

# 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 markwest@markwest.org

**The Lark**

September 2009  
Volume XIII Issue 9

## THE GRASS IS "GREENER" AT THE CHAMBER!

The Water Conservation Garden in front of the Chamber was donated by California American Water. It was planned and installed by Chamber volunteers. In addition to the native and drought tolerant plants and thick mulch to help conserve water, Daryl Anderson of Wikiup Properties thought it would be helpful to introduce "waterless grass" to the community AND give the Chamber a perennial "green" lawn area on which to place our bench. onelawn donated the grass and the installation. Thank you to everyone involved!



*Evan Jacobs, CalAm Water, Ken Norton, PPL, Daryl Anderson, Wikiup Properties*

Below is more info, from onelawn.com:

onelawn™ synthetic grass is a "greener" option for your landscape needs – in more ways than one!

### No pesticides.

- An estimated 70 million pounds of pesticides are applied to lawns every year – 10 times more per acre than are applied to agricultural crops!

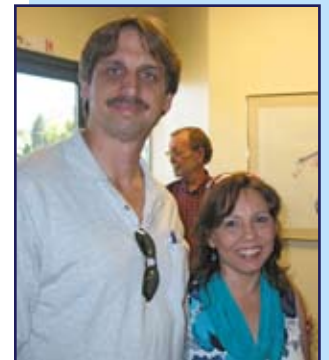
*continued on page 5*



## MEMBER PROFILE: GUARDIAN CAREGIVER CONNECTIONS

It is my pleasure to announce the opening of **GUARDIAN Caregiver Connections** – a referral company designed to match quality companionship and personal home care to those limited in their environments and in their abilities to care for themselves.

At GUARDIAN, we are committed to fulfilling the personal care needs of our clients to the smallest of details. We provide free in-home care assessments and do in-depth interviews with our clients. Our caregivers are selected based on their experiences, their background checks, and their demonstration of holding a strong sense of compassion for the elderly and disabled populations. They are professional, affordable and dependable, and are matched with clients based on the client's specific needs, skills and compatibility. *continued on page 4*



*Susan Lindstrom of Guardian Caregiver Connections with husband Tony of CalAm Water*



*Social hosted by Vintners Inn page 3*

## COMMUNITY CALENDAR

*next* **AFTER HOURS BUSINESS SOCIAL**

Hosted by **AIRPORT EXPRESS & AACTION RENTS**

5807 Old Redwood Hwy. Santa Rosa Thursday, September 10  
Bring your business cards 5:30 pm - 7:30 pm

*Parking will be at the Mark West Neighborhood Church located next door to the SC Airport Express yard at 5901 Old Redwood Hwy. A complimentary shuttle ride to and from the yard and the church will be provided all evening. Travel time approx. 45 seconds.*

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 September 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](http://calchamber.com)

**PRESIDENT'S MESSAGE:**

"Green" IS the word that best describes an area in front of our Chamber office. This green area is a synthetic grass that is very eco-friendly. A company named One Lawn, The Good Nature Company, installed it. No water or upkeep is required and the grass will always be green. Its' life expectancy is twenty (20) years. Cost for this installation will break even at approximately five (5) years when you factor in savings of water and maintenance costs. However, it isn't so much the monetary savings, the main savings is water.

We all need to do what we can to conserve water and it is our hope that our project will catch on with other property owners. Our use of a combination of native plants and synthetic grass shows an appealing yet very functional landscape. One can choose to do either or both, as we've done.

Should you wish more information about our new front landscaping give us a call, or stop by our Chamber office.

Our Chamber is growing nicely each month. It seems we are doing a lot of things right and our efforts are being well rewarded. We've somehow gotten to be known as the "Fun Chamber" and our monthly mixers are becoming very well attended. We are fortunate to have many good, hard-working members. Almost every day I hear how our Chamber members are doing business, and interacting in positive, beneficial ways with each other. There are many examples of the value of being a member of our Chamber. Personally, it's gratifying to know our efforts are paying off and that we are making a positive difference in this community.

The Vintners Inn hosted our last mixer and it was the largest turnout we've had to date. If you missed it, you missed some of the most wonderful food and beverages that anyone could hope to enjoy. Approximately 130 were in attendance. We enjoyed meeting and interacting with many of the performers for that weekend's air show held on August 15 & 16. Colonel Dave Pinsky and Roger Olson of the Pacific Coast Air Museum (PCAM) gave a good presentation about the air show as well as made introductions of the pilots and their crews. We also had a good number of guests and new members in attendance. Thank you, Vintners Inn, for an outstanding job! They are simply wonderful to work with.

October 15th is the date for our annual Trade Show. Please mark your calendars and plan to attend. This is always a fun and successful event. If you wish to market your business by participating with a booth, please give us a call -- now is the time to reserve your space. We are also looking for donations for our silent auction. Let's make this year's event the best yet!

There are so many people, who have done such outstanding things, that I wish I could name them all at this time. You all know who you are, as you are what helps make this Chamber a success. I thank you, and the community thanks you, for all your unselfish time and energy.

*With kind regards, Walt Smith, President*



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**Elegant Vintners Inn Proudly Hosts Our August Social**

Our after-hours business social for August was hosted by the intimate, four-diamond Vintners Inn and Event Center located on Barnes Road in Santa Rosa. Truly delicious food, fine wine and other beverages and great networking opportunities all made for a most memorable gathering.

Chamber Ambassador Will Brodt of PromosOnCall served as Master of Ceremonies for the evening. Vintners Inn Special Events Manager Jeran Stumbaugh and General Manager Percy Brandon conveyed their excitement at hosting the social and talked about the Vintners Inn and John Ash & Co. Restaurant. Percy explained that with the hotel surrounded by relaxing views of lush vineyards, sparkling fountains, and landscaped gardens a perfect romantic getaway awaits local residents as well as visitors to the wine country.

For the business person Vintners Inn features an exceptional range of facilities and amenities for meetings, conferences and seminars. Percy also told everyone about their happy hour at The Front Room Bar & Lounge with drink specials and a casual fun atmosphere perfect for enjoying a beer, wine or cocktail along with specially prepared menu after a hard day at work. Percy personally recommended visiting on a Sunday as the menu includes chef Tom's famous schnitzel.

New member plaques were presented to Fernande Marie Bencze of California Reverse Mortgage, Sheila Almquist of Oakmont Gardens, Kevin Miskelly of Careful Moving and Storage and Marlene Hudson of Marlene Hudson - Spanish Interpreter.

Our 50/50 raffle of \$115.00 was won by Maia Marin of Advent Office Furniture. Congratulations Maia! The business drawn from the Pot of Gold was Final Edition Lounge and Restaurant. Neither Carol nor Andy Divodi nor any of their employees were able to attend the social. \$20.00 will now be added the Pot of Gold drawing at the September 10th social hosted by Aaction Rents and Sonoma County Airport Express for a total amount of \$140.00!

Besides Vintners Inn donating three business card drawing prizes (a fine bottle of wine, a signed cookbook by Chef John Ash, and a complementary one night stay at Vintners Inn) prizes were also donated by Bruce Cook's Pens & Accessories, California American Water, Sonoma County Airport Express, Dance The Night Away DJ Services, Marlene Hudson-Spanish Interpreter, Just Transportation, NorCal AMC's as well as the chamber now awarding a 2 minute business description and promotion at the next social. Winners drawn were Barbara Wilson from Rincon Valley Fire Department, Bill Laurie from Sir Speedy Printing, Marie Callendair from Club Win, Liz Corell from Pre-Paid Legal Services, Anthony Geraldi from Sonoma County Airport Express, Carlos Gray from Carlos Gray Landscaping, Pat Dearmin, Chamber Ambassador, Johnny Yu from MWCS, James Baer from James Baer Enterprises, Fernande Marie Bencze from California Reverse Mortgage, Leslie Kesser from Club Win and Jason Cheek from California America Water.

Thank you again to Jeran and Percy and all the staff at Vintners Inn for a fantastic social.

*contributed by Anthony Geraldi, Head Ambassador*

**AUGUST SOCIAL HOSTED BY VINTNERS INN**



*Head Ambassador Tony Geraldi host Percy Brandon, Vintners Inn*



*Jeran Stumbaugh, Vintners Inn with Kathy, the cheerful bartender*



*Roy Gugliotta, Rohnert Park Chamber, wife Susan*



*Pilots & guests from the Air Show*

*More photos at MarkWest.org*

**BUSINESS-AFTER-HOURS-SOCIALS**

- SEP 10 AIRPORT EXPRESS/ACTION RENTS**
- OCT 8 CAL AMERICAN WATER**
- OCT 15 HARVEST FAIRE TRADESHOW!**
- NOV 12 SONOMA EYEWORKS**
- DEC 10 EXCHANGE BANK/MOLSBERRY MARKETS**
- JAN 14 HEALTHY ARE WE**
- FEB 11 MARLENE HUDSON - SPANISH INTERPRETER**

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4:00 – 8:00PM**

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



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

Wow, only one month away until the **20th Annual Wine Country Harvest Faire & Business Showcase 2009 happening Thursday, October 15, 2009 4 – 8pm**. And there are still booths available. I am happy to report I have secured my booth and am looking forward to the event.

With time running out there are some things to consider, the most important thing is to participate. Often times money can be an issue; don't let that be an excuse. I will be sharing a booth with Economy Plumbing, you also might share a booth with another business. This is a good way to get to know another Chamber member or business and cut your costs.

Select staff and identify goals and objectives. Alert the staff to the importance of greeting people and encourage them to get out in the aisle in lieu of sitting behind the table looking bored. Make final decisions on what people are going to wear i.e. shirts with logos, suits and ties. Remind your staff that they are representing the company and customers are the key to keeping the doors open. Do some role playing on how to greet and meet new and old customers. Call your customers and let them know you will be attending and invite them to visit you. Let them know your booth number.

Go over your check list to make sure you have what you need. Make sure everyone has business cards, materials to take orders. One thing many people forget is to prepare a sheet for people who stop by to fill out so you can have their information to send notices about specials or new products. Have a giveaway and remember to bring that ole fish bowl to collect business cards. This is the best way to get leads. Another thought is to have a show special and have signs letting people know about it. Decide who is going to do set up and break down.

Remember despite the outlay of time and money a trade show is still an economical way to build your business. Come to the show with the idea of having fun, meeting new people and talking with customers and potential customers face to face. In our technological world this is still by far the best way to generate business. See you all on October 15th. I will be in booth #44.

*contributed by Elaine B. Holtz nortonholtz.com*

**MEMBER PROFILE: GUARDIAN CAREGIVER CONNECTIONS**

*continued from page 1*

Our goal is to maintain or improve the quality of life to those who are currently dealing with physical limitations and are in need of support and assistance from others. We will do everything it takes to allow our clients to feel safe, cared for, independent and in charge of their lives.

For more information, please contact me at (707) 328-2588, or email me at [guardiangivers@gmail.com](mailto:guardiangivers@gmail.com).

~ Susan Lindstrom



**Sonoma  
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[www.sonomaconnection.com](http://www.sonomaconnection.com)

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522 Larkfield Center, Santa Rosa  
707/546-0307

continued from page 1

**No fertilizer.**

- 40-60% of the nitrogen fertilizer applied to natural grass lawns ends up in surface and groundwater, leading to contamination and impaired ecological health in our rivers, lakes, ponds and coastal waters.

**No mowing.**

- In the United States, gas powered lawn mowers use 800 million gallons of gas each year!
- Because there are so few emission regulations on lawn mowers, gas powered lawn equipment produces as much as one-tenth of the smog-forming pollutants from all mobile sources.
- The average gas mower produces as much air pollution in one year as 43 new cars driving 12,000 miles each.
- Lawn mowers emit high levels of carbon monoxide, volatile organic compounds, and nitrogen oxides.
- The EPA estimates that 17 million gallons of fuel are spilled each year while refueling lawn equipment – that’s more than the oil spilled by the Exxon Valdez.
- Spilled fuel contaminates ground water and makes smog-forming ozone.

**No grass clippings.**

- Grass clippings account for up to 20% (31 million tons) of the solid waste collected in the US each year.
- A single acre of grass yields 3 tons of clippings (and uses 250 bags) each year.
- The EPA estimates that at least one-third of all landfill material is yard waste.
- Once in a landfill or recycling station, any minerals, chemical, pesticides, etc. seep into ground water as the clippings decompose.
- When grass clippings break down in landfills, they create methane gas – a greenhouse gas and major contributing factor to global climate change.

source: onelawn.com

**THE GRASS IS  
“GREENER” AT  
THE CHAMBER!**



onelawn™ installation

**Why is the Santa Rosa VA Clinic planning a move?**

- Need a larger space for existing services, under one roof, instead of in separate buildings
- Additional specialty services (Radiology, Physical Therapy, Dental, Eye, Podiatry) are planned to compliment existing specialty services (Dermatology, Audiology, Home Based Primary Care, Nutrition, Mental Health) to further expand services to veterans
- Need for increased accessibility for veterans: easier parking, closer bus line, more visible, easy to find
- Need to expand services to more veterans

**When is the Santa Rosa VA Clinic planning to move?** Fall 2009

**New Address:** 3841 Brickway Boulevard near the Charles M. Schulz Sonoma County Airport in Santa Rosa

**Who will move?**

- Everyone at current campus will move
- Plan for whole clinic to be under one roof

**Expected outcomes:**

- Newer, larger state-of-the-art facility to better serve our veterans
- Expanded specialty services and Improved access to services

**COMMUNITY  
BASED  
OUTPATIENT  
CLINIC  
EXPANSION &  
RELOCATION**

Concerns? Contact  
Audrey Stephens,  
Acting Director,  
Santa Rosa VA Clinic  
(707) 570-3806  
audrey.stephens@  
va.gov

**California Reverse Mortgage Consultants**

3033 Cleveland Ave., Suite 150  
Santa Rosa, CA 95403  
Phone: (707) 595-2932  
Fax: (707) 569-0969  
fbencze@CRMcares.com  
www.retireriskfree.com  
Fernande Marie Bencze  
Reverse Mtge. Specialist  
Cell Phone: (707) 799-5888  
fbencze@CRMcares.com  
Mike Bencze  
Reverse Mtge. Specialist  
Phone: 707-535-2923  
Cell Phone: 707-324-9944  
mbencze@CRMcares.com

**Careful Moving and Storage**

812 Donahue Street  
Santa Rosa, CA 95401  
Phone: (707) 528-0328  
Fax: (707) 528-0361  
Carefulmoving@um.att.com  
carefulmovingnetwork.com  
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Dir. of Marketing & Sales  
Cell Phone: (707) 974-7953  
Buddhakev@aol.com

**Oakmont Garden Retirement Community**

301 White Oak Drive  
Santa Rosa, CA 95409  
Phone: 707-538-1914  
sheila.almquist@kiscosl.com  
www.kiscoseniorliving.com  
Sheila Almquist  
Sales & Marketing Director

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*Fernande Marie Bencze, Reverse Mtge. Specialist, California Reverse Mortgage Consultants receives her new member plaque.*

*MC: Will Brodt of Promos On Call*

*Kevin Miskelly  
Dir. of Marketing & Sales  
Careful Moving and Storage  
receives his new member  
plaque.*



*Sheila Almquist,  
Sales & Marketing Director  
Oakmont Garden  
Retirement Community  
receives her new member  
plaque.*

*Marlene Hudson - Spanish  
Interpreter receives her new  
member plaque.*



**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)	



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 Office Volunteers always Welcome!

# Mark West Area Chamber of Commerce and VISITORS CENTER



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

## AFTER HOURS BUSINESS SOCIAL

**THURSDAY**  
September 10, 2009  
5:30pm - 7:30pm

**HOSTED BY**  
**AIRPORT EXPRESS &**  
**AACTION RENTS**  
5807 Old Redwood Hwy.  
Santa Rosa

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located next door at  
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