

# 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: Tues. - Thurs. 10 am - 3 pm

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

707-578-7975  
[office@markwest.org](mailto:office@markwest.org)

**The Lark**

April 2015  
Volume XXIX Issue 4

## APRIL BUSINESS LUNCHEON STATE OF SONOMA COUNTY REPORT

**Wednesday, April 29 2015**

11:30 am - 1:00 pm

Speaker: **James Gore**, 4th District Supervisor

Location: Best Western Plus Wine Country Inn & Suites  
870 Hopper Ave. Santa Rosa CA 95403

Lunch is a low \$10 per Chamber Member or \$15 for non-members.

Includes a delicious box lunch provided by Molsberry Markets!

FREE Admission (for Mark West Area Chamber members) without lunch!



*James Gore, Sonoma County  
4th District Supervisor*

### RSVP

to the Chamber office at  
**707-578-7975**

or

online at  
[www.MarkWest.org](http://www.MarkWest.org)

**Space is limited!**

**Tickets are  
Going Fast.  
RSVP now.**

We will be having our first luncheon of 2015 on April 29th with an eye towards the future. All members and guests are invited.

A very special presentation will be given by James Gore, our 4th District Supervisor. James will be telling us about the State of the County 2015 and how it will affect businesses, with a special emphasis on the Mark West Community.

There will be plenty of time for questions and answers. What a great opportunity to ask him questions and find out some of the inside information about what is happening in our area!

*April Social hosted  
by Royal Care  
Lifestyle... p3*

**UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL**  
hosted by **HILTON GARDEN INN,**  
**SONOMA COUNTY AIRPORT**  
417 Aviation Blvd, Santa Rosa

Thursday May 14, 2015  
5:30 PM - 7:30 PM



Steve Plamann  
Aaction Rents  
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.*

**CHAMBER MEETINGS**

**Board of Directors**

Second Tuesday  
Of Each Month  
11:30 am - 1:00 pm at  
Best Western Plus Wine  
Country Inn & Suites  
870 Hopper Av. S.R.

**Ambassadors Mtg.**

Second Thursday  
Of Each Month  
4:00 pm - 5:00 pm  
At the Chamber offices

**PRESIDENT'S MESSAGE**

The long sunny days of summer are just around the corner. It is so nice to go home after work and spend the evening in my garden. There is something so meaningful about growing our own food (well, at least some of it). The veggies we can't grow, for lack of room, we enjoy buying at our local farmer's market. You can find a list of several great local farmer's markets here:  
<http://www.tastesantarosa.com/fooddestinations/santa-rosa-farmer-s-market/>.



Our household has really shifted our thinking and our shopping to support as many local businesses as we can. The food is fresher, the service is more personal and the money stays in this area.

Small locally owned businesses play a vital role in our economy. Businesses with 5 or fewer employees make up 70% of the businesses in our country and businesses with fewer than 20 employees make up almost 90% and are responsible for 63% of all employment growth.

Please "shop local" and support your fellow chamber members.

What a great Social we had on April 9th at Royal Care Lifestyle in Wikiup. There sure are a lot of good things happening with Valerie and her business. We were all treated to good food, wine and a free chair massage. Please check out their therapeutic massage and holistic healing treatments.

Next month we will be at the Hilton Garden Inn Sonoma County Airport at 417 Aviation Blvd. in Santa Rosa. Save the date, May 14 from 5:30 till 7:30. Erin always provides us with a well hosted event and a great room to socialize in. Come out and enjoy a fun evening with many opportunities to win money and prizes.

We are honored to have James Gore as our guest speaker at our upcoming luncheon on April 29th at the Best Western Plus Wine Country Inn and Suites, on Hopper Drive in Santa Rosa. The start time is 11:30. We have limited seating so if you would like to attend, please go to our website and sign up. James will be talking about the future outlook for Sonoma County.

You still have time to place an ad in our new and improved Business Directory. Ad sizes run from a business card size to a full page. The new directories will be in display racks all over the Larkfield Area. They will also be handed out to businesses in the area and will be accessible 24 hours a day on our website. This is a great opportunity to promote your business to other members of the community.

*Steve Plamann, President*



**Sonoma CONNECTION**

**John Essman**

P O Box 1381  
Healdsburg, CA 95448  
**(707) 433-8774**

[john@sonomaconnection.com](mailto:john@sonomaconnection.com)  
[www.sonomaconnection.com](http://www.sonomaconnection.com)

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## APRIL SOCIAL SPONSORED BY ROYAL CARE LIFESTYLE

Valerie and David Hopkins of Royal Care Lifestyle hosted this month's social. Valerie graciously welcomed us and told us they've been at the Wikiup location for ten years. Royal Care Lifestyle is a holistic healing center. They have membership programs suited for individual care. They do all kinds of massage, and energy work such as Reiki. They also have spa days and healing products for the body.

Tony Gerald (Sonoma County Airport Express, Inc.) introduced new member John DeGaetano of North Bay Stage Company and presented him with his membership plaque. Welcome John!

John Essman, Sonoma CONNECTION, had these announcements:

The Second Annual Let the Music Continue fund raiser in honor of Sue Hufford is this Friday, April 17, 6:00 at Mark West Elementary School gym. Go to <http://www.markwest.org> for more information or see the announcement on page 4.

Patti Dearmin has selflessly volunteered for the Mark West Chamber for over seven years, and many other local causes for far longer than that. After two years of dialysis and serious health problems, she is now in financial straits. Her medical costs are beyond her reach and without help, she will not be able to continue treatment and learn to walk again. See our announcement and request for your financial support on page 4.

The Trade Show booth 20% discount has been extended to May 1. Doug Williams, Fire Chief of Central Fire Authority of Sonoma County, will provide an additional 10% discount to anyone who signs up by May 1 and brings another sign-up with them. That's right! You get a total of 30% off before May 1! But you have to recruit another business to get that extra 10%.

The Quarterly Luncheon with 4th District Supervisor James Gore is April 29. See page 1 or [www.markwest.org](http://www.markwest.org) for details.

### Winners for the Evening:

Couples massage by Royal Care Lifestyle went to Sara Preston, Remax Full Spectrum.

One-month membership to Royal Care Lifestyle went to Peter Loughlin, Loughlin Marketing.

Tickets to see "Witness for the Prosecution" performed by North Bay Stage Company were donated by John DeGaetano. They went to John Essman, Sonoma CONNECTION

Tickets on Sonoma County Airport Express went to Pete Lescure, Lescure Engineering. They were donated by Tony Gerald of Sonoma County Airport Express

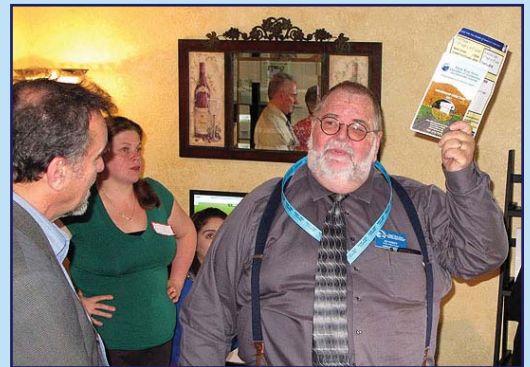
The Pot of Gold was \$80. The winner was not present so it will be \$100 at the May social, which will be on May 14 and hosted by the Hilton Garden Inn, Sonoma County Airport.

*Contributed by Aggie Maggio, Realtor @ Coldwell Banker*

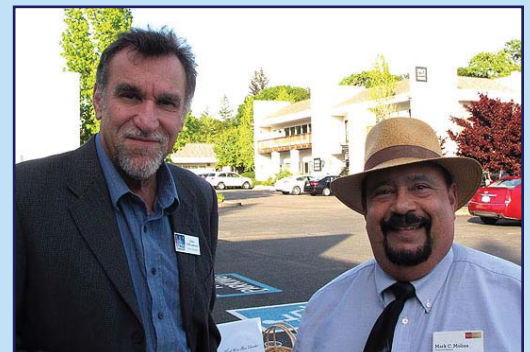
*Ambassador Tony Gerald of Sonoma County Airport Express introduced Valerie Hopkins, our host at Royal Care Lifestyle. She explained the breadth of services they offer and went over the specialties of each of the professionals who work there.*



*Valerie Hopkins (right) and her husband David (not shown) are the proprietors of Royal Care Lifestyle, our host for the April Social. At left is receptionist and assistant Viviana Guido.*



*Ed Whitt of Valley Yellow Pages has been promoting advertising sales for our 2015 Membership Directory. Here he is shown explaining that there is still time to place your ad.*



*New member John DeGaetano of North Bay Stage Company (left) and Mark Molina of Wells Fargo Advisors, LLC. Mark is also a member of the North Bay Stage Company troupe, which is a resident stage company at the Wells Fargo Center for the Arts..*



**FUNDRAISER TO HELP LONG-TIME CHAMBER VOLUNTEER PATTI DEARMIN**

Patti has been undergoing dialysis for over two years due to medical conditions related to her diabetes.



The last year has been extremely difficult as she developed calcium deposits in her neck that have caused paralysis on her left side. Patti recently underwent surgery to alleviate the pressure on her spine and fuse the spine in that area. She cannot walk at this time and is in a facility which is helping her with therapy to regain use of her arms and legs. The medical costs related to her recent treatments and care have reached the point where she is unable to pay and she will not be able to continue treatment such as physical therapy or live in a proper rehabilitation medical facility.

Patti has been a volunteer for The Mark West Area Chamber of Commerce for over seven years. She has volunteered for numerous other non-profit organizations that have benefited her community, such as the Peggy Sue's All American Cruise where she has worked for twelve years. All her volunteer activities have benefited numerous charities in Sonoma County. She has worked tirelessly as a volunteer for over twenty five years. The time has come for the community to give back in her time of need.

**Please donate what you can:**  
<https://www.giveforward.com/fundraiser/k9c8/patty-dearmi>

LEADERSHIP SANTA ROSA **LSR** & **MEEF** MARK WEST EDUCATION FOUNDATION *For the Arts* PRESENT

**2<sup>nd</sup> ANNUAL LET THE MUSIC CONTINUE**  
 FUNDRAISER IN HONOR OF SUE HUFFORD

FRIDAY, APRIL 17<sup>TH</sup>  
**2015**  
 6:00 - 9:30PM

**MARK WEST**  
**ELEMENTARY GYM**  
 5600 LAVELL ROAD  
 SANTA ROSA, CA 95403

PASTA DINNER AND SILENT AUCTION, DESSERT AND TWO DRINKS INCLUDED. ADULTS ONLY. **\$25 IN ADV/\$30 DOOR.**

TICKETS AVAILABLE ON [BROWNPAPERTICKETS.COM](http://BROWNPAPERTICKETS.COM) KEYWORD: SUE HUFFORD  
 LIVE MUSIC PERFORMED BY BITTERSWEET JAM



GENEROUS DONATIONS PROVIDED BY: ART IBLETO "PASTA KING" COSTEAUX FRENCH BAKERY, & COLDSTONE CREAMERY

**2ND ANNUAL "LET THE MUSIC CONTINUE" PASTA FEED AND FUNDRAISER**

100% of proceeds from this event will be donated to the Mark West Education Foundation Music Program on behalf of the late Sue Hufford. Tickets: <http://www.brownpapertickets.com/event/1376380>. The ticket price is \$25 and it covers dinner, dessert and 2 glasses of wine. There will be a silent auction as well. The event will be held at the Mark West Elementary Gym. Because alcohol will be served this one is for the adults only, no children.



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**707/546-0307**



15 Lark Center Drive  
 Santa Rosa, CA 95403

**David Hartman**

707-546-5717  
 FAX 707-546-0902



## UPCOMING BUSINESS SOCIALS

Friday April 17, 2015

Let the Music Continue Fund Raiser

Location: Mark West Elementary School Gym  
5600 Lavell Road, Santa Rosa

Cost: \$25.00. Adults Only. No Children.

Tickets: [http://www.brownpapertickets.com/  
event/1376380](http://www.brownpapertickets.com/event/1376380)

Wednesday, April 29, 2015

Chamber Business Luncheon

4th District **Supervisor James Gore**Topic: **State of Sonoma County Report**Location: Best Western Plus Wine Country Inn &  
Suites, 870 Hopper Ave. Santa RosaCost: \$10 for members, lunch included. \$15 for non-  
members, lunch included. Free w/o lunch.RSVP: Required. See [www.markwest.org](http://www.markwest.org).

Thursday April 30, 2015

Larkfield-Wikiup Policy Report: Followup on SSU  
Existing Conditions Report

Presented by: SSU Planning Workshop Class

Location: Mark West Elementary School Multipurpose  
Room, 5600 Lavell Road, Santa Rosa

Thursday, May 14, 2015

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

Hosted by **Hilton Garden Inn Sonoma  
County Airport**

Location: 417 Aviation Blvd, Santa Rosa

Thursday, June 11, 2015

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

Hosted by **Wikiup Swim & Tennis Club**

Location: 500 Wikiup Drive, Santa Rosa

Thursday, July 9, 2015

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

Hosted by **Extended Child Care Coalition**

Location: 1745 Copperhill Pkwy #5, Santa Rosa

Friday, July 17, 2015

**33rd Annual Installation Dinner** 6:00-9:00pmHosted at Charlie's Restaurant at the  
Windsor Golf Club

Location: 1320 19th Hole Drive, Windsor

Thursday, August 13, 2015

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

Hosted by **Coldwell Banker - Aggie Maggio**

Location: 600 Bicentennial Way #100, Santa Rosa

Thursday, September 10, 2015

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

Hosted by **ReMax Full Spectrum, Sarah Preston**

Location: TBA

**25TH ANNUAL  
WINE COUNTRY  
HARVEST FAIRE &  
BUSINESS SHOWCASE**

Wednesday, October 7, 2015

4:00-7:00pm

Hosted by 60+ Local Businesses

Location: **Wells Fargo Center for the Arts**

50 Mark West Springs Road, Santa Rosa



Wednesday, October 28, 2015

Chamber Business Luncheon

Hosted by **Matt Stevens**, Community Education & OutreachTopic: **SMART Train Status Update**Location: Best Western Plus Wine Country Inn &  
Suites, 870 Hopper Ave. Santa RosaCost: \$10 for members, lunch included. \$15 for non-  
members, lunch included. Free w/o lunch.RSVP: Required. See [www.markwest.org](http://www.markwest.org).

Thursday, November 12, 2015

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

Hosted by **Anytime Fitness**

Location: 490 Larkfield Center, Santa Rosa

**HOLIDAY TREE LIGHTING**

Wednesday, December 2, 2015 6pm

Location: **Molsberry Market**,  
522 Larkfield Center, Santa Rosa

Thursday, December 10, 2015

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

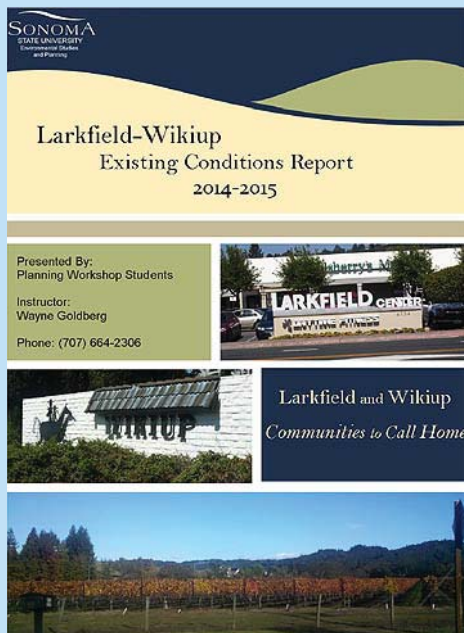
Hosted by **Exchange Bank, Larkfield Branch**  
and**Molsberry Markets, Inc.**

Location: 500 Larkfield Center, Santa Rosa

*Interested in joining our  
Ambassador Club?*Contact Eugene Patterson  
Exchange Bank, Larkfield Branch  
707-523-4392[Eugene.Patterson@exchangebank.com](mailto:Eugene.Patterson@exchangebank.com)*Want to keep abreast of important information pertinent to local business issues? Visit: [Sonoma-county.org/edb](http://Sonoma-county.org/edb)**Interested in having a  
Chamber Ribbon Cutting?*Contact Aggie Maggio  
Realtor @ Coldwell Banker  
707-486-1303[aggiemaggio@icloud.com](mailto:aggiemaggio@icloud.com)

**LARKFIELD-WIKIUP POLICY REPORT: EVENT ON APRIL 30 FOLLOWS UP ON SSU EXISTING CONDITIONS REPORT**

On Thursday, April 30, students from the Environmental Studies and Planning Workshop class at Sonoma State University will be presenting their Policy Report for the community of Larkfield-Wikiup. The presentation will take place at Mark West Elementary School in the multi-purpose room from 7:00–9:00 pm. The Policy Report is a follow up to the Existing Conditions Report presented in February that outlined goals, policies, and measures of key elements of the Larkfield-Wikiup community. Topics will include Land



Use, Mobility, Housing, Economic Vitality, Hazards, opportunities, and much more. An overview of the Existing Conditions Report was provided in the February edition of the Lark newsletter, available at <http://www.markwest.org/newsletters/LarkFebruary2015.pdf>

The Environmental Studies department is asking all interested parties to attend. If you have any questions, please contact Brooke Robertson or David Thorpe at [roberbro@seawolf.sonoma.edu](mailto:roberbro@seawolf.sonoma.edu) or [thorped@seawolf.sonoma.edu](mailto:thorped@seawolf.sonoma.edu).

**THERE'S STILL TIME TO GET YOUR AD IN THE MARK WEST AREA CHAMBER MEMBERSHIP DIRECTORY**

There is still time to reserve an ad in the Mark West Area Chamber of Commerce 2015 directory. For more information, contact Ed Whitt at (707) 322-8770.



<p><i>Full Page =</i> 7.5" high x 4.5" wide</p> <p><b>Back Cover = \$500</b></p> <p><b>Inside Front Cover = \$350</b></p> <p><b>Inside Back Cover = \$300</b></p> <p><b>Inside Page = \$300</b></p>	<p><i>Business Card =</i> 2" high x 3.5" wide</p> <p><b>Card = \$100</b></p>
<p><b>Half Page = \$200</b></p> <p><i>Half Page =</i> 3.5" high x 4.5" wide</p>	



The Membership Directory will be printed in April 2015  
 10% Discount when also purchasing an Early Bird Booth for the 2015 Wine Country Harvest Faire  
 Buy your ad before April 1st! Call the office at 578-7975  
 email: [office@markwest.org](mailto:office@markwest.org), or purchase online



**20% DISCOUNT ON TRADE SHOW BOOTHS EXTENDED TO MAY 1**

If you're undecided whether to get a booth at the 25th Annual Wine Country Harvest Faire & Business Showcase, here's a little incentive. The deadline for getting a **20% discount** has been extended to May 1. Get full details and an application form on the Mark West Area Chamber website: <http://www.markwest.org/tradeshow/>



**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 a .pdf version of your 8.5" x 11" flyer to info@markwest.org  
 You can pay online at <http://markwest.org/payment>

The Lark Newsletter is emailed to member businesses each month.  
 For more information, contact the Chamber office at 578-7975.

Editor: Peter Loughlin, Loughlin Marketing  
 707-704-6498 peter@loughlinmarketing.com  
 Photography Credits: John Essman, Sonoma CONNECTION  
 707-433-8774 john@sonomaconnection.com

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)	

You can pay online at <http://markwest.org/payment>

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 Position open

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 707-578-7975 office@markwest.org

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# Mark West Area Chamber of Commerce and VISITORS CENTER



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

## AFTER HOURS BUSINESS SOCIAL

Thu. May 14 5:30-7:30 pm

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