

Mark West Area Chamber of Commerce and VISITORS CENTER



BRINGING BUSINESS & THE COMMUNITY TOGETHER!

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403
Office Hours: Mon - Fri 10am - 3pm

707.578.7975
www.markwest.org office@markwest.org

The Lark

February 2010
Volume XXIV Issue 2

Key
Membership Benefits:



Host a Social!
Brad Pighen,
GRP Wealth Associates



markwest.org - website listing for your business

MEMBERSHIP DRIVE - March 1 thru May 31

Hello Mark West Area Chamber of Commerce Members:

Beginning on March 1 thru May 31, 2010 the Chamber is hosting a membership drive. This is a chance to tell all of your business friends and associates about our Chamber and enroll them as members. The best part, there are some great prizes for your efforts! So, get ready to help your friends by getting them involved in a great Chamber, help yourself with some great prizes and finally to help the Chamber bring business and the community together!

- Our goal is 50 new members.
- All Chamber members are eligible to participate.
- Email and newsletter notices will update members on the competition.
- The Chamber Office staff will track results.
- There can be multiple winners in each prize category:

FIRST PLACE = 10 or more new members

SECOND PLACE = 5-9 new members

THIRD PLACE = 3-4 new members

PRIZES

- **First Place** = 1 year free Chamber membership, free 8' booth at 2010 Harvest Faire, a free ad in our next membership directory, and an ad in the Lark newsletter for 3 months.
- **Second place** = 1 year free Chamber membership and a free 3 month ad in the Lark newsletter.
- **Third place** = Free 3 month ad in the Lark newsletter.

TIME LINE

- March 1 thru May 31 *continued on page 5*



January Social hosted by GRP Wealth Strategies page 2

New Member Recognition and Profile in the Lark Newsletter



next AFTER HOURS BUSINESS SOCIAL

Hosted by **ADVANCE TECH COLLISION**
5277 Old Redwood Hwy.

Thursday, February 11
5:30 pm - 7:30 pm
Plenty of parking available in the rear on Lystra Court (Airport Blvd to Aero Drive to Lystra Court) . Use the Chamber to increase **your business!**

next RIBBON CUTTING

ASSETS INSURANCE at 3270 Mendocino Ave.

Friday, February 26
4:00 pm



Will Brodt
President

*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.*

The next Board of
Director's meeting
is February 9 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:

Hello Chamber Members! I want to give a special Thank You to Pat Dearmin. Pat is Vice President of Community Services and our volunteer at the Chamber office. She volunteers about 40 hours a month at the office. Pat works tirelessly with Jewel the office manager on daily office tasks and special projects to make our Chamber run smoothly and effectively. So, when you see Pat, give her a big Thank You!

The Chamber is announcing a membership drive to begin March 1, 2010. I am excited! There are great prizes for everyone. Help yourself and the Chamber by increasing our membership.

Don't forget the Business After Hours Social, Thursday, February 11th, 5:30- 7:30pm at Advance Tech Collision 5277 Old Redwood Hwy. Our socials are a fantastic gathering of about 100 like minded business people. There are great networking opportunities and tons of fun. I hope to see you there.

Cheers, Will Brodt

GRP Wealth Strategies Group Rings In The New Year With A Lively Social

January's After Hours Business Social was hosted by GRP Wealth Strategies Group at their Wikiup Business Park office. Over 90 chamber members and guests enjoyed the New Year's themed social with party poppers, festive hats and noisemakers along with plenty of drinks and food provided by the GRP staff. During the networking and socializing part of the evening GRP partner and chamber board member Brad Pighin led everyone in a countdown to celebrate the New Year and to begin the evening's program.



Brad Pighin, Bev Graham and Rich Rebello of GRP Wealth Strategies Group

Chamber ambassador Jerry Hankins from Hankins Travel served as Master of Ceremonies and welcomed everyone. Brad Pighin introduced GRP partners Bev Graham and Rich Rebello. Brad, Bev and Rich talked about how GRP Wealth Strategies Group can assist anyone with their retirement needs through insurance and annuity products along with tax management, investment management, and estate conservation.

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Brad told everyone that every person in the room has different needs and desires for their retirement and that GRP Wealth Management can tailor a plan based on the individual needs of each of their clients. Bev and Rich said working with a skilled professional at GRP can get you on course for your financial retirement goals while educating you on the basic concepts of personal fiscal management.

A new member plaque was presented to Dorothea Logan of Logan Investigations. Dorothea told everyone that she was previously a chamber member and was very happy to return to our chamber. She talked about Logan Investigations and how she can assist anyone with background inquiries, criminal and civil investigations, and personal injury and worker's compensation cases. With previous law enforcement experience she is well suited in assisting anyone with their investigative needs. Also receiving a new membership plaque was Linda Fisher from Consciously Healthy who is a registered nurse. Consciously Healthy offers designer products to address your inner most health desires, to look and feel youthful, to keep your body clean, powerful and healthy, and to be well-nourished and rejuvenated for peak performance. Linda says that she has benefited from her knowledge and products offerings herself and has shed weight and feels great. She can do the same thing for you!

Making a quick introduction and saying hello at the social was Healdsburg Councilmember Mike McGuire who is a candidate in the upcoming election for 4th District County Supervisor.

The business drawn for the \$220.00 Pot of Gold was Postal Plus. Neither Jacquie Bogue nor Carolyn Findley were able to attend the social which means \$20.00 will be added to the Pot of Gold drawing at the February 11th social hosted by Advance Tech Collision which now makes the pot a very affluent \$240.00!

Our 50/50 raffle with \$100.00 was won by our own chamber office volunteer, Vice President of Community Services and board member Pat Dearmin. Congratulations Pat! Pat Morelli from Wikiup Properties who won the 2 minute business showcase at the December social hosted by Molsberry's Market and Exchange Bank told everyone about Wikiup Properties. She said Wikiup Properties specializes in commercial property development and property management in the Mark West area. They are also the leasing and sales agent for the Wikiup Professional Business Park.

Prizes for our business card drawing were donated by Anytime Fitness, Sonoma County Airport Express, GRP Wealth Management Group and Landscape Artist Heather McConnell. Winners drawn included Daryl Anderson from Wikiup Properties, Anthony Gerald from Sonoma County Airport Express, Aggie Maggio from Coldwell Banker, Jeanne Haddorff from Healthy Are We, Marc Durand from Naturalight, Elaine Holtz from Pre-Paid Legal Services, David Israel from HR to Go, Tom Nunes from TD & Associates, Kenneth Norton from Pre-Paid Legal Services, Katherine Phillips from Key Properties and Liz Corell from Go Small Biz. The two minute showcase for next month's social at Advanced Tech Collision was won by Fernande Marie Bencze from California Reverse Mortgage.

Congratulations to our winners and thank you to Brad, Bev and Rich from GRP Wealth Management Group for helping us celebrate the beginning of 2010!

Contributed by Anthony Gerald, Head Ambassador

**JANUARY
SOCIAL
HOSTED BY
GRP WEALTH
STRATEGIES
GROUP**



*Steve Plamann, Aaction Rents,
Anthony Lindstrom, Cal-Am
Water, Will Brodt, Promos Oncall*



*Brian Molsberry, Molsberry
Markets, Inc., Laura Buhner,
Exchange Bank Larkfield*



*Mike McGuire, Supervisor
Candidate, Kathleen Palmer,
Sonoma CONNECTION*



*Anthony Gerald, SC Airport
Express, Pat Dearmin, VP
Community Services*

**BUSINESS-
AFTER-HOURS
-SOCIALS**

*see 2010 schedule
on page 4*

UPCOMING BUSINESS SOCIALS

Thursday, February 11

Chamber Business-After-Hours Social 5:30-7:30pm

Hosted by **Advance Tech Collision**

Location: 5277 Old Redwood Hwy., Santa Rosa

This month's Pot of Gold is \$240!

Make sure someone from Your Business is at the Social to WIN!

Thursday, March 11

Chamber Business-After-Hours Social 5:30-7:30pm

Hosted by **Net Profit (with Windsor Chamber)**

Location: Hampton Inn, 8937 Brooks Road, Windsor

Thursday, April 8

Chamber Business-After-Hours Social 5:30-7:30pm

Hosted by **Healthy Are We & Holiday Inn Express**

Location: Holiday Inn Express, 870 Hopper Ave., SR

Thursday, May 13

Chamber Business-After-Hours Social 5:30-7:30pm

Hosted by **Rincon Valley Fire District**

Location: 45 Lark Center Drive, Larkfield

Thursday, June 10

Chamber Business-After-Hours Social 5:30-7:30pm

Hosted by **Club WIN & Assets Insurance**

Location: 3270 Mendocino Ave., Santa Rosa

Thursday, July 8

Chamber Business-After-Hours Social 5:30-7:30pm

Hosted by **Ayres and Associates**

Location: 1400 North Dutton Ave., Santa Rosa

Thursday, August 12

Chamber Business-After-Hours Social 5:30-7:30pm

Hosted by **Heather McConnell, Landscape Artist**

Location: 160 Wikiup Drive, Santa Rosa

Thursday, September 9

Chamber Business-After-Hours Social 5:30-7:30pm

Hosted by **Airport Express & Aaction Rents**

Location: 5807 Old Redwood Hwy., Santa Rosa

Thursday, October 14

Chamber Business-After-Hours Social 5:30-7:30pm

Hosted by **Cal-American Water Company**

Location: TBA

Thursday, November 11 **OPEN!**

Chamber Business-After-Hours Social 5:30-7:30pm

Thursday, December 9

Chamber Business-After-Hours Social 5:30-7:30pm

Hosted by **Exchange Bank & Molsberry Markets, Inc.**

Location: 500 Larkfield Center, Santa Rosa

OTHER CHAMBER EVENTS

Friday, February 26

Ribbon Cutting, 4:00pm

Hosted by **Assets Insurance**

Location: 3270 Mendocino Ave., Santa Rosa

Thursday, June 3

Chamberee 4:00-8:00pm

Hosted by **Pacific Coast Air Museum**

Location: 2230 Becker Rd., Santa Rosa

Tuesday, October 12

Wine Country Harvest Faire

Business Showcase & Silent Auction 4:00-8:00pm

Location: Wells Fargo Center for the Arts, Santa Rosa

Thursday, December 2

Holiday Tree Lighting 6:00-7:00pm

Location: Larkfield Center, Santa Rosa



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MEMBERSHIP DRIVE RULES

- All member businesses are eligible.
- Contest starts March 1, 2010 and ends May 31, 2010.
- Member business must have a minimum of 3 new members to qualify for prizes.
- There can be multiple winners in each prize category:

FIRST PLACE = 10 or more new members

SECOND PLACE = 5-9 new members

THIRD PLACE = 3-4 new members

Thank You to the Mark West Area Chamber of Commerce, it's Board of Directors and members for your thoughts, prayers and the lovely flower arrangement. The heart surgery went well and medical staff had me up and walking the following day! Again thank you for your well wishes. Sincerely, Jim Bajgrowicz, Past President

THE AMBASSADORS COMMITTEE

The definition of Ambassador is a messenger or diplomat. This definition very accurately describes the job of the Ambassadors for the Mark West Area Chamber of Commerce. Many of the programs at the Chamber are overseen by our dedicated and volunteer Ambassadors, currently about 12 members strong.

The ambassadors meet at the Chamber office the 2nd Thursday of every month from 3:30 PM until 5:00 PM to go over details for that evening's upcoming social, discuss next month's social, plan ribbon cuttings and other upcoming events. They provide check-in assistance at gatherings, recruit new business members, assist in retaining current business members, oversee after hours socials and ribbon cuttings. They are often liaisons between businesses and the chamber as they are the "go-to" people for event assistance and answer questions when they arise from new and prospective members.

If you are interested in becoming an Ambassador for our chamber, attend one of the monthly meetings, or call Head Ambassador Tony Geraldi at (707) 837-8700.

MEMBERSHIP DRIVE
March 1
thru May 31

Key

Membership Benefits:



Introduce Your Business!
 Patricia Morelli,
 Wikiup Properties



Head Ambassador Anthony Geraldi, Sonoma County Airport Express, with Ambassador Kimberlee Anderson, Assets Insurance - Kimberlee schedules the Chamber's Ribbon Cuttings

YOUR AD HERE!

6 MONTHS \$107.50

1 YEAR \$200



Ambassadors Barbara & Don Wilson



Ambassador Evan Jacobs, Cal-Am Water, writes the Chamber's Press Releases

NEW MEMBERS

Ayres & Associates

1400 North Dutton Ave.
 Santa Rosa, 95401
 P.O. Box 11224
 Santa Rosa, 95406
 707-585-3669
 FAX: 545-2262
 Annabel@AyresNow.com
 www.AyresNow.com

James A. Cooper

Advanced PC Systems
 8868 Lakewood Drive, #318
 Windsor, CA 95492
 707-838-0468
 jim@advancedpcsystems.com

Logan LII Investigations

D.P. Logan
 P.O. Box 1746
 Rohnert Park, CA 94928-1746
 707-585-1727
 dplogan@sonic.net

RENEWALS

State Farm Insurance - Gary Senneff	1982
Cal State Central Credit Union	1988
Mark West Union School District	1989
Costco Wholesale, Inc.	1997
Creative Property Services	2003
REOPro Realty	2007
Hilton Garden Inn	2008
Mark West District PTA	2008
Vintners Inn	2009

NEW MEMBERS RECOGNIZED AT OUR SOCIAL!

Chamber Ambassador Jerry Hankins from Hankins Travel served as Master of Ceremonies and presented new Chamber Members with their membership plaques.

Congratulations and welcome to our Chamber!



D.P. Logan, Logan LII Investigations



Linda Fisher, Consciously Healthy

BUSINESS TO BUSINESS

BUSINESS TIPS NETWORKING TIPS

This is a monthly column dedicated to supporting all of us in increasing our networking skills.

Why is that important? Recognize that, as we increase our networking skills, we increase our business opportunities, which leads to increased revenues.

Tip #1 – Business Cards are important. We need to give them out as well as collect them. One of the Chamber’s best opportunities to do this is at our mixers. It is important that you attend.

Suggestions: Take five business cards in your pocket with a rubber band around them. Greet your friends but do not mingle until you have given these cards out to five people you do not normally talk to and remember to get their card in return. Now you have five new contacts and new information about their business. **Remember:** Make notes on the cards and follow up when appropriate. After that is done, have fun socializing with your friends.

Some of those you talk with may not utilize your services or products but that person may know some one who can. You never know where that referral will come from but it will not happen if people do not know about you and what you have to offer.

If you have a tip you would like to share, send it to elaineholtz@sbcglobal.net and we will credit you and your business for the tip. Always remember networking is fun, it is a way to meet new people and increase your visibility as well as your bottom line. **We all like that.**

Elaine B. Holtz, VP of Business Services



Bev Graham, GRP Wealth Strategies, Liz Corell, Go Small Biz, Shawna DeGrange, Cloverleaf Ranch, Elaine B. Holtz, Pre-Paid Legal Services, Norton & Holtz, Independent Assocs.

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 300 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)	

OFFICERS

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 578-7975

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



Mark West Area Chamber of Commerce and VISITORS CENTER



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

AFTER HOURS BUSINESS SOCIAL

THURSDAY
February 11, 2009
5:30pm - 7:30pm

hosted by
ADVANCE TECH COLLISION
5277 Old Redwood Hwy.

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

Thank you to our 20th Annual Harvest Faire & Business Showcase Vendors & Participants!

MORE PHOTOS NEXT MONTH!



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