

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

October 2008

Volume XII Issue 10

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

JOIN THE CELEBRATION!

FREE ADMISSION!

AT THE NINETEENTH ANNUAL

Open to the Public!

WINE COUNTRY HARVEST FAIRE TRADE SHOW & GRAND RAFFLE

THURSDAY, OCTOBER 9, 2008 4 - 8 PM



*Tradeshow Sponsors
Cal-Am Water*



FREE TICKET
for Grand Raffle Prizes

Join us at the
WELLS FARGO CENTER FOR THE ARTS

FREE TICKET
*Prizes Drawn Every Hour **

FREE FOOD & BEVERAGES

FREE Wine & Beer Tasting

Win Grand Raffle Prizes *

** you need NOT be present to WIN!*



September Social hosted by Davis Carpets more on page 3

COMMUNITY CALENDAR WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE & GRAND RAFFLE

Thursday, October 9, 2008

4:00 pm - 8:00 pm

Wells Fargo Center for the Arts, 50 Mark West Springs Road

This FREE event showcases local businesses and organizations while guests enjoy complimentary food and Sonoma County wines and beverages. The public is welcome! FREE Admission! Grand Raffle with free ticket for every attendee -- prizes drawn every hour and you do not have to be present to WIN! There will be tasty treats from Molsberry Markets, Big Boys and Clover Stornetta, and wine and beer tasting will be offered by 3 Alarm Cellars, Paradise Ridge Winery, Matrix & Mazzocco Wines, Truett-Hurst Winery, Bear Republic Brewery & Lagunitas Brewery. Cal-Am Water is a featured sponsor!

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 October 14 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

This past month has been rather difficult, yet fulfilling, for our Chamber and staff. Medical problems visited both Pat Morelli, (office manager) and Don Wilson (ambassador) with stays in the hospital. Both are home now. Pat is doing well and has returned to the office. Don is at home recovering. We wish them well and pray for them.

What was great to see was how the volunteers came together to cover for Pat in the office, and Don as an ambassador. Our thanks go out to Joyce Partington, Pat Dearmin, Dee Gutmann and Janet Bergman. They have also been staffing the Visitors Center with the help of Walt Smith.

Now to tell you how your Chamber Board is working for you and the Chamber. Times are tough now with the housing bust, financial institution failures and stock market problems.

To assist our member businesses, your board of directors, with several others, became the Tradeshow Committee, vending booths, arranging publicity, soliciting raffle prizes, setting up and staffing the show. Among these hard workers are Walt Smith, Pat Dearmin, John Essman, Dana Larson, Laura Buhner, Brian Molsberry, Brad Pighin, Daryl Anderson, Kathleen Palmer, Pat Morelli and yours truly. What a great help all of these individuals were, and this year's Tradeshow will show it! Thank you all very much.

There remain one or two booths available. What a way to promote your business with just four hours work to reach hundreds/thousands of potential customers/clients. **We plan on seeing you at the Wells Fargo Center on October 9th, 4 - 8 PM.**

Respectfully, Jim Bajgrowicz, President

Patricia, office manager, and Don Wilson, ambassador are doing better each day and would like to thank everyone for their flowers, cards and calls.

SEPTEMBER SOCIAL
hosted by: **DAVIS CARPETS**

1st Pot Of Gold Winner At The September Social!!!

The good folks at Davis Carpets hosted a fantastic Chamber After Hours event on September 11th at the chamber offices. Owner Mark Davis prepared some excellent appetizers consisting of Tri-tip, rice, potato salad and even some delicious brownies for desert. Wine and other beverages were also provided. *continued on page 3*



Vern Thompson, Larri Anne & Mark Davis of Davis Carpets

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SEPTEMBER SOCIAL hosted by: **DAVIS CARPETS** *continued from page 2*

Chamber Ambassador Evan Jacobs from Cal-American Water Company served as master of ceremonies and introduced Davis Carpets owner Mark Davis. Mark told everyone that they had recently moved to their new location at 3721 Santa Rosa Avenue just north of Todd Road. In business since 1949, Davis Carpets has dedicated itself to providing the highest value in carpet and floor covering not only through the quality products they sell but also in sales & installations at a fair price with friendly, reliable and knowledgeable people. Mark explained that all his installers are highly trained and experienced and are the best in the business. They are also state certified contractors which is not very common with competing carpet retailers in the industry today. Free Estimates are available for any project and they stand behind their work years after the installation is completed.



Mark Davis draws the winner!

An update on the Visitors Center landscaping project was given by chamber ambassador Kathleen Palmer from Sonoma Connection. She acknowledged the generosity and assistance the chamber has received from Cal-American Water Company and also Aaction Rents on this project. Chamber President Jim Bajgrowicz from the office of Jim Bajgrowicz promoted the tradeshow by mentioning that with the tough economic times we are currently in the tradeshow provides an excellent opportunity in stimulating interest in any products a business might sell or services offered.



New member Jerry Hankins (right) wins the Pot of Gold! Evan Jacobs of Cal-Am Water, Tony Gerald of Airport Express

A new membership plaque was presented to Jerry Hankins from Hankins Travel. Jerry said a few words about his business and Evan thanked Jerry for joining the chamber, especially as Hankins Travel is currently the only travel agency which is a chamber member. Our 50/50 drawing was then held with Walt Smith from Just Transportation holding the winning ticket for \$70.00. The Pot of Gold drawing became the first Pot of Gold winner for the chamber! Out of close to 200 chamber members Hankins Travel was drawn. With a representative from Hankins Travel in attendance the \$60.00 Pot was awarded to Jerry Hankins (yes, our newest chamber member). This means that we start all over with a \$40.00 Pot of Gold at our November social.



New member Carlos Gray of C. Gray Landscaping with Steve Plaumann & Chris Gaylor of Aaction Rents

Door prizes donated by Cal American Water, Airport Express, Davis Carpets and the chamber itself were awarded to James Bajgrowicz, Will Brodt from Promos Oncall, Brian Molsberry from Molsberry Markets and Brad Pighin from GRP Wealth Strategies Group. Thank you to everyone who donated door prizes and a big thank you to Davis Carpets for hosting September's social.

Submitted by Anthony Gerald, Head Ambassador

Visit www.MarkWest.org/September2008Social for more photos



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

- OCT 9 WINE COUNTRY HARVEST FAIRE
- NOV 13 NORTH BAY CORPORATION
- DEC 11 CAL AMERICAN WATER
- JAN 8 AKEENA SOLAR
- FEB 12 CELLULARWORLD
- SEP 10 SONOMA COUNTY AIRPORT
- 2009 EXPRESS/AACTION RENTS
- OCT 8 CAL AMERICAN WATER

**WATER
CONSERVATION
IMPORTANT
TO SONOMA
COUNTY**

Conservation is an important value for all of us here in Sonoma County. California American Water is proud of the work we have done in recent years to manage our water resources more efficiently and provide customers with the tools and information they need to use water wisely and reduce water use. Some of our recent accomplishments include:

- Our rebate program for clothes washers and toilets began in 2005. Last year, customers received over \$3000 for replacing 19 washing machines and 14 toilets with water saving models
- Regular participation at community events to encourage wise water use
- Entered into a Water Conservation Agreement with Sonoma County Water Agency (SCWA) to access additional conservation support and expertise
- 12.9% reduction in water use between July and October 2007 compared to 2002-2006 average water use
- Reduced reliance on purchased water from SCWA from 167,000,000 gallons in 2006 to 135,000,000 gallons in 2007. This year we are on track for a similar reduction
- Establishment of the Londonberry Drive Garden which showcases water-wise drought resistant gardening

Recently, the California Public Utilities Commission increased the conservation budget for the Larkfield District. That's a positive development, because all of us can do more to conserve water. Currently we:

- Are collaborating with the Mark West Chamber of Commerce to sponsor and install a second water wise drought tolerant garden
- Sponsor a water and energy use curriculum for 5th and 6th graders at Mark West Union School District campuses
- Offer residential water use surveys for all customers
- Provide specialized water use surveys for business and irrigation accounts
- Have rebates and free water saving devices available to all customers

So please remember to use water wisely. For more information about how to save water and money, call us at (707) 542-1717.

Submitted by Evan Jacobs, Cal-Am Water



*Interested in joining our
Ambassador Club?*

Contact

Tony Geraldj,

837-8700

tony@

airportexpressinc.com

Serving Larkfield

California American Water

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.

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WATER CONSERVING LANDSCAPE PROJECT - SPONSORED BY CAL-AM WATER

Volunteers & plant donations welcome! call Kathleen at 433-8774 or email kathleen@sonomaconnection.com



Cal-Am Water staff Jason Cheek, Board Director Brad Pighin of GRP Wealth Strategies, Anthony Lindstroim Chris Crowther, and Don Watson of Cal-Am Water



Garden Project Committee Chair Kathleen Palmer of Sonoma CONNECTION



Board Treasurer John Essman of Sonoma CONNECTION tackles the gorilla hair mulch



Bryan Healey "Bryan the Gardener" with wife. Bryan has helped with the landscape plan and irrigation.



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New member Jerry Hankins of Hankins Travel receives his plaque from Evan Jacobs of Cal-Am Water and Jim Bajgrowicz, President

NEW MEMBERS

Hankins Travel
 Jerry Hankins
 267 Manka Circle
 (C) 292-7893 (F) 528-6605
 jerry_hankins@sbcglobal.net

Chocolate2Live
 Jacki Malin
 707-481-6887
 chocolate2live@gmail.com
 www.chocolate2live.com

RENEWALS

So Pro.,
 Soderstrom Prop. (1991)
 Jim Baer (1994)
 Goodwill Industries/
 Job Link (2005)
 Pacific Coast
 Air Museum (2007)
 Storage Master (2007)

MEMBER PROFILE: POSTAL PLUS

POSTAL PLUS, under new ownership, is located at 422 Larkfield Center. Carolyn Findley and Jacquie Bogue are partners in their second mail service in Santa Rosa with over 16 years experience.

POSTAL PLUS offers mailbox rentals, packing and shipping services, Notary, FAX services, copies, passport photos, office supplies and more. PG&E payments and utility payments can also be made.

POSTAL PLUS is an Authorized Ship Center for FEDEX, with overnight and ground services. They have also been authorized as an Approved Shipper with the U.S. Postal Service, supplying all postal services. They specialize in packing and shipping items for around the world or across the street.

Both Carolyn and Jacquie look forward to meeting and working with people in the area. POSTAL PLUS is where "Customer Service" is their foremost goal!



Annual office volunteer's lunch at Safari West

*Front row:
 Office Volunteers
 Janet Bergman
 Dee Gutman
 Pat Dearmin*

*Back row:
 Office Manager Pat Morelli
 Volunteer & Director
 Joyce Partington
 of Stoke Ranch*

TRADESHOW

**THURSDAY
 OCTOBER 9TH
 4-8PM**

**WELLS FARGO
 CENTER FOR
 THE ARTS**

*Board Members
 Brad Pighin of GRP
 Wealth Strategies
 Brian Molsberry of
 Molsberry Markets
 and Laura Buhner
 of Exchange Bank,
 Larkfield, check out the
 Water Conservation
 doorprize donated by
 Cal-Am Water*



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

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)	

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 Janet Bergman 570-0312



LARKFIELD
Body & Paint

David Hartman

15 Lark Center Drive Santa Rosa, CA 95403 707-546-5717
 FAX 707-546-0902

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

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PUBLIC WELCOME!**

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HARVEST FAIRE
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SHOWCASE &
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Wells Fargo Center
for the Arts
50 Mark West Springs Rd



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Thank You
To Our
Corporate
Sponsors!



**Sonoma
CONNECTION**

