

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

July 2009
Volume XIII Issue 7

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

ANNUAL DINNER AT VINTNERS INN ON JULY 10, 6 PM

Chamber members and their guests are in for a treat at this year's **Annual Installation Dinner on July 10th**. New Member **Vintners Inn** will be our host for the evening, and they are providing a wonderful meal, hand-selected wines and a beautiful setting for our celebration. Starting with hors d'oeuvres under the tent, there will be a sit down dinner with wine at your table.

Our guest speaker will be **Audrey Stevens, Director of the VA Medical Center**, which will soon be opening a facility in North Sonoma County near the Airport. We will also hear from **California's Junior Miss 2009, Lauren Xie**, who hails from Sonoma County and is an accomplished concert pianist. Tickets are \$40 per person - \$75 per couple. Call the Chamber office to reserve your seats! Or, pay online at **markwest.org**.

Lauren Xie
California's
Junior Miss 2009



WELCOME TO "NEW" STAFF AT THE CHAMBER OFFICE!



Jennifer Neylon

We would like to introduce Jennifer Neylon, in the newly created role of (interim) Operations Manager. As the Chamber continues to grow, and has expanded into a full-fledged Visitors Center, the skills needed in the office have changed to support this growth and expansion. Jennifer brings these skills, and more. She currently holds a part-time position with Lescure Engineers, Inc., and will be sharing her expertise with the Chamber staff and volunteers. She also

helped the Mark West Community Services Committee organize and publicize their work in our area, so she is not "new" to many of us.

New Chamber Volunteer Marlene Hudson, who comes to us with 30 years of business experience specializing in Human Resources & office management. Welcome Jennifer & Marlene!



Marlene Hudson

OFFICE MANAGER POSITION OPENING

Part-time: up to 15 hrs/wk

Requirements:

Proficient office and computer skills, working knowledge of Microsoft Office. Quickbooks helpful. Great customer service skills. Desire to give back to the community.

Contact:

Walt Smith 479-7356



Social hosted by Chancellor Place of Windsor- page 2 & 3

COMMUNITY CALENDAR

AFTER HOURS BUSINESS SOCIAL

Hosted by **GOODWILL INDUSTRIES/JOB LINK**
3535 Industrial Drive, Santa Rosa (by Kmart)

Thursday, July 9

5:30pm - 7:30pm

Bring your business cards

INSTALLATION DINNER at Vintners Inn

RSVP Now - join us for an update on local issues and a very special dinner!

6pm

Cost is \$40 per person / \$75 per couple (includes gratuity and tax)

Friday, July 10

RIBBON CUTTINGS

Call Lisa Cannon 888-5765 if you would like to schedule a Ribbon Cutting!

Thursday, July 23

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 July 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:

July first starts our Chamber's fiscal year and the beginning of a new Chamber Administration. I will take over as President and we will have an entire new office staff, so please bear with us during this transition period. Bringing in an entire new office staff was not planned, however, Pat Morelli has decided to resign after 22 years as Office Manager, as have her volunteer office assistants.

In order for the Chamber office to be properly staffed and continue to run in a professional manner, the assistance of several volunteers has been enlisted. You will meet Marlene Hudson, who comes to us with 30 years of business experience, specializing in Human Resources and office management. Also coming on board on a part-time basis is Jennifer Neylon as interim Operations Manager, Jennifer is on contract to the Chamber from Lescure Engineers, Inc.

I will also be spending more time in the office during this transition period. I feel it will be helpful for me to be more knowledgeable with all the office procedures. The Chamber Office and Visitors Center is open Monday thru Friday from 10am to 4pm. With the Board of Director's approval, these hours will eventually be expanded to include weekends and evenings.

We have plans to change the look of our Visitors Center, including upgrades of materials, brochure holders, etc. I've visited several other Chamber & Visitors Center offices in the past few months and have gotten many ideas to make and effect these changes. Our inventory of items of interest will also be expanded. Further, there will be a marketing plan to give our Visitors Center a better profile in the community.

Membership growth is also a high priority on our agenda. We already have an incentive program in place to help achieve this program. This also coincides with membership retention, which is vital to the health of our Chamber.

Our Chamber is currently enjoying a wonderful, positive, reputation in the community and over a wide area. Many thanks go to our active Ambassador's Program headed by Tony Gerald of the Sonoma County Airport Express and many members who serve on that committee. We will all be continuing in this effort. They are not only dedicated, hard workers, but a fun group, too. If you are not already involved, give us a call. We can always use the extra help.

Community involvement projects are being considered, especially with the local schools. We will also continue to support the Community Services District formation. Let me hear from any of you who may have ideas and/or suggestions.

We are fortunate to have many professional and supportive dedicated members in our Chamber to help us implement all the foregoing. Too many to name at this time, but they know who they are and I want them all to know I appreciate all their past efforts. Hopefully, we will be gathering others who are interested in our goals. Remember, please, your individual support to our Chamber is also for the betterment of our community. Thank you all.

Respectfully, Walt Smith, President

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**JUNE SOCIAL
HOSTED BY
CHANCELLOR
PLACE OF
WINDSOR**

Chancellor Place of Windsor Hosts A Most Enjoyable Garden Setting Social

Our after-hours business social for June was hosted by Chancellor Place of Windsor in their gorgeous rose patio garden. The start of summer provided great weather for our first social of the year held entirely outdoors. Along with the terrific weather, delicious appetizers and beverages contributed to the social being a very pleasant gathering.

Chamber President Elect Walt Smith from Just Transportation served as Master of Ceremonies for the evening and introduced General Manager Scott Carlson and his staff of Chancellor Place of Windsor to the guests in attendance. Scott gave a history of the facility and told everyone that Chancellor Place of Windsor has been in business for 13 years and caters to the active lifestyle of 73 senior residents. Staff members Sarah Filippo and Director of Marketing Sharon Gorelczenko explained how a typical daily routine for residents would often consist of a variety of options, including special events and parties, and excursions for shopping and sightseeing. Lee Hamilton is Director of First Impressions! Chamber guests and members were treated to an informative & impressive tour of the property.

A new member plaque was presented to Larysa Tanya Shmorhay, Educational Consultant with Resilient Education. Larysa told everyone that Resilient Education is in the business of providing teaching, tutoring and coaching experience for students and professionals in Math, English, and Leadership. Larysa was very impressed with the membership plaque presented to her and conveyed how much she is looking forward to being a chamber member.

Chamber Ambassador Kathleen Palmer from Sonoma Connection reminded everyone of many upcoming chamber activities, including the annual dinner on July 10th, as well as future ribbon cuttings and socials. Our 50/50 raffle of \$70.00 was won by Laura Buhner from Exchange Bank. Congratulations Laura!

The business drawn from the Pot of Gold was Integrated Medical Clinic. Neither Ellen Barnett nor any member of her staff were able to attend the social. \$20.00 will now be added to the Pot Of Gold drawing at the July 9th social hosted by Goodwill Industries/Job Link, which brings the new total amount to \$100.00!

In addition to a complete basket of fun and interesting items donated by Chancellor Place of Windsor, other prizes for our business card drawing were donated by Exfuz distributor Lace Rosalia Moore, Sonoma County Airport Express and Mary Kay representative Sarah Filippo (also representing Chancellor Place of Windsor). Winners drawn were Walt Smith from Just Transportation, Roger Olson from the Pacific Coast Air Museum, Don Wilson from Wilson Painting, and Michael Flitner from Keegan & Coppin Company, Inc.

Congratulations to our winners and thank you to our donating businesses, and a big thank you to the staff at Chancellor Place of Windsor for their gracious hospitality.

contributed by Anthony Geraldi, Head Ambassador



Sarah Filippo, Sharon Gorelczenko, Scott Carlson, Lee Hamilton



More photos at MarkWest.org/JuneSocial2009

BUSINESS-AFTER-HOURS-SOCIALS

- JUL 9 GOODWILL INDUSTRIES/JOB LINK**
- AUG 13 VINTNERS INN**
- 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 SCHEDULE NOW FOR 2010!**



**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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RIBBON CUTTING: BUNGALOW COFFEE & TEA



The Mark West Area Chamber of Commerce and Visitors Center welcomes Bungalow Coffee and Tea with a ribbon cutting ceremony. New owners Eric and Shawna Rundstom are proud to say -- at Bungalow Coffee and Tea, they offer a wide variety of tea service products, mugs, and coffee ... yes, coffee! They prepare their espresso drinks using the award winning Eco Cafe Coffee. They grind and brew a house blend formulated to taste, full bodied and sweet. They also offer a selection of the worlds finest loose leaf teas from renowned growing regions around the world. Their teas are offered at many local fine dining restaurants around the county.

For Shawna and Eric, this coffee shop not only starts a new chapter in their lives, but also brings everything full circle. Shawna's mother, the late Judy Lampe, may be remembered by many in Sonoma County for a local Christian Concert/Coffee house she ran in Santa Rosa from 1999-2003 called Paradise Found. It served as a shelter and place for thousands of homeless kids to receive a hot meal. Judy dedicated her life to making sure homeless people received proper care, shelter and love, helping to reshape the lives of thousands of disadvantaged Sonoma County residents.

Although Bungalow Coffee and Tea is different from her mother's mission, Shawna is following in her mother's footsteps by working four nights a week at Social Advocates for Youth Coffee House Teen Shelter, which offers a safe haven shelter for runaway teens. Bungalow Coffee and Tea is located at 540 Larkfield Center in Santa Rosa, CA 95403. See them on the web at www.bungalowcoffeeandtea.com or phone (707) 546-8223.

contributed by Will Brodt, VP Public Relations

Barbara Wilson, Ambassador, Joyce Partington, Office Assistant, Stephanie Munson, Goodwill Industries, Lisa Cannon, Job Link, Kenneth Norton, Norton & Holtz Business Solutions, Brian Molsberry, Molsberry Markets, Eric and Shawna Rundstom, owners, Bungalow Coffee & Tea, (in back) Laura Buhrer, Exchange Bank, Don Wilson, Ambassador, Bungalow employee, Walt Smith, Just Transportation, Marlene Hudson, Cynthia Harmon, Sonoma Eyeworks

RIBBON CUTTING: MOLSBERRY MARKETS and EXCHANGE BANK



The Mark West Chamber of Commerce and Visitor Center congratulates our corporate sponsors Molsberry Market and Exchange Bank in the Larkfield Shopping Center. Molsberry's started the week long festivities with a ribbon cutting ceremony celebrating their 50th birthday. Bob, the patriarch of the Molsberry family, reminisced about when he would unload the grocery truck in the morning then go quail hunting across the street in the afternoon.

con't page 6

photo courtesy of Matthew Hall, Editor, Windsor Times


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GUY MANISCALCO
Barber

Before you know it, the doors will swing open to the 20th Annual Wine Country Harvest Fair & Business Showcase 2009. The event is a little over three months away and my vision is that the room will be filled with wonderful people talking and sharing all their services and products. For those already committed to participate let's explore some questions and ideas while preparing to get ready.

To begin with, **what is your motivation for participating?** Are you trying to extend your relationship with existing customers? Introducing a new product? Positioning your company within the market? Generating qualified leads for new sales? Countering a competitor's claim?

What is the message you want to convey? In asking this question it will help you in decide about displays and giveaways.

What do you want to get out of the show? Do you want to generate leads, sell your product/service, or create/improve/ build upon your company image?

Which staff will you be sending? Remember whomever you select is representing you and your company. Start thinking about what people will wear i.e. special shirts or hats. How about brainstorming on how to greet attendees and collect business cards or contact information.

What do you need to bring? Remember to review your checklist.

For those who are still thinking about participating, if finances are an issue, the Chamber is willing to take partial payments or perhaps you can share a booth with another member. Most importantly in these economic times it is important we get out there and network and what better place to do that than at the **Harvest Faire & Business Showcase 2009 taking place on Thursday, October 15, 2009, 4:00pm – 8:00pm, Wells Fargo Center for the Arts, 50 Mark West Springs Road, Santa Rosa.**

In my mind, things are getting somewhat impersonal and events like this one are an opportunity to get close and personal (I like that). Looking forward to seeing everyone and having lots of fun.

contributed by Elaine B. Holtz nortonholtz.com

The Water Conservation Garden in front of the Chamber offices is in bloom! Cal-Am Water donated the garden to serve as a demonstration garden for water conserving plants.

contributed by Kathleen Palmer, Sonoma CONNECTION



One of our recent visitors is a Gray Hairstreak Butterfly - we hope he will stay!

The poppies at left are all volunteers. Please see the website for more photos and plant names.



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

*Download a
Tradeshow
Application:
www.markwest.org*



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

**CHAMBER
WATER
CONSERVATION
GARDEN IN
BLOOM**

**VISITORS
WELCOME!**

NEW MEMBERS

Paul Erickson
Real Estate Appraisals
530 Limelight Pl.
Santa Rosa, Ca. 95403
707-578-8828
(F) 707-526-2860
erickson@sonic.net



Larysa Tanya Shmorhay of Resilient Education receives her new member plaque from President Elect Walt Smith of Just Transportation

Resilient Education
Larysa Tanya Shmorhay
P. O. Box 1060
Sebastopol, CA 95473
(707) 291-5388
ResilientEducation.com

Sonoma Eyeworks
has a new email address:
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RENEWALS

Lescure Engineers (1993)
Larkfield Tax Service (1995)
Vineyard Commons (2000)
River Rock Casino (2003)
W. C. SandersonFord (2007)
Restoration Station (2007)

RIBBON CUTTING: MOLSBERRY MARKETS and EXCHANGE BANK, LARKFIELD

continued from page 4



Boy, those really were the good ol days. The celebration included Brian, Joe and Dean Molsberry and their families who have been working hard as a team to provide the Mark West area with fine grocery selection and outstanding personal service.

Bob, Dean, Brian, Joe & Rick Molsberry



Bill Reinking, Ceo and Chairman of the Board, Craig Van Selow EVP Retail Banking, Rolf Nelson, SVP/mgr Retail and Sales, Gus Wolter, VP/Business Dev Officer, Rick Marraffino VP/Branch Manager, Mark Decker VP/Regional Manager

Laura Buhner, VP & Branch Manager, and the staff at the Exchange Bank Larkfield treated us all to a cake cutting ceremony that pleased everyone's sweet tooth. Exchange Bank has been our community bank at the Larkfield Center for 45 years providing the personal attention that makes them Sonoma County's oldest community bank. The Mark West Chamber of Commerce and Visitor Center encourages everyone to shop local and support the local community. Molsberry Market, Exchange Bank and all of the businesses at the Larkfield Center are working hard to give us the best local shopping experience.

FIRST ANNUAL CHAMBEREE

Eight northern Sonoma County Chambers networked at our first combined Chamberee Networking Event at the Pacific Coast Air Museum! Attendees learned more about our "sister" chambers - and their members!

We would like to thank our generous sponsors: Jennifer L. Wall, Barefoot Winemaker, who provided us with three cases of Barefoot Wine & Bubbly for visitors to our booth, poured by a SOLE Patrol Barefoot; Brian Molsberry of Molsberry Markets for providing the delicious wraps at a great price, and donated a fruit platter to our booth! And, a special thank you to DJ Eric Berg of Dance the Night Away for providing a great sound for the Chamberee! Thanks to all of the Ambassadors for their help at the booth, and to our representatives on the Chamberee Committee - Kathleen Palmer and John Essman of Sonoma CONNECTION, and Walt Smith of Just Transportation. See you here next year!



Walt Smith, Just Transportation, Marlene Hudson, guest



Roger Olson, Pacific Coast Air Museum's Marketing Director, welcomes guests to the Chamberee



Barbara Wilson, Ambassador, Doug Williams, RVFD, Dee Gutmann, Office Assistant, Don Wilson, Ambassador, Pat Morelli, Office Manager, Joyce Partington, Pat Dearmin, Office Assistants, Brian Molsberry, Molsberry Markets

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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 Walt Smith 479-7356



David Hartman

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 Santa Rosa, CA 95403 FAX 707-546-0902

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



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

**AFTER HOURS
BUSINESS SOCIAL**

THURSDAY
July 9, 2009
5:30pm - 7:30pm

**HOSTED BY
GOODWILL
INDUSTRIES
JOB LINK**
3535 Industrial Drive
Santa Rosa

BRINGING BUSINESS & THE COMMUNITY TOGETHER!



**ANNUAL INSTALLATION DINNER at VINTNERS INN
JULY 10, 6PM**

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