

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

June 2008

Volume XII Issue 6

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

SOCIAL & FUNDRAISER FOR THE MARK WEST CSD

The next Social is being held on June 11, a WEDNESDAY, 5pm to 7pm. Please mark your calendars. This event is special as this is a fundraiser for the proposed Mark West Area Community Services District which the Mark West Area Chamber of Commerce & Visitors Center supports and endorses. \$15 buys a delicious Tri-Tip Dinner with fixings. Kids only \$5. The place will be at the Wikiup Tennis & Swim Center, which is hosting the event. This is a delightful setting, which you're sure to enjoy.

Please do plan on attending this very worthwhile event...and do bring a guest. More information about the proposed Mark West Area Community Services District formation and it's goals will be the main topic. Some of you may be aware of this project...and there will be updates as to the progress, etc. Bring plenty of business cards, should be a great time for networking and a fun evening too!! Hope to see you there... *see article on page 4*

MEMBER PROFILE: B & G PETS

B & G Pets is a new business to our area, however they have just moved from the Safeway Shopping Center in the Lakewood Village area of Windsor.

The owners are Brian & Gia Munoz and they are now located in the Windsor Village at 6119 Old Redwood Hwy, Windsor, 95403. This move took place in April of this year. Their telephone # 838-2121.

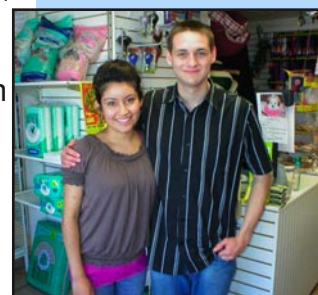
This business was originally started in 1989. Brian purchased the business three (3) years ago. Both Brian & Gia have been involved with various animals, birds and reptiles most of their lives. Brian has eight (8) years experience as a business owner.

They sell a full line of Pet Supplies (everything), and they also sell small

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Mark West
Communities Services
Committee



Brian & Gia Munoz
owners
B & G Pets



Jeff Freed, Chuck Benjamin,
Charles Verdin, & Rick Stuber
of Benjamin Tire & Brake
more on page 3

COMMUNITY CALENDAR

AFTER HOURS BUSINESS SOCIAL Wednesday, June 11, 5-7pm
hosted by Wikiup Tennis & Swim Center
Mark West Community Services District
Fundraiser: Tri-Tip Dinner \$15/\$5 kids

Bring your business cards!

Flea Market and Bar-B-Q:

CANCELLED

Register now for the Chamber's Annual Installation Dinner at the Flamingo Resort & Spa \$40 person/\$75 couple August 1, 2008

*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 June 10 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

The end of this month I will have fulfilled a year as President of this Mark West Area Chamber of Commerce. In some ways, it is over far too soon as it takes a full year to get your stride. There are so many projects yet to complete, as well as other needs to fill in our community. I'm counseled that this is not unusual in a growing business area.

With the wonderful help I've enjoyed this past year, we have accomplished a great deal. We have our own Chamber of Commerce building with a wonderful sign out front providing great visibility on the main thoroughfare. We are also building a new Visitors Center information center within our nicely remodeled offices. Do stop by and pay us a visit.

Work in progress is to re-landscape the front, eliminating the lawn. In its place will be native trees and plants. This will cut down on our water usage and will be a water conservation demonstration garden.

Membership in our Chamber is growing. We have a well organized Ambassadors Committee headed up by Tony Geraldi, General Operations Manager for Sonoma County Airport Express. Our monthly "Mixers" are very popular and with Tony's incentive programs I predict even larger turnouts. Hope you will join us each month.

Also, I wish to thank Pat Morelli, Office Manager, and all the office volunteers: Dee Gutmann, Joyce Partington, Pat Dearmin and Janet Bergman for keeping the office running smoothly and for their outstanding help during our remodeling and move. And, also for putting up with me this past year!!

We also are committed to working with all the Schools and the P.T.A. in our area, all of which are outstanding. Our Chamber is also supporting the Community Services District Formation Committee, a much needed program. Each month there will be articles in this Newsletter on all these programs, and school events.

I've only scratched the surface of the many positive programs your Chamber is working on, as well as some yet to be started. For a small Chamber of Commerce we accomplish a lot, thanks to wonderful support of our community minded members.

Your new in-coming President, effective July 1st, will be a long time and very dedicated member, Mr. James Bajgrowicz. He has served in the capacity of President twice before and has been a very valuable Board of Directors member. He loves this community and will be a great asset in continuing on with all the projects and enriching our profile. I will continue in our growth and support Jim in every possible way. He will need your help in his endeavors also, as you have supported me.

Were I to list everyone who has been helpful to me, and this Chamber, this past year, this message would be much longer. So, a heartfelt "thank you" to ALL OF YOU...

With best regards, Walt Smith

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MAY SOCIAL

hosted by: **BENJAMIN TIRE & BRAKE**

The May 8th "Mixer" was hosted by Benjamin Tire & Brake, They are located at 250 Airport Blvd., which is between Fulton Road and the Old Redwood Hwy. Owners are Chuck & Rita Benjamin.

While their name implies that they sell Tires and do Brake repairs, they also sell Wheels (fancy ones), they can service your car, truck or van completely... bumper to bumper. Engine repairs, tune-ups, etc. They have a nice waiting area, and the service is always friendly. Nice people to do business with.

The turn-out for the Social was very well attended by our Members, and we had several new members and guests. Always nice to see new people at these events. We encourage you to bring someone new to these Socials...the more...the merrier!!

I always enjoy seeing the socializing, people enjoying themselves and sharing information about themselves and their businesses. That is what we are all about. It's always difficult for me, when I'm being the M.C., to ring the bell in order to start the ceremonies of introducing the host for the evening. Chuck gave a talk about their business and all their vehicle services, and introduced his staff. Tony Geraldi, our Head Ambassador, also gave a nice talk about the new programs the Ambassadors are working on and he also told us about the new incentive plans regarding future raffles at the "Mixers". You won't want to miss any of the up-coming "Mixers" as he is going to make it very interesting and fun!

The food was outstanding. Chuck had his guys & gals doing a Bar-B-Que...three (3) different kinds of sausages...Yummmmm. Several nice trays of vegetables, dips, crackers and cookies. Of course there was wine, soft drinks, coffee... something for everyone. Quite a number of raffle prizes were given away also. A wonderful time was had by all and we met new people too. A win win in my book!

Thank you Benjamin Tire & Brake; Chuck, Rita and all the Staff.

contributed by Walt Smith



Sharon Evans & Bommer, Kobrin Financial Services

Denise Brodt, Promos Oncall, Maria Ayala Cirner, Calligraphix



Don Wilson, RVFD with Rick Stuber of Benjamin Tire & Brake



Rick Stuber, Chuck Benjamin & Charles Verdin of Benjamin Tire & Brake at the grill



Kathleen Palmer, Sonoma Connection, Walt Smith, Just Transportation, Karen & Roger Olsen, Pacific Coast Air Museum



Mike O'Brien, Cricklewood Restaurant, Dana Larson, Sue Larson Financial Services, Pat Morelli, MWACC

PCAM Social photos on page 5
Visit www.MarkWest.org/May2008Social for more photos



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Web Site Design & Marketing • Computer Consulting
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BUSINESS-AFTER-HOURS-SOCIALS

- JUNE 11** MWACC, MWCSC & WIKIUP TENNIS & SWIM CLUB
note date!
- JULY 10** HEALTHY ARE WE
- AUG 14** FINAL EDITION
- SEP 11** DAVIS CARPETS
- OCT 9** WINE COUNTRY HARVEST FAIRE
- NOV 13** NORTH BAY CORPORATION
- DEC 11** SONOME TOURS
- JAN 8** AKEENA SOLAR

**FYI:
MARK
WEST AREA
COMMUNITY
SERVICES
DISTRICT
FORMATION**

SUPERVISOR KELLEY ENCOURAGES THE FORMATION OF THE MARK WEST AREA COMMUNITY SERVICES DISTRICT

Supervisor Kelley has identified a variety of benefits to forming a community services district for the Mark West Area. A study on district formation is nearing completion and will likely lead to a more formal proposal to the Board of Supervisors and LAFCO.

Some of the reasons for district formation have been identified as follows:

- The Mark West Area has the largest population of any unincorporated area within Sonoma County.
- As the Fourth District Supervisor, Paul Kelley represents a very large geographical area, stretching from Santa Rosa to north of Cloverdale. His responsibilities include all of the land use decisions in the unincorporated areas, roads in the unincorporated areas, airport and railroad services, and lots of others including the controversies surrounding casinos. This requires a great deal of attention at the county level, which leaves less time available for focusing on other matters.
- The formation of a community services district (CSD) in the Mark West area would allow certain services to be administered by a locally-elected board that would be more directly accountable to the local residents.
- A CSD would not have jurisdiction over land use, but the CSD Board could provide a collective voice to the County Planning Commission and Board of Supervisors.
- The CSD Board could also comment on any matter of local concern as representatives of the community.
- The CSD could assume operation of existing street lighting and landscape maintenance functions from the County as will be addressed in the District formation study. Once the CSD is formed the Board could negotiate with Homeowner’s Associations to assume maintenance of their common areas and conceivably achieve some savings for the HOAs by consolidating those functions over the entire District and bidding out the work on an annual basis. The CSD could negotiate a split of any savings to secure income to the CSD for administrative functions.
- The CSD could raise the funds to contract with the County Sheriff for an increased law enforcement presence.



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

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**SOCIAL:
PACIFIC COAST
AIR MUSEUM**
May 28, 2008

This was a "Special Mixer" co-sponsored by the Windsor Chamber of Commerce and the Mark West Area Chamber of Commerce. It was hosted by the Pacific Coast Air Museum. Wow!! What a wonderful event!!

The weather cooperated somewhat by providing us with mild temperatures. While some were in light short sleeves, a light jacket felt better. As you can guess, it was all held outdoors, with tables of food set up here and there so you could browse. A tent was provided near the Wine Bar.

People walked around the static display of all the various airplanes and visited the indoor museum. For a great many of the guests, this was a first time visit, therefore a fascinating experience. There is so much of interest here at the museum. Can you just imagine the stories that these "war birds" could tell if they could only talk!!

The turn-out was very good. Many stories were traded, and some folks signed up as members of the Pacific Coast Air Museum. A wonderful setting. There was a nice assortment of food donated by Molsberry Market, KC's Downtown Grill, Martindale Meats, Fountaingrove Inn/Equus Restaurant, Foppiano Vineyards, DeLoach Vineyards, Mueller Winery, Korbel Champagne Cellars. A very gracious "thank you" to all the vendors. Please support these businesses...without them we couldn't have these wonderful fun events.

Don't forget the Air Show coming up August 16 & 17. A wonderful time to invite your out of town guests and a great venue for the kids. This is truly a family-oriented event with many static displays of aircraft as well as action-packed events. There will be "Classic Cars" to see, a raffle with many chances for some wonderful prizes, and many choices of food, drinks and memorabilia.

For those of you that missed this event....well, you missed a good one! A hearty "thank you" to those that did attend. There was a lot of networking going on too! New connections...that's what it's all about!



Dave Pinsky, PCAM Director
with Roger Olsen,
PCAM Marketing Director



Chamber Members at PCAM



Best regards....
Walt Smith

Chamber
Members
at PCAM

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NEW MEMBERS

Empire Homes Inc.
Beverly Ackerman
648 Larkfield Center
Santa Rosa, CA 95403
ackerylady@msn.com
empirehomesweb.com

IM Services
Jennifer Le Brett
P. O. Box 827
Windsor, CA 95492
jlebrett@comcast.net

B & G Pets
Brian & Gia Munoz
6119 Old Redwood Hwy,
Windsor, CA 95403
838-2121
brian@bgs-pets.com



Tom Nunes of TD & Associates receives a new member plaque from Walt Smith, Chamber President

RENEWING MEMBERS

- Molsberry Market (1981)
- James Bajgrowicz, Consultant (2002)
- River Rock Casino (2003)
- Grace Fellowship (2005)
- Norm's Kitchen (2006)
- Aliano Ent. (2007)
- Sonoma County Airport Express (2007)
- EZ Flush (2007)
- Larkfield Pet Supply (2008)

MEMBER PROFILE: B & G PETS

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animals (dogs & cats, etc.) as well as birds & reptiles. Not only are they very nice people, the store is well stocked and very clean. Brian & Gia both stated to me..."We really like what we do!!".

Stop by and see them and their store...check it out.

Welcome to our Chamber, Brian & Gia.

Submitted by Walt Smith

FYI: MARK WEST AREA COMMUNITY SERVICES DISTRICT FORMATION

continued from page 4

- The CSD could raise funds to operate a community center. A Community Center could be operated on a fees for service basis to assure it provided adequate income to cover its expenses and to retire the construction debt.

- The CSd may be able to take over various other services, and based on the results of the study, be able to realize a limited amount of revenue to operate the district. For example, the California Special Districts Association is supporting SB1191 to allow CSDs to provide broadband service.

- A number of services could remain latent and be activated at a later date, when needed.

Submitted by Doug Williams

FYI: ASSEMBLY OKS PAID SICK LEAVE FOR ALL

California would become the first state to require paid sick leave for every worker under legislation passed Wednesday by the Assembly.

The California Chamber of Commerce, in a letter of opposition, noted that many employers voluntarily offer paid sick leave. But AB 2716 could hurt businesses that lack the money or expertise to expand their record-keeping and payroll reporting, the chamber said. "In an already troubled economy, California should be seeking ways to stimulate job growth and avoid forcing costly mandates on employers," the group wrote. *Sacramento Bee*

You cannot help the poor by destroying the rich.
You cannot strengthen the weak by weakening the strong.
You cannot bring about prosperity by discouraging thrift.
You cannot lift the wage earner up by pulling the wage payer down.
You cannot further the brotherhood of man by inciting class hatred.
You cannot build character and courage by taking away men's initiative and independence.
You cannot help men permanently by doing for them, what they could and should do for themselves.

- Abraham Lincoln

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 200 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

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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

Table with 2 columns: Standard Dues and Non-Profit Dues. Rows include Business (1-5 Personnel), Business (6-10 Personnel), Business (11+ Personnel), Corporate Sponsor, and Individual (no business affiliation).

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Larkfield Body & Paint logo and contact information for David Hartman, including address (15 Lark Center Drive, Santa Rosa, CA 95403) and phone/fax numbers.



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Mark West Area Chamber of Commerce and VISITORS CENTER



4787 Old Redwood Hwy, Suite 101
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**AFTER HOURS
BUSINESS SOCIAL**

**WEDNESDAY
JUNE 11, 2008
5pm - 7pm**

hosted by
Mark West Area
Community Services
Committee
&
Mark West Area
Chamber of Commerce
& Visitors Center

**WIKIUP TENNIS &
SWIM CENTER**
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