

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

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office@markwest.org

The Lark

April 2016
Volume XXX Issue 4

ALLEGIANT SANTA ROSA AIR SERVICE 'IMPORTANT FIRST STEP' TO BUSINESS DESTINATIONS

Reprinted from the North Bay Business Journal Website, March 14, 2016

Allegiant Air's planned start of Santa Rosa service this spring is beginning to answer a long-voiced call from local companies for new destinations in Western states.

Over the years, large businesses in Sonoma County have expressed interest in additional direct flights, especially to Denver. The Las Vegas-based low-cost airline on March 8 said it plans [to] add flights between Santa Rosa and Las Vegas and Phoenix this spring, giving Sonoma County its second commercial airline.

Santa Rosa-based American AgCredit has offices in Colorado, Kansas and Oklahoma. Senior officers and board members from those locations frequently fly between Denver and San Francisco or Oakland airports. The company's chief operating officer alone visits Kansas 40 times a year.

"It would be so convenient and time saving," said Terry Lindley, American AgCredit's chief marketing officer. "A direct flight to Denver would have a huge, positive impact on our company and our people."

Keysight Technologies' employees annually make more than 1,000 flights between Denver and either San Francisco or Oakland airport. A direct flight to Denver would improve convenience and productivity for the Santa Rosa-based company, cutting the commute time from two hours to 10 minutes.

"It's a really good sign we were able to get Allegiant to start service here," said Jeff Weber, public affairs and communications manager for Keysight. "It's an important first step. What it will do is demonstrate we are able to support air service expansion, and serve as useful dialog with other carriers."

Weber also serves on the Transportation Task Force, a subcommittee of the Santa Rosa Chamber of Commerce. Part of the Task Force's advocacy is for improvements to the airport's terminal and parking arrangement. "It's an important next step to modernize the airport and attract additional service," Weber said

Read the whole article at <http://www.northbaybusinessjournal.com/northbay/sonomacounty/5362354-181/allegiant-santa-rosa-airline-first-step>



*April Social
hosted by
Postal Plus.
See p3*

UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL

Hosted by

Cloverleaf Ranch & Valley Yellow Pages
3892 Old Redwood Highway, Santa Rosa

Thursday May 12, 2016
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

I attended a work session last week sponsored by the Sonoma County Economic Development Board and once again was reminded of the vital role small locally owned businesses play 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 about 65% of all employment growth. Locally owned businesses account for 75% of all employed people in the county. This is one great reason to shop local and support each other. For more information on the work session, see page 6.

We had a great social this month, hosted by Postal Plus in Larkfield Center. There sure are a lot of good things happening with Paul and Millie and their business. See page 3 of this newsletter for details. Next month our Business After Hours Social will be co-hosted by Cloverleaf Ranch and Valley Yellow Pages. It will be at Cloverleaf Ranch, from 5:30-7:30pm. It will be a catered event and you can expect to see a gunfight or two. Come out and enjoy a fun evening with many opportunities to win prizes, build your network, and meet some cowboys.

You still have time to place an ad in our new and improved Business Directory. Ad sizes run from a business card side to a full page. The new directories will be in display racks all over the Larkfield area. They will also be handed out to business 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.

Don't forget to sign up early and save on our yearly trade show extravaganza. The Mark West Area Chamber's Wine Country Harvest Faire and Business Showcase is hands down the best in the county. It is scheduled for October 12 and will be held again at the Luther Burbank Center for the Arts.

Please shop local and support your fellow chamber members.

Steve Plamann, President

CHANGE IN CHAMBER BYLAWS

Your Board of Directors has recently reviewed the bylaws of the Chamber and made one change involving what constitutes a quorum for voting action at a Board meeting. A copy of the new bylaws is posted at the Chamber office. Comments should be directed to office@markwest.org before the May 10, 2016 Board meeting.

RIBBON CUTTING MAY 20

Fulton Crossing, the Artisan Center, is having a Ribbon cutting on Friday, May 20 at 5:00. They are tying it in with their monthly open house. It should be a great evening. We encourage all members, ambassadors, and board members to be there to show our support!



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**522 Larkfield Center, Santa Rosa
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David Hartman

15 Lark Center Drive
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FAX 707-546-0902

APRIL 14 SOCIAL SPONSORED BY POSTAL PLUS

Ed Whitt, Valley Yellow Pages was our MC. He introduced our hosts for the evening, Paul and Millie Gibson. They are the owners of Postal Plus, our neighborhood mail service business.

Millie welcomed and thanked us for attending their first social. She reminded us of the many services they provide. She said they survived their first year and are very happy working with this community. Millie also explained that they have two businesses in one. Millie runs Gibson Accounting and her office is within the walls of the Postal Plus store. Millie also introduced her sister, who is now working in the store with Millie and Paul.

Ed Whitt announced that he is retiring from Valley Yellow Pages. However we will not lose him because he will continue as a Chamber member under his stage name, Buffalo Eddie.

Steve Plamann told us about the Sonoma County Economic Development Board (SCEDB) declaring this the Year of the Entrepreneur. He and Pete Lescure attended the last meeting. The SCEDB is trying to get a support group for young businesses and Steve and Pete propose that the Chamber get involved and offer our support any way we can.

Winners for the Evening:

The Pot of Gold was \$120. The winner was not present so it will be \$140 for some lucky winner in May. Be sure to attend that social. Shawna De Grange of Cloverleaf Ranch won \$69.00 through the 50/50 drawing.

Japanese restaurant Kaede donated several gift certificates. The winners were: Roger Olson, Business Development Consultant; Walt Smith, Military Order of the Purple Heart Chapter #78; Shawna De Grange, Cloverleaf Ranch; Peter Loughlin, Loughlin Marketing; Sally Crain, Century 21 Alliance.

Margaret DiGenova, CA American Water, won a lovely gift basket donated by Island Fever. Brian Molsberry of Molsberry Markets, Inc. won a gift certificate for cookies from Cookie-Take-a-Bite. KG (Katherine) Phillips of Key Properties won a bottle of Zinfandel donated by our hosts, Paul & Millie Gibson. Gift certificates donated by Apples N Carrots Tack were won by Aggie Maggio, Realtor, and John Essman of SonomaCONNECTION.

Walt Smith donated several items from the Wounded Veterans Thrift Store he runs in Rohnert Park. The winners were Steve Plamann, Action Rents; Pete Lescure, Lescure Engineers; Millie Gibson, Postal Plus; Ed Whitt, Valley Yellow Pages; and Larry Gilbert, Legal Shield Independent Associates.

Don't miss May's social at Cloverleaf Ranch. Wear your western attire! We may have a special appearance by Buffalo Eddie.

Contributed by Aggie Maggio, Realtor @ Coldwell Banker



Millie and Paul Gibson of Postal Plus, our hosts for the evening. Millie runs Gibson Accounting (accounting and tax services) out of a small office within Postal Plus.



A happy Shawna DeGrange shows off her winnings from the 50/50 drawing. At right is Ed Whitt, Valley Yellow Pages (a.k.a. Buffalo Eddie). He was, as usual, our Master of Ceremonies.



Sally Crain, Broker @ Century 21 Alliance and husband Earl. In the background you see some of the many products Postal Plus offers.



It's the whole crowd! Actually, not quite the whole crowd. Some people had left by the time this photo was taken. Postal Plus is not a large store, but no one seemed to mind squeezing in together. Thank you Millie and Paul for hosting us!

RIGHT OF PETITION FOR SEATS ON THE MARK WEST AREA CHAMBER OF COMMERCE BOARD OF DIRECTORS

As required by the Chamber By Laws, the President appointed a nominating committee of three Directors who have nominated a slate of candidates to fill expiring Board of Directors positions. Each candidate will fill a two-year term and needs to be an active member. The slate of recommended candidates is as follows:

Member / Business	Term
TO BE ELECTED	
Laura Buhner, Exchange Bank	2016 – 2018
Sally Crain, Broker @ Century 21 Alliance	2016 – 2018
Margaret DiGenova, California American Water	2016 – 2018
Peter Lescure, Lescure Engineers	2016 – 2018
Brian Molsberry, Molsberry Markets, Inc.	2016 – 2018
HOLD OVERS	
Todd Anderson, Best Western Plus Wine Country Inn and Suites	2015 – 2017
Marnie Cameron, Mark West Union School District	2015 – 2017
Tony Gerald, Sonoma County Airport Express	2015 – 2017
Erin McCauley, Hilton Garden Inn Sonoma County Airport	2015 – 2017
Edward Whitt, Valley Yellow Pages	2015 – 2017
Doug Williams, Central Fire Authority of Sonoma County	2015 – 2017
Steve Plamann, Aaction Rents	2015 – 2018

Right of Petition:

Additional qualified candidates may be nominated by petition, which must bear the signatures of at least ten (10) active members. Such petitions shall be filed with the judging committee by April 30, 2016. The determination of the nominating committee as to the legality of the petitions shall be supervised by the judging committee. Petitions should be mailed to the Chamber office at the address indicated below.

If no petition is filed within the designated period, the nominations will be closed, and the slate of candidates shall be elected at the regular May Board of Directors Meeting.

If one or more petitions are received with additional candidates, the names of all candidates will be presented on a ballot in alphabetical order and, with instructions for voting for the correct number, shall be mailed to all active members.

The ballots must be returned to the Mark West Area Chamber of Commerce, 4787 Old Redwood Highway, Santa Rosa, CA 95403, no later than 3 pm, May 31, 2016.

The Board of Directors will declare the candidates with the greatest number of votes elected at the June Board of Directors meeting.

2016 SPRING EDB ECONOMIC FORECAST

The Economic Development Board of Sonoma County presents several seminars and events throughout the year that address key opportunities, challenges, and initiatives facing Sonoma County. Coming up:

- 2016 Spring Economic Forecast with Dr. Steve Cochrane (Moody's Analytics) and Diego Tamburini (Autodesk)
- Friday, May 20, 2016 7:00 am – 9:15 am at the Double Tree Hotel, Rohnert Park
- \$75 – Individual \$750 – Reserved Table for 8
- RSVP & further info: Email Ann Gospe at ann.gospe@sonoma-county.org or call (707) 565-7298

UPCOMING BUSINESS SOCIALS

Thursday, May 12, 2016
Chamber Business After Hours Social 5:30-7:30pm
Hosted by **Cloverleaf Ranch & Valley Yellow Pages**
3892 Old Redwood Hwy., Santa Rosa

Friday May 20, 2016
Ribbon Cutting 5:00
Hosted by **Fulton Crossing** industrial artisan center
1200 River Road, Santa Rosa

Saturday May 21, 2016
Chamber Float in the **Luther Burbank Rose Parade**
Parade Steps Off at 12:15 pm
All members are invited to participate
Call the Chamber office for more information

Thursday, June 9, 2016
Chamber Business After Hours Social 5:30-7:30pm
Hosted by **Central Fire Authority
Of Sonoma County**
45 Lark Center Drive, Santa Rosa

Wednesday, June 15, 2016
Regional Chamber Mixer, 5:30-7:30pm
Hosted by **Graton Resort & Casino**
RSVP to Santa Rosa Chamber by June 6
No Cost. No Host Bar.

Thursday, July 14, 2016
Chamber Business After Hours Social 5:30-7:30pm
Hosted by **AJ Printing & Graphics**
1315 North Dutton Avenue, Santa Rosa

Thursday, August 11, 2016
Chamber Business After Hours Social 5:30-7:30pm
Open Date - Please contact the Chamber office at
578-7975 or email us at office@markwest.org to host
this social

Friday, August 19, 2016
Chamber 35th Annual Installation Dinner
6:00-9:00pm
Hosted at Charlie's Restaurant at the Windsor Golf Club
1320 19th Hole Drive, Windsor

Thursday, September 8, 2016
Chamber Business After Hours Social 5:30-7:30pm
Open Date - Please contact the Chamber office at
578-7975 or email office@markwest.org to host it.

Wednesday September 21, 2016
Chamber Business Luncheon 11:30am-1:00pm
Topic: State of Sonoma County Report
Speaker: 4th District Supervisor James Gore
Hosted at Best Western Plus Wine Country Inn & Suites
870 Hopper Ave, Santa Rosa

Wednesday, October 12, 2016
**27th Annual Wine Country Harvest
Faire & Business Showcase**
4:00pm-7:00pm

This free event showcases
businesses while you enjoy complimentary food
and Sonoma County wines and beverages.
For information call the Chamber: 707 578-7975
or contact us at [http://www.markwest.org/
contactus.cfm](http://www.markwest.org/contactus.cfm)



Thursday, October 13, 2016
Chamber Business After Hours Social 5:30-7:30pm
Hosted by **Aaction Rents & Friendly Feed & Supply**
1000 River Road, Santa Rosa

Thursday, November 10, 2016
Chamber Business After Hours Social 5:30-7:30pm
Hosted by **Anytime Fitness**
490 Larkfield Center, Santa Rosa

Wednesday, December 7, 2016
Holiday Tree Lighting - Community Event 6:00pm
Hosted by **Molsberry Markets, Inc.**
522 Larkfield Center, Santa Rosa

Thursday, December 8, 2016
Chamber Business After Hours Social 5:30-7:30pm
Hosted by **Exchange Bank, Larkfield Branch &
Molsberry Markets, Inc.**
500 Larkfield Center, Santa Rosa

Interested in joining our Ambassador Club?

Contact Ed Whitt
Valley Yellow Pages
707-322-8770
edward.whitt@myyp.com



*To host a Ribbon
Cutting, contact...*

Aggie Maggio
Realtor @ Coldwell Banker



*Want to keep abreast of important information pertinent to local business issues?
Visit: <http://edb.sonoma-county.org/>*

EDB “YEAR OF THE ENTREPRENEUR” WORKSHOP

On April 13, the Sonoma County Economic Development Board’s program “Year of the Entrepreneur” was hosted by American Ag Credit in their new 100,000 square foot building on Airport Boulevard in Santa Rosa. Terry Lindley gave us a brief history of Ag Credit in their state-of-the-art meeting room.

The work session brought together a large group of invited guests to support this program designed to help young entrepreneurs start businesses in this area. These locally started businesses employ 75 percent of our working citizens. The program’s goal is to raise awareness of and organize existing resources in the county to help new businesses get off the ground and continue to grow and employ people. The hope is to encourage new businesses to consider Sonoma County first for their startup location.

Ben Stone introduced the program and explained its goal of fostering collaboration. 4th District Supervisor James Gore gave us details on what the county hopes to provide to new businesses, and then led us in an interactive work session. We broke into small groups and listed existing services that could be utilized to help create a support network for entrepreneurs.

It was a fun and productive day. It was also an optimistic day, because of the focus it placed on Sonoma County’s promising business future.

Contributed by Steve Plamann, Aaction Rents & Mark West Area Chamber of Commerce President

EXTENDED CHILD CARE OF SONOMA COUNTY SEEKS NEW BOARD MEMBERS

Since 1978, Extended Child Care has provided quality before school, after school and summer learning programs on elementary school campuses in Sonoma County. We currently provide programs for the Mark West, Wright and Windsor school districts at ten school sites. Every day, over 600 local children participate in our year-round learning programs.



We’re currently seeking new Board of Directors and Committee Members to replace long-term members who are retiring. Diverse knowledge, perspectives and experiences are helpful.

At this time, we would especially value expertise in marketing, finance, law, and human resources.

Come to a board meeting to meet our board, hear their experiences, and discover how this opportunity might be the perfect fit for your time and interests. Our next meetings are on the following dates and time:

- April 19, 2016 from 6:45 – 8:30 PM
- May 17, 2016 from 6:45 – 8:30 PM

Qualifications? A shared passion for our mission to help school-age children learn life skills.

If you value our work in the community, please consider joining our Board of Directors. Our volunteer board provides governance, guidance and direction to our organization. Board of director commitments includes:

- Prepare for and attend monthly meetings, 10 months/year (3rd Tuesday of each month for 1.5-2 hours)
- Committee meeting participation as needed

If you have questions, would like to request an application or would like to RSVP for an upcoming board meeting, please contact me, Executive Director Jason Riggs, at 707.545.2402 or jason@extcc.org.

Contributed by Jason Riggs, Extended Child Care Coalition of Sonoma County



Sonoma CONNECTION

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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 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.

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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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 email us at Larkfield@amwater.com.**



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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

Thursday
May 12, 2016
5:30 - 7:30 pm

CLOVERLEAF RANCH & VALLEY YELLOW PAGES

3892 Old Redwood Highway
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THE WINDSOR TIMES



Sonoma
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