

# 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 - 4pm

[www.markwest.org](http://www.markwest.org)

[markwest@markwest.org](mailto:markwest@markwest.org)

**The Lark**

May 2009

Volume XIII Issue 5

## NEW VISITORS CENTER CARDS AVAILABLE!

Please stop by the Chamber offices to pick up our new **Visitors Center cards** to display & distribute at your business!

The Chamber and Visitors Center provides referrals and information services to businesses, tourists and community members - all for FREE!

If you haven't stopped by the Visitors Center lately - come in and see what we do for you! Your business cards and/or brochures are prominently displayed in the Visitors Center.

You can walk up to the Chamber office from the street (enjoy our growing water conservation garden) or park in our ample lot behind the building and enter the "back" door.

Or you can go to our online membership directory at **markwest.org** - and search for the services or products you want - or the name of someone you met at a Chamber Social! Our online directory lists all of our members' business and contact information, so go there first to **Buy Local!**

## LARKFIELD SHOPPING CENTER 50TH ANNIVERSARY CELEBRATION

starting Friday, June 5 and every Friday and Saturday throughout June

Visit your local Larkfield Shopping Center merchants during the month of June to celebrate this very special occasion! Special events scheduled every Friday and Saturday during the month of June starting on June 5th.

Local developer Francis Carrington opened the center *continued on page 6*



**NEW! Visitors Center Cards**  
designed by Chamber member  
Maria Alaya Cirner of Calligraphix



The Larkfield Skyroom & Drive-Up - circa 1960's?

## COMMUNITY CALENDAR

### AFTER HOURS BUSINESS SOCIAL

Hosted by **AUTOBAHN**  
3485 Airway Dr., Santa Rosa

**MOTHER'S DAY PANCAKE BREAKFAST**  
San Miguel Elementary School, 5350 Faught Rd.

**RIBBON CUTTINGS**  
Bungalow Coffee & Tea

**CHAMBEREE** **RSVP at markwest.org**  
at Pacific Coast Air Museum

**LARKFIELD CENTER 50TH ANNIVERSARY**  
Ribbon Cutting & Cake!

**INSTALLATION DINNER** at Vintners Inn  
RSVP Now - *this special dinner will be a sell-out!* Invitation inside.  
Cost is \$40 per person / \$75 per couple (includes gratuity and tax)

**Wednesday, May 13**

5:30 pm - 7:30 pm

*Bring your business cards*

Sunday, May 10

8:00am - 12:00 Noon

Thursday, May 21

12:00 pm

Thursday, June 4

4pm - 7pm

Friday, June 5

12 Noon

Friday, July 10

6 pm



*Social hosted by Hilton Garden Inn - page 2 & 3*

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 May 12 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](http://calchamber.com)

**PRESIDENTIAL VIEWS**

Oh what a beautiful day this is as I type this month's message. The past few days have been on the hot side with some wind, but enough of the weather. By the time you read this several weeks will have past.

The new 2009 Directories are printed and will be distributed with the delivered LARKs and later at the upcoming social at AUTOBAHN on the 13th of May. If you don't get one, then it will be mailed to you, just be sure to contact the office - 578-7975.

The office is still experiencing some problems with our new programs and equipment breakdowns. I have requested our installers to return and correct the glitches. And incoming President Walt assures me that the replacement printer will be delivered and installed in the next few days. Yet the office continues to operate at peak efficiency thanks to staff and volunteers.

The front yard of our building is coming into its own now that we've had some rain and time for the plants to take hold. If you haven't driven by recently you should. Yet, this is still a work in progress! There is still some artificial turf to be installed with a park bench. Then work will begin on removing the ivy and replacing it with drought resistant ground cover. Watch for dates of a work party.

Businesses in the Mark West Area seem to be doing well especially as reported by our members. Let's keep it that way. Remember that doing business with fellow members ensures your business's success. That is also why our Business After Hours gathering each month creates the binds of knowing with whom you will be dealing before you have a need for their product or service. Then there is further exposure for new businesses through our ribbon cutting promotions, with coverage by the Windsor Times. We thank all of our members and participants. That "Thank You" can't be expressed enough. *Sincerely, Jim Bajgrowicz, President*

**THE HILTON GARDEN INN HOSTS A WELL ATTENDED AND FUN APRIL SOCIAL**

Our after-hours business social for April was hosted by the Hilton Garden Inn near the Sonoma County Airport. Besides offering chamber members their gracious hospitality, delicious wine and extremely scrumptious mouth-watering appetizers, they also provided a lively treasure hunt game allowing everyone the opportunity to tour the Hotel facilities with a chance to win some great prizes.

Chamber ambassador Kathleen Palmer from Sonoma Connection served as MC and introduced Kip Zook, Director of Sales for the Hilton Garden Inn to the 80+ guests in attendance. Kip presented Regional Director of Sales Dotty Odinez, Food & Beverage Manager Andrea Harris and *continued on page 3*

Serving the Wine Country Since 1979

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- Civil Engineering
- Land Surveying
- Wastewater Specialists

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(707) 575-3427

**Molsberry Markets, Inc.**

Serving Sonoma County Since 1959  
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*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

**THE HILTON GARDEN INN HOSTS A WELL ATTENDED AND FUN APRIL SOCIAL**

*continued from page 2*

Chief Maintenance Engineer John Rubner. Kip told everyone that the Hilton Garden Inn has been in business since June of 2008 and what really distinguishes it from other lodging options is it being the closest hotel adjacent to the Sonoma County Airport providing complimentary shuttle service, the hotel's warm and well appointed rooms, and it's proximity to world class golf courses and vineyards. Kip extended a very sincere thank you to everyone for attending the social that evening and conveyed her delight in the large turn out.

New members introduced included Bill Laurie from Sir Speedy Printing, Chiropractor Ray Wilbur from Integrative Medical Clinic and the familiar faces of Ken Norton and Elaine Holtz who became a two time business member with their second business Pre-Paid Legal Services.

Our 50/50 raffle of \$120.00 was won by John Rubner, of the Hilton Garden Inn. John, in a most gracious and generous manner immediately donated the prize money to the Hilton Garden Inn to be used for all their employees. You're a class act, John! The business drawn from the Pot of Gold was Clone Digital Print & Copy. Unfortunately for Clone Digital Print & Copy they were unable to have an employee attend the social which means \$20.00 will be added to next month's Pot of Gold drawing for a total amount of \$60.00!

Kip Zook from the Hilton Garden Inn then awarded three very nice prizes to chamber members who completed the hotel tour game. Prizes included a complementary stay at the Hilton Garden Inn, lunch for two at the Great American Grill Restaurant located inside the Hilton Garden Inn and a gift bag provided by the Hilton Garden Inn. The winners drawn were Stephanie Munson from Goodwill Industries, Fred Stoke from Stoke Ranch and Ken Norton from Pre-Paid Legal Services as well as Norton and Holtz Business Solutions. Sonoma County Airport Express donated a free round trip to either Oakland or San Francisco Airports from Sonoma County for the business card drawing. The winner was Katherine Phillips from Key Properties. Businesses are again encouraged to donate prizes for the business card drawing to further promote their membership and offer greater exposure for the product or service they provide.

Thank you again Kip and all the staff at the Hilton Garden Inn for treating us to such a nice social, and congratulations to all our business members who won prizes or made valuable contacts with other chamber members that evening.

*contributed by Anthony Geraldi, Head Ambassador*

**MARCH SOCIAL**  
Hosted by  
**HILTON GARDEN INN**



*Hilton Garden Inn staff:  
Andrea Harris  
Sales, Food & Beverage Mgr.  
John Rubner  
Chief Maintenance Engineer  
Dotty Odinez  
Regional Director of Sales  
Kip Zook  
Director of Sales*



*Katherine Phillips of Key Properties with Anthony Geraldi, Head Ambassador*



*Hotel Tour Game Winners & Kip Zook of Hilton Garden Inn*

Visit [www.MarkWest.org/AprilSocial2009](http://www.MarkWest.org/AprilSocial2009) for more photos



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Kathleen Palmer  
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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**

- MAY 13 AUTOBAHN - note date/Wednesday**  
Joint Social with Area County Chambers:
- JUN 4 PACIFIC COAST 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**
- JAN 14 SCHEDULE NOW FOR 2010!**

**GRANT PROVIDES LIFE-SAVING EQUIPMENT; ALLOWS FIRE DEPARTMENT TO IMPROVE SERVICE**

Rincon Valley Fire Protection District has received a generous grant from Fireman's Fund Insurance Company, enabling it to equip each of its fire engines with life-saving automated external defibrillators (AED) and to upgrade/replace older AED units. This laptop-sized portable electronic device automatically diagnoses potentially life threatening cardiac arrhythmias and is able to treat them through defibrillation, the application of electrical therapy that stops the arrhythmia, allowing the heart to reestablish an effective rhythm. Rincon Valley FPD was selected by George Petersen Insurance Company to receive the grant.

According to the American Heart Association, each year more than 166,000 Americans experience sudden cardiac arrest (SCA) outside of a hospital. SCA affects people of all ages and with many types of heart problems. On average in the U.S., just 6.4 percent of SCA victims survive. Cardiopulmonary resuscitation (CPR) and early defibrillation more than double a victim's chance of survival.



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

Download a

Tradeshow Application:  
[www.markwest.org](http://www.markwest.org)



Interested in joining our Ambassador Club?

Contact  
Tony Gerald,  
837-8700  
tony@airportexpressinc.com

**Am I participating or not** in the 20th Annual Wine Country Harvest Faire & Business Showcase - *is the question many of you have on your mind.*

A little bit of information, over 110 million people attend more than 4,000 trade shows in the United States and Canada every year. Why do people go? They are usually there to make contacts, find out information, see what is available and make purchases. Trade Show participation also influences the way people make buying decisions. Local Trade Shows are extremely important because of the **Go Local** movement that is happening across the country. People want to get to know the people who are local and can provide information and products to them.

It is important to take the first step regarding the Harvest Faire & Business Showcase 2009 and that step is to make the decision to reserve your space by purchasing a table. Often money stops people from making decisions ahead of time, but because the Chamber wants to support and encourage it's members to participate, it is willing to provide a payment plan if needed. All you have to do is call the Chamber office and they will give you the information on how to arrange to do that.

We are a community of business people and we are proud to let our community get to know us and our products and services, and that is why I personally love these types of events. Also, once you make the commitment you can begin to plan your presentation. That's the fun part! Watch for Trade Show tips in the next newsletter.

*contributed by Elaine B. Holtz nortonholtz.com*

  
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**RIBBON CUTTING: PRE-PAID LEGAL SERVICES, LIZ CORELL, INDEPENDENT ASSOCIATE**

The Mark West Area Chamber of Commerce and Visitor Center welcomes Liz Corell owner of Pre-Paid Legal Services and Go Small Biz with a Ribbon Cutting ceremony. Liz has been an Independent Associate representing Pre-Paid Legal Services and Go Small Biz since 2007. She helps safeguard Families and Small Businesses all across North America by providing affordable access to Attorneys, Business Consultants and Business Resources as well as the only Identity Theft Restoration Service of its kind in the country. Liz asks, wouldn't it be great to be able to pick up the phone and get the legal advice or business consultation that you need without it being a financial decision? To find out more go to [www.lizcorell.com](http://www.lizcorell.com) or give Liz Corell a call at 707-321-3067.



*Kathleen Palmer, Sonoma Connection, Anthony Gerald, SC Airport Express, Anna Nickolatos, Pacific Union College, Pat Dearmin, Chamber Office Assistant, Liz Corell, Pre-Paid Legal Services, Ind. Assoc., Will Brodt, Promos Oncall, Pat Morelli, Chamber Office Mgr., Jim Bajgrowicz, Consultant, Lisa Cannon, Job Link, Walt Smith, Just Transportation, Carol Johnson, Pacific Union College, Tom Nunes, TD & Associates*

**RIBBON CUTTING: ECONOMY PLUMBING**

Join us in welcoming Susan Jensen & Brad Hood, owners of Economy Plumbing to the Mark West Area Chamber of Commerce and Visitor Center with a ribbon cutting ceremony. Economy Plumbing is proud to say that they have been serving Sonoma County since 1979. Economy Plumbing works on all plumbing issues small or large from a leaky faucet to replacing your main water or sewer lines. "Be Wise, Economize" with Economy Plumbing. Check them out online at [www.economyplumbingsr.com](http://www.economyplumbingsr.com) or call 707-545-4455.



*Walt Smith, Just Transportation, Liz Corell, Pre-Paid Legal Services, Ind. Assoc., Will Brodt, Promos Oncall, Stephanie Munson, Goodwill Industries, Lisa Cannon, Job Link, Susan Jensen, Economy Plumbing, Graham Cellularworld, Barbie Varley, Economy Plumbing, Tom Nunes, TD & Associates, Evelyn Holtz, Kathleen Palmer, Sonoma Connection*

**TAKE ADVANTAGE OF ALL THE CHAMBER HAS TO OFFER:**

To schedule a **Ribbon Cutting** please contact Ambassador Lisa Cannon, at 707-576-2441, email: [lcannon@gire.org](mailto:lcannon@gire.org).

We would love to print a **Member Profile** of your business in **The Lark**. Please email your member profile to the editor at [info@markwest.org](mailto:info@markwest.org).

The **Business After Hours Socials** are a great way to let people know about your business! Any member can host a Social – please go online at [markwest.org](http://markwest.org) to fill out an application to schedule yours in 2010!

*Rev. Sharon Albritton  
Wedding Minister  
(707)525-8402  
[www.aWeddingLady.com](http://www.aWeddingLady.com)  
168 Sequoia Circle  
Santa Rosa, CA 95401*

**MAX G. McDonald**  
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(707) 528-8455

**NEW MEMBERS**

Relax and Dream  
 1825 4th Street  
 Santa Rosa, CA  
 Lourdes Patricia Vishoot  
 707-277-4994  
 relaxanddream@  
 relaxanddreamtherapies.com  
 relaxanddreamtherapies.com



Ray Wilbur, Chiropractor, Integrative Medical Clinic with Kathleen Palmer, Sonoma Connection



Bill Laurie, Sir Speedy Printing



Ken Norton and Elaine Holtz, Pre-Paid Legal Services

**RENEWALS**

- Exchange Bank - **Corporate Sponsor** (1981)
- Allstate Insurance (1998)
- James Bajgrowicz, Consultant (2002)
- Sonoma Eyeworks (2003)
- Sharon Albritton, Wedding Minister (2006)
- Redwood Empire Disposal (2007)
- Sunshine Pools (2007)
- Empire Homes, Inc. (2008)

**LARKFIELD SHOPPING CENTER 50TH ANNIVERSARY**

*continued from page 1*

with the Larkfield Super Market as the anchor store. Owned & operated for three generations by the Molsberry family, the grocery store is now Molsberry Market.

Initially the center was home to a barber shop, the Larkfield Pharmacy, currently the location of Sonoma EyeWorks, a bakery, a laundromat, a burger joint now known as Big Boys Buns and Burgers, a bar, the Sky Lounge, now the home of Final Edition, and various small shops and restaurants. The center continued to expand, and in 1964 Exchange Bank opened their seventh branch in the Larkfield Shopping Center.

Today the Mark West – Larkfield community is served by the following Larkfield Shopping Center merchants\*:

- |                                  |                               |                               |
|----------------------------------|-------------------------------|-------------------------------|
| Baan Thai                        | Grand Illusions               | Pure Water                    |
| Barber                           | Homerun Pizza                 | A. Rosenthal, M.F.T.          |
| <b>Big Boys Buns and Burgers</b> | James Graham                  | <b>Sapphire Salon</b>         |
| Blair Hunt, Q.R.R.               | <b>Ka Restaurant</b>          | Sonoma County Sheriff         |
| Bon Appetit                      | Larkfield Center              | <b>Sonoma Eye Works</b>       |
| <b>Bungalow Coffee &amp; Tea</b> | Larkfield Cleaners            | Sonoma Orthopedic Products    |
| <b>California Am Water</b>       | Larkfield Florists & Gifts    | St. James Salon               |
| Ciao Bell                        | <b>Larkfield Pet Supply</b>   | <b>State Farm Insurance</b>   |
| Clara's Skin Care                | Larkfield Veterinary Hospital | Structural Lumber & Materials |
| Drew Simmons, D.C                | Benjamin B. Sippel            | Taqueria San Juan             |
| <b>Empire Homes</b>              | Levins PCS                    | The Nail Studio               |
| Eternal Art                      | Management Offices            | Wine Country Connection       |
| <b>Exchange Bank</b>             | <b>Molsberry Market</b>       |                               |
| <b>Final Edition</b>             | <b>Norm's Kitchen</b>         |                               |
| Formative Fertilizer             | Picture That                  |                               |
| Antonia E. Garza                 | <b>Postal Plus</b>            | <b>*Chamber Members</b>       |
| <b>Grace Fellowship</b>          | <b>Practical Solutions</b>    |                               |

**CHAMBEREE**

Pacific Coast Air Museum, SC Airport

Thursday, June 4  
 4pm - 7pm

Join seven northern Sonoma County Chambers at our first combined Chamberee! Treat yourselves to delicious food and wine provided by local merchants. Plus, learn more about our "sister" chambers - and their members! Network, Network, Network!

Space is limited, please RSVP at [markwest.org](http://markwest.org). And please carpool to the event!

**Guy's Barber Shop**

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Hours: Tue-Fri 9am - 5:30pm  
 Sat 9am - 4:30pm

930 Shiloh Road  
 Building 38, Ste. C  
 Windsor, CA 95492  
 Ph: (707) 838-4770



**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 Office Manager Patricia Morelli, at 578-7975.

Editors: Kathleen Palmer & John Essman (707) 433-8774  
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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*

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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**Mark West Area  
Chamber of Commerce  
and VISITORS CENTER**



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

**ANNUAL DINNER**  
at **VINTNERS INN**  
**JULY 10**  
*Invitation Enclosed*

**AFTER HOURS  
BUSINESS SOCIAL**

**WEDNESDAY**  
May 13, 2009  
5:30pm - 7:30pm

**HOSTED BY  
AUTOBAHN**  
3485 Airway Dr.  
Santa Rosa

**BRINGING BUSINESS & THE COMMUNITY TOGETHER!**



*Lisa Cannon, Job Link, Liz Corell, Pre-Paid Legal Services, Katherine Wong, State Farm*

*Chris Gaylor, Steve Plamann, Ignacio Jacinto of Aaction Rents*



*Don Wilson, Ambassador, Brad Pighen, GRP Wealth Strategies Group, LLC*

*Nancy Wheeler, CPS, Walt Smith, Just Transportation, Jeran Stumbaugh, Vintners Inn*



*Todd Anderson, Holiday Inn Express, Brian Molsberry, Molsberry Markets*



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