa and are proud members of our Chamber of Commerce.

A new member plaque was presented to Wendy Morrow who is a professional image consultant. Wendy told everyone she specializes in helping you look your best and make the most of your wardrobe, from business chic to comfy casual. Wendy can assist you in making the best choices for your pocketbook and your look, with your personality always shining through.

Newly elected Chamber President Will Brodt from Promos Oncall conveyed his excitement in becoming our President. Will asked everyone to make it a priority to shop for goods and services with chamber businesses instead of looking to businesses outside our area. Will reminded us to search the chamber web site membership directory or check our printed directory to find the business you're in need of. Will also conveyed his desire to increase the number of businesses in our chamber and to do what he can to make our memberships that much more valuable.

The business drawn from the Pot of Gold was Chocolate2Live. For the 9th consecutive social the pot went unclaimed as neither Jacki Malin or any of her staff from Chocolate2Live were able to attend the social. \$20.00 will now be added to the Pot of Gold drawing at the December 10th social hosted by Molsberry Market and Exchange Bank, which now makes the pot a very worthwhile \$200.00!

continued on page 4



Peter Casper, Wayne Wilmsem, Julie Birdsall, Sarah Nickell, Dr. Michael & Cindy Harmon of Sonoma Eyeworks



A delicious buffet courtesy of Sonoma Eyeworks



Will Brodt, new Chamber President with wife Denise, both of Promos Oncall

More photos on page 4 and at MarkWest.org

LARKFIELD
Body & Paint

David Hartman

15 Lark Center Drive
Santa Rosa, CA 95403

707-546-5717
FAX 707-546-0902

BUSINESS-AFTER-HOURS-SOCIALS

- DEC 3** *Holiday Tree Lighting*
- DEC 10** **EXCHANGE BANK & MOLSBERRY MARKETS**
- JAN 14** **GRP WEALTH STRATEGIES GROUP**
- FEB 11** **HEALTHY ARE WE**

**NOVEMBER
SOCIAL
HOSTED BY
SONOMA
EYEWORKS**

Sonoma Eyeworks Hosts A Fun And Well Attended Social

continued from page 3

Ken Norton from Norton & Holtz Pre-Paid Legal Services, who won the two minute showcase last month at the combined Wikup Properties/Cal-America Water Co. & Guardian Caregiver Connections social, talked about his business.

He explained that Pre-Paid Legal Services is an individual or group employee benefit legal plan in which a member pays a monthly fee in exchange for access to a range of legal services on-call. Pre-paid legal plans typically offer certain services for a fixed monthly charge such as legal advice and consultation, review of contracts, having a lawyer write a letter on a client's behalf, or the drafting of wills and other legal documents. Legal service plans may also cover legal representation in court, such as traffic violation defense, automobile-related criminal charges defense and general trial defense, and the filing of motions.

Our 50/50 raffle with \$103.00 was won by a very excited Shawna DeGrange from Cloverleaf Ranch. Congratulations Shawna! Prizes for our business card drawing were donated by Sonoma Eyeworks and Sonoma County Airport Express. Winners drawn included, Tom Nunes from TD & Associates, Jeanne Haddorff from Healthy Are We, Shawna DeGrange from Cloverleaf Ranch, Susan Andrews from Cal-American Water Co., Ken Norton from Norton & Holtz Pre-Paid Legal Services, Carol Goshorn from Events Unlimited, Daryl Anderson from Wikiup Properties, Fernande Marie Bencze from California Reverse Mortgage, Phil Essner from Essner Tree Service, Don Wilson from Rincon Valley Fire Department and Laura Buhner from the Exchange Bank Larkfield branch. The two minute showcase for next month's social was won by Phil Essner of Essner Tree Service.

Congratulations to our winners and thank you to everyone at Sonoma Eyeworks for putting on such a great social.

~ Contributed by Anthony Geraldi, Head Ambassador



Ken Norton from Pre-Paid Legal Services, Norton & Holtz, Independent Associates, spoke about his business



Raffle Winners!



**CLUB
MIDNIGHT
NEW YEAR'S
EVE BASH
BENEFIT FOR
WHS**

Thursday, December 31st - WHS (Windsor High School) Boosters presents Club Midnight New Year's Eve Bash at the Mary Agatha Furth Center in Windsor from 8:00pm to 1:30am. This bash will be like nothing before! Full of fun with casino games, entertainment by DJ Rob Cervantes, dancing, exciting floor shows, raffles, fire pits, cigar tent, accompanied by a no-host bar, trip tip buffet by Mary's Pizza Shack & more! Tickets can be purchased at the Windsor High School Office, <http://boosters.windsorhs.com>, and other local merchants . Get your tickets before they sell-out! (21 & over, please.)



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



**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

MARK WEST EDUCATION FOUNDATION

The Mark West Education Foundation (MWEF) is delighted to partner with the Mark West Area Chamber of Commerce and Visitors Center in support of the Foundation's mission:

“We are a non-profit organization whose sole purpose is to financially support the students, faculty and administration of the Mark West Union School District. The Foundation's goal is to build ongoing and necessary financial partnerships between ourselves and families, businesses and our community. As limited public school funding has become a reality, we foster an environment of giving in order to ensure a quality educational experience for every student”.

Just as the Chamber works hard to promote its members, the MWEF focuses on promoting IT'S “members”- the workforce of tomorrow!

We are asking our local business community to consider making a donation to MWEF to bring back instructional programs and student services that have been cut. Due to the serious State budget crisis, we need to build business partnerships that will be sustained over time. Now, more than ever, we must make this commitment to our students in order to prepare them to be contributing members of society.

The MWEF has already succeeded in maintaining a music program this year, due to the generous donations of parents and families within the district. But, in order to bring back and maintain other programs, we need YOUR help now!

Please consider adopting MWUSD and financially supporting a partnership that will continue to provide the best possible educational experience for every student in the Mark West District. The time is now- can you help us make this happen?

Please contact Julie Hunter, Vice President of MWEF at 544-3500 if you are interested in helping MWUSD remain one of the best school districts in Sonoma County.

We look forward to hearing from you and appreciate your support. When we help each other, everyone wins! Thank you!

SAVE RECEIPTS FROM ONLINE PURCHASES

continued from page 2

It was established to eliminate the price advantage out-of-state retailers would have over California business that collect and send sales tax to the BOE.

According to estimates recently released by the BOE, the average California household owes \$47 per year in use tax, while the average business use tax obligation is \$166 annually.

Use tax can most easily be reported and paid through a separate line on the California State income tax return due for most filers on April 15 of each year. A BOE consumer use tax return can also be filed directly with the BOE. If the purchaser is a retailer with a seller's permit, the use tax should be reported on the regular sales and use tax return. A new law requiring service industry businesses with more than \$100,000 in gross receipts to register with the BOE for the purpose of paying use tax is in effect for the 2009 calendar year, and those returns are due to the BOE by April 15, 2010. The service industry law is estimated to bring in \$151 million in fiscal year 2009-10.

The recently released BOE estimate points to an annual revenue loss of nearly \$1.1 billion in unpaid use tax owed by both consumers and businesses. Revenue collected by BOE from the sales and use tax supports California programs and services including law enforcement, health care, transportation, and many others.

For more information, visit the BOE website: www.boe.ca.gov

NEW MEMBERS

Kiwanis Club of Windsor
 P.O. Box 1178
 Windsor, CA 95492
 707-291-5223
 Richard Fuller
 kiwaniscnhdiv32@aol.com

Wells Fargo Advisors
 50 Old Courthouse Square,
 Suite 110
 Santa Rosa, CA 95404
 707-521-4235
 Susan Gustavson
 susan.gustavson@
 wfadvisors.com

**Sonoma County Employee
 Advisory Council**
 P.O. Box 3185
 Santa Rosa, CA 95402
 707-596-2015
 Valerie Nagle
 vnagle@edd.ca.gov

**Heather McConnell,
 Landscape Artist**
 232 Kiva Place
 Santa Rosa, CA 95403
 707-575-7117
 oceainterchick@yahoo.com

RENEWALS

- Friendly Feed & Supply 1994
- Sevall, Thwaites,
- Soper Insurance 1997
- Naturalight, Inc. 2000
- Kobrin Financial Services 2001
- Goodwill Industries 2005
- Rogina Pestell
- Structural Engineers 2006
- Promos Oncall 2007
- Hankins Travel 2008
- Mark West Community
 Services Committee 2008
- Global Medical Supply 2008
- Cloverleaf Ranch 2009

SO WHAT REALLY IS OUR CHAMBER OF COMMERCE?

You've probably heard this question or maybe wondered about it yourself. It is a legitimate question. A lot of people, including many of our own members, have no real conception of exactly what the **Mark West Area Chamber of Commerce and Visitors Center** (or any Chamber) is, how it works, or what it is for. Most communities have a Chamber of Commerce, and those who are members take great pride in their membership. They proudly display the Chamber plaque on their wall and they advertise their involvement for all to see. They are proud to be part of an organization that plays such a key role in the community.

There are those who believe our Chamber simply prints nice brochures and newsletters, conducts ribbon cuttings, organizes socials, answers inquires and promotes what a great place the Mark West Area is to have a business and to support a business. They're right of course, up to a point. We do all those things as they are important, but they are not why our Chamber exists.

Our Chamber exists to make our community a better place to live. It is a conduit in which all segments of business work together for the common good of everyone within the community. Our Chamber is the voice of business in promoting our area for tourism, retail sales and overall prosperity. Our Visitors Center then serves to help people find their way around our business community once they arrive.

Our Chamber is the voice of business. We provide an avenue for a business person in our community to contribute to a positive business environment. Equally important is that our Chamber can then support them on the issues that concern their business. Our Chamber also works closely with our local county supervisor on issues of mutual concern.

When a business joins our Chamber, they help make our community healthy and prosperous. When they join, they join you! As a Chamber member you're showing pride in the area that you live and work. You provide the ideas, the drive, the goals, the funds and the know-how to keep our Chamber doing what it does.

**WHAT REALLY IS OUR CHAMBER OF COMMERCE?...
 IT IS YOU!**

contributed by Anthony Geraldi, Sonoma County Airport Express



Wendy Morrow, Image Consultant, receives her new member plaque from Anthony Geraldi, Head Ambassador, and Kathleen Palmer, Ambassador, Sonoma CONNECTION

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 Hwy, 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)	

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



OFFICERS

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

Past President
 James Bajgrowicz Office of James Bajgrowicz
 235-9774 jim@markwest.org

Corporate Secretary
 Nancy Wheeler Creative Property Services
 540-9332 nekellyw@comcast.net

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

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

VP Business Services
 Elaine B. Holtz Pre-Paid Legal, Norton & Holtz
 579-5319 elaine@nortonholtz.com

VP Community Services -OPEN

DIRECTORS

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

Patricia Dearmin 539-4945

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

CONSULTANT

Daryl Anderson Wikiup Properties
 546-8000 andybaum@comcast.net

HEAD AMBASSADOR

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

OFFICE MANAGER

Jewel Bryan
 578-7975 markwest@markwest.org

Mark West Area Chamber of Commerce and VISITORS CENTER



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

Holiday Tree Lighting
December 3rd, 6pm
Larkfield Center

**AFTER HOURS
BUSINESS SOCIAL**

THURSDAY
December 10, 2009
5:30pm - 7:30pm

**HOSTED BY
EXCHANGE BANK
& MOLSBERY
MARKETS**
500 Larkfield Center

*Best Wishes for a Bountiful Holiday Season
and a Prosperous New Year!*

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

Thank you to our 20th Annual Harvest Faire & Business Showcase Vendors & Participants!

MORE PHOTOS NEXT MONTH!



Exchange Bank

Economy Plumbing

Norton & Holtz PPL

Promos Oncall

Hankins Travel & Grand Raffle Winners!



ALTERNATIVE ROOFING SOLUTIONS, INC.
Keeping you safe and dry...

Thank You To Our
Corporate Sponsors!



**Sonoma
CONNECTION**



RIVER ROCK CASINO
ALEXANDER VALLEY



**Pacific Gas and
Electric Company™**