

# Mark West Area Chamber of Commerce and VISITORS CENTER



## The Lark

March 2009  
Volume XIII Issue 3

*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

### HOW TO MAKE THE MOST OUT OF ATTENDING A SOCIAL

You're not alone if you're uncomfortable walking into a roomful of strangers and attempting to promote your business. But after attending one or two of our socials you'll soon be walking into a room full of friends and business acquaintances. Networking at our after-hours socials is a valuable tool to grow your business, to get the message out about the service or product you are marketing, and it also provides an opportunity to do hands-on marketing research. Below are some simple tips to make the most out of attending our socials on the 2nd Thursday evening of every month.

#### Prior to the Social:

Check the Mark West Chamber web site or the latest issue of The Lark and mark the date and location of the upcoming social on your calendar. Come prepared by bringing lots of business cards, a pen and a small notebook.

*continued on page 4*



*Enjoying the Social:  
Liz Corell, Pre-Paid  
Legal Services,  
Katherine Wong,  
State Farm, Johanna  
Larson, 24 HR Shirt &  
Sign Painting*

### MEMBER PROFILE: NORTONHOLTZ BUSINESS SOLUTIONS

Ken Norton and Elaine Holtz are business consultants and founders of NortonHoltz Business Solutions. Ken offers individual and group instruction in QuickBooks, Net Suite and Excel. Elaine offers presentations and training in Sales and Public Speaking. Both use Pre-Paid Legal Services, Inc. (PPD) for their business and after personally experiencing the benefits and protection of a Home Based Business Plan they began offering the plans in 2007.

"Our goal is to educate and provide this important business tool to as many businesses as possible. We were inspired when we learned that PPD's mission is to fulfill the promise of 'Justice for All.'" Founded in 1972, and traded on NYSE, PPD. Provider law firm for California members, Parker Stanbury www.parkstan.com, founded in 1926, is the state's 11th largest law firm. PPD provides Business Legal Solution Plans for companies with up to 99 employees for a low monthly fee. The membership includes:

- legal consultation on unlimited matters
- contract and document review

*continued on page 6*



*New Members Elaine  
Holtz and Kenneth  
Norton of NortonHoltz  
Business Solutions  
receive their plaque  
from Anthony Galdi,  
SC Airport Express*



*Social hosted by  
Cellularworld - more on page 3*

### COMMUNITY CALENDAR

#### AFTER HOURS BUSINESS SOCIAL

Hosted by **C. GRAY LANDSCAPING**  
4099 Coffey Lane, Santa Rosa

#### RIBBON CUTTINGS

Pre-Paid Legal Services, at the Chamber Office

Thursday, March 12  
5:30 pm - 7:30 pm  
*Bring your business cards*

Thursday, March 26  
12:30 pm

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 March 10 at Grace Fellowship, 608 Larkfield Center 11:30 am - 1:00 pm



New member Mark Thornton, Classic Masonry & Design, Anthony Geraldi, SC Airport Express

**PRESIDENTIAL VIEWS**

**Chicken Little** cried out "the sky is falling; the sky is falling!" only to cause an unnecessary panic. And so goes the media & economists as prophets of Doom.

But doom is not for those who are willing to succeed. They are not willing to succumb to the Doom Sayers! By opening up new areas and markets, they can and will succeed. Through increased advertising, cost cutting products, novel marketing, personal contacts and a successful outlook these successes will prosper during this period. If you are in sales, make more contacts. If you are in retail sales, you need to exercise greater courtesy, knowledge and esprit in your contact with customers. Make it to those club meetings, or join groups of interest; **exposure, exposure, exposure!**

For our Chamber members and guests we sponsor monthly Business After Hours Socials - the next is on **March 12th hosted by C. Gray Landscaping** - a great chance to gain **exposure** for your business. Each month your Chamber sponsors such a mixer for regular exposure of member businesses. *Pencil in Friday, July 17th* for our annual dinner meeting and installation of new officers and board members. The Mark West Area Chamber of Commerce and Visitors Center will again host the largest and best attended Trade Show (The 20th Annual Wine Country Harvest Faire and Business Showcase) in the area, to be held on **Thursday, October 15th, 4pm - 8pm** at the Wells Fargo Center for the Arts. By participating in such events you gain needed exposure for your business. This works very well if you plan the participation and work the contacts.

If you have additional ideas that you would like to share, please let me know by contacting me at 707 235-9774. Thank you!

*Sincerely, Jim Bajgrowicz, President*

**OUR AFTER HOURS SOCIALS CONTINUE TO GROW!**

February's after hours business social was hosted by our good friends at **Cellularworld**, located at 2280 Mendocino Avenue. Their gracious staff provided lots of deli sandwiches and delicious Sushi along with plenty of wine and other beverages. Head Ambassador Tony Geraldi from Sonoma County Airport Express served as Master of Ceremonies for the evening and introduced Cellularworld managers Will Ruffin and Graham O'Keefe to the close to 100 guests and members in attendance. Will and Graham acknowledged the dedicated owners and employees of Cellularworld and

*continued on page 3*

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*continued from page 2*

explained about the products that Cellularworld offers. Graham explained about the growing popularity of Smartphones such as BlackBerry's and iPhones, and also what is evolving in the way of cell phones and their ever changing usage by owners. Both Will and Graham described how the quality of customer service at Cellularworld truly distinguishes them from their competition.

New member plaques and warm chamber welcomes were presented to Elaine Holtz and Kenneth Norton from NortonHoltz Business Solutions, Mark Thornton of Classic Masonry & Design, Liz Corell from Pre-Paid Legal Services, Johanna Larson from 24 Hour Shirt and Sign Printing, Shawna De Grange from Cloverleaf Ranch, Gudy Bateman from Supreme Sanitary Supply, Carol Goshorn from Events Unlimited, Jacki Malin from Chocolate2Live, and Wayne Dzedzic, Esq. from the office of Attorney Wayne M. Dzedzic. With the constant number of new businesses joining our chamber, it is quite evident that in these challenging economic times it is more important than ever to be a chamber member.

Carlos Gray from C. Gray Landscaping, who is the host for next month's social on Thursday, March 12th, gave a preview of what he is planning and also invited everyone to attend. Chamber Ambassador Kathleen Palmer from Sonoma Connection reminded everyone that it is not too early to reserve a booth for the Chamber's trade show scheduled for Thursday, October 15.

Guests at the social included Deborah Planet and John Kabateck from The National Federation of Independent Business. Deborah and John explained that the NFIB's mission is to promote and protect the rights of its members and it is the leading small business association representing small and independent businesses.

Our 50/50 raffle of \$115.00 was won by ambassador Don Wilson who kindly shared his winnings with his wife Barbara. Congratulations Don (and Barbara)! Our Pot of Gold was drawn and awarded to Sharon Gorelczenko representing Chancellor Place of Windsor. Because Sharon was present at the social she was awarded the current pot of \$50.00. Sharon is more proof that it really does pay to attend our socials. Congratulations Sharon! Next month's Pot of Gold will be replenished with \$40.00 and also beginning next month \$20.00 will be added whenever the pot is drawn and the business is not represented.

Two very nice Bluetooth devices and various bottles of wine were donated by Cellularworld for our business card drawing. Also donating prizes were Pat Morelli and Joyce Partington from our chamber office, Sonoma County Airport Express and Healthy Are We.

*contributed by Anthony Gerald, Head Ambassador*

*Visit [www.MarkWest.org/FebruarySocial2009](http://www.MarkWest.org/FebruarySocial2009) for more photos*

**FEBRUARY SOCIAL**  
*Hosted by*  
**CELLULARWORLD**



*Will Ruffin, Cellularworld, Don Wilson, Ambassador*



*Luis Harrish & Graham O'Keefe, Cellularworld, demo their products*



*New member Shawna De Grange, Cloverleaf Ranch Anthony Gerald, SC Airport Express*



**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  
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**BUSINESS-AFTER-HOURS-SOCIALS**

- MAR 12 C. GRAY LANDSCAPING**
- APR 9 HILTON GARDEN INN**
- MAY 13 AUTOBAHN - note date/Wednesday**  
Joint Social with All County Chambers:
- JUN 4 SONOMA COUNTY AIR MUSEUM**
- JUN 11 CHANCELLOR PLACE OF WINDSOR**
- JUL 9 GOODWILL INDUSTRIES/JOB LINK**
- AUG 13 VINTNERS INN**
- SEP 10 AIRPORT EXPRESS/ACTION RENTS**
- OCT 8 CAL AMERICAN WATER**
- NOV 12 SONOMA EYEWORKS**
- DEC 10 EXCHANGE BANK/MOLSBERRY MARKETS**

**HOW TO MAKE THE MOST OUT OF ATTENDING A SOCIAL**



*New Member Gudy Bateman, Supreme Sanitary Supply*



*New Member Wayne M Dziedzic, Tax & Business Consultant, his wife Laura*



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

**At the Social:**

*continued from page 1*

Arrive early in order to make the most of the allotted time of the social. Enter the room with a smile on your face as you'll be perceived as approachable, enthusiastic, and friendly (and you'll feel a whole lot better, too!). Make sure you mingle and make lots of eye contact. Do not isolate yourself with only your friends or colleagues you might already know. Move around. Consider spending no more than 5-6 minutes talking with any one person as this will allow you to meet as many people as possible.

Promise yourself you won't leave until you've given out all the business cards you possibly can. Ask for other people's cards. Once you've been given a card, take 5 to 8 seconds to visually scan the card prior to placing it into your pocket, as this is considered proper business etiquette.

Keep in mind the reasons you're attending: To meet certain people, to find prospective customers, to find a resource which might benefit your business, to meet a new friend, and to nurture existing relationships.

Ask one of our ambassadors to introduce you to people who you might want to meet, or to get you started in a group where you know no one. Reach out to people standing by themselves and introduce people to each other. When you meet a person, shake hands, and repeat their name. This not only helps you remember it, but it shows that you're making an effort to hear the name properly. Wear your nametag on your right shoulder so that people can easily see it when they shake your hand. Create a description of yourself and your business that can be said in 30 seconds or less.

Listen more than you talk. Remember that there is nothing more flattering than someone who listens carefully and shows sincere interest in other people. This also helps you to identify who might be a potential client for your own products and services. Take notes to help you remember what people have said.

**After The Social:**

Once you have someone's business card, make sure you follow up with them within 24 hours of the event if you determine them to be a valuable contact. If there's an obvious win-win connection with someone you've met at the social, call them up to explore the connection further. After that, start looking forward to attending our next social.

*contributed by Anthony Gerald, Head Ambassador*



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## 20TH ANNUAL WINE COUNTRY HARVEST FAIRE AND BUSINESS SHOWCASE

**People, get ready** - our 20th Annual Wine Country Harvest Faire and Business Showcase will be happening on Thursday, October 15, 2009 at the Wells Fargo Center.

Often times when business owners hear the word Business Showcase there could be some resistance or hesitation. I believe it is important to plan to participate.

Why is this event **important**? Here are several reasons to **consider**:

1. They are a great place to **personally** introduce yourself and your products and services.
2. Face to face **contact** is extremely important – remember one of the golden rules of selling, people tend to purchase products from individuals and companies they know.
3. It is a great place to **network** and make **friends**.
4. An opportunity to get **business cards** and **leads**.
5. These types of events are a place to **meet** and **talk** with potential clients.
6. Suppliers get to meet fellow suppliers and your **customers**.
7. An opportunity to market **new ideas**.
8. The participants who attend or exhibit are interested in learning and **sharing** about the businesses that are there.
9. It's **FUN** and remember; **all expenses are considered a business expense & are tax deductible**.
10. It's great **advertising** and less expensive than a **talking** advertisement.

Download a  
Tradeshow Application:  
[markwest.org/showcase](http://markwest.org/showcase)

With today's economic challenges it is important to let people know that you exist and are there to say hello and answer any questions they might have. A business showcase is a social event and it brings people from the community together. Those who are participating are letting the attendees know that you are part of the community and are looking for business and referrals.

Lots to think about and to help you prepare for the showcase. Our next article will be about what to put in Your Toolbox for Success. Who could ask for anything more? *contributed by Elaine B. Holtznortonholtz.com*

### RIBBON CUTTING: B & G PETS

The Mark West Area Chamber of Commerce and Visitor Center is proud to welcome Brian Munoz and Gia Salinger, owners of "B & G Pets", conveniently located at 6119 Old Redwood Hwy., Suite A3, in Santa Rosa, with a ribbon cutting ceremony. At B & G Pets, Brian and Gia are eager to help with all of your pets needs 7 days a week. B & G Pets is a full service pet store that includes birds, fish, reptiles cats and everything you need for your dog. Find out more by calling 707-838-2121 or on the web at [www.bgs-pets.com](http://www.bgs-pets.com).



*Kelli Riveras, Windsor Village, Carlos Gray and Houston, C Gray Landscaping, Anthony Gerald, SC Airport Express, Laura Buhner, Exchange Bank/Larkfield, Philip Essner, Essner Tree Service, Walt Smith, Just Transportation, Brad Beedle, Global Medical and Safety, Brian Munoz and Gia Salinger, B&G Pets, Lisa Cannon, Job Link, Mark Thornton, Classic Masonry & Design, Valerie Nagle, EDD, Will Brodt, Promos Oncall, Kathleen Palmer, Sonoma Connection*



**NEW MEMBERS**

24HR Shirt & Sign Printing  
 Johanna Larson  
 3093 Wijan Ct., Suite E  
 Santa Rosa, CA 95407  
 542-3340 (F) 542-3224  
 shirt24@yahoo.com  
 www.24hrshirt.com

Cloverleaf Ranch  
 Shawna DeGrange  
 3892 Old Redwood Hwy.  
 Santa Rosa, CA 95403  
 545-5906 (F) 545-5908  
 cloverleafbranch@hotmail.com  
 www.cloverleafbranch.com

Economy Plumbing  
 Susan Jensen  
 1058 N. Dutton Ave.  
 Santa Rosa, CA 95409  
 545-4455 (F) 543-8111  
 econoplumb@aol.com  
 www.economyplumbingsr.com

Sir Speedy Printing  
 Bill Laurie  
 3451 Airway Dr., Suite M  
 Santa Rosa, CA 95403  
 546-3900 (F) 546-0121  
 bill@sirspeedysantarosa.com  
 www.sirspeedysantarosa.com

Supreme Sanitary Supply  
 Gudy Bateman  
 112 Commercial Ct. #20  
 Santa Rosa, CA 95407  
 284-9666 (F) 284-9665

Tax & Business Consultant  
 Wayne Dziedzic  
 1515 Riebli Rd.  
 Santa Rosa, CA 95404  
 568-1580

**RENEWALS**

Cal-American Water Co.	(1994)
Aaction Rents	(1998)
Scott M. Slonoff E.A.	(1989)
Code 3 Loans	(2005)
Sea Coast Properties	(2005)
Final Edition	(2007)
Sue Larson Financial Services	(2007)
Susan Lindstrom, Paralegal	(2007)
Cellularworld	(2008)

**MEMBER PROFILE: NORTONHOLTZ BUSINESS SOLUTIONS**

*continued from page 1*

- collection and other letters written or phone calls made on the member's behalf
- up to 75 hours of trial defense services
- An added benefit is a 25% member discount off of regular attorney rates.

Plans are available for Home-Based and Self-Employed businesses that offer IRS Tax audit protection of personal tax return, including Schedule C for the Self-Employed.

Included is a free membership in [www.GoSmallBiz.com](http://www.GoSmallBiz.com), developed by Fran Tarkenton's Small Business Network, which is a great resource for business owners. It offers 1-2 day responses, by professional consultants with a minimum of 7 years experience in their field, to emailed questions on any business matter.

We are excited to be part of the Chamber. Give us a call at 579-5319 to have a presentation or visit [www.nortonholtz.com](http://www.nortonholtz.com)

**RIBBON CUTTING: STATE FARM, KATHERINE WONG**

The Mark West Area Chamber of Commerce and Visitor Center welcomes Katherine Navarro Wong with a ribbon cutting ceremony. Katherine is a registered representative with State Farm Insurance. She, along with her licensed staff, Maria Meza and Allison Tierney, can recommend and provide all of your Life, Auto, and Home insurance as well as your financial service needs. Her office is located at 1435 Santa Rosa Ave. Like a good neighbor, Katherine is there. For more information call 707-578-1294 or on the web, [www.katwong.net](http://www.katwong.net). Katherine says **"Enjoy Life! We've Got You Covered"**



*Kathleen Palmer, Sonoma Connection, Judith Hall, guest, Walt Smith, Just Transportation, Lisa Cannon, Job Link, Anthony Gerald, SC Airport Express, Houston, Carlos Gray, C Gray Landscaping, Brad Beedle, Global Medical and Safety, Katherine Navarro Wong, Jim Mallie, State Farm, Will Brodt, Promos Oncall, Maria Meza, Allison Tierney, State Farm, Mark Thornton, Classic Masonry & Design, Philip Essner, Essner Tree Service, Valerie Nagle, EDD*

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**Mark West Area  
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and VISITORS CENTER**



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

**MARCH 12, 2009**  
5:30pm - 7:30pm

hosted by  
**C. GRAY**  
**LANDSCAPING**  
4099 Coffey Lane  
Santa Rosa

*BRINGING BUSINESS & THE COMMUNITY TOGETHER!*



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