

# 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)

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**The Lark**

August 2016  
Volume XXX Issue 8

## Wine Country Harvest Faire

TRADE SHOW & SILENT AUCTION

Mark West Area  
Chamber of Commerce  
and VISITORS CENTER

**Wednesday  
October 12  
4-7 p.m.**

Join us at  
**LUTHER BURBANK  
CENTER FOR  
THE ARTS**

- FREE ADMISSION
- OPEN TO THE PUBLIC
- FREE FOOD & BEVERAGES
- FREE TICKET FOR \$200 GRAND RAFFLE PRIZE\*!

*\*Need not be present to win*

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SHOW SPONSOR

### ANNUAL WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE:

- OCTOBER 12
- FREE ADMISSION
- PUBLIC WELCOME

How can a business trade show be this much fun? Dozens of local businesses will be on hand to show you what they have to offer and to talk about your needs. They'll be giving away good advice, demonstrations, and free samples.

Business Owners: See page 6 to reserve your table!

It's quite the family event. You'll find...

- \$200 Grand Raffle Shopping Spree
- Free food from Molsberry Markets, Inc.
- Local vintners & breweries giving away samples.
- Huge silent auction: Over 40 items!
- One FREE raffle ticket. Buy more raffle tickets for \$5.00 each or less, depending on quantity.

**REGISTER NOW TO RESERVE AN EXHIBITION TABLE FOR YOUR  
BUSINESS AT THE HARVEST FAIRE & BUSINESS SHOWCASE.  
SEE PAGE 6**

August Social  
hosted by  
Extended Child Care  
Coalition  
See p3

**UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL**

Hosted by  
**Action Rents & Friendly Feed & Supply**  
1000 River Road, Santa Rosa

Thursday September 8 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

We all had a really fun after-business social earlier this month at Extended Child Care. We enjoyed plenty of great-tasting food and many raffle prizes. Jason Riggs and his crew are always good hosts. We had a large and fun group with many old and new faces. Our monthly socials offer many things to those in attendance. If you haven't been to a Mark West social in a while come out next month for fun, marketing opportunities, food, wine and many chances to win prizes. Our September social will be co-hosted by Aaction Rents and Friendly Feed & Supply on September 8th from 5:30 to 7:30 at 1000 River Road in Fulton. We are looking forward to seeing you all there and appreciate your support for these two long-time chamber members.

We held our annual Installation Dinner on August 19th at Charlie's Grill (get more detail in the article on page 4). It was truly a memorable night. The Mark West Area Chamber Board and the officers for the newly formed Mark West Citizen's Advisory Council were sworn in by 4th District Supervisor James Gore. The Advisory Council will now help govern the Mark West Area.



4th District Supervisor James Gore (right) presides over the swearing-in of the Mark West Area Chamber of Commerce officers.

## Harvest Faire and Business Showcase October 12

The Mark West Area Chamber's annual Wine Country Harvest Faire and Business Showcase will be held on October 12th from 4 to 7pm. It will be at the Luther Burbank Center for the Arts. With close to 100 businesses having booths and our silent auction and raffle, there are many opportunities to go home a winner. This is truly a fun family event! We always attract a big crowd of locals. This event offers you a relaxed and fun atmosphere to show your products and services as potential customers slowly stroll through the event, enjoying all the free food, drinks and promotional gifts. Sign up for your booth now and help us support and enhance our community. You can apply for a booth at <http://www.markwest.org/>.

If you want additional promotional opportunities you can donate a silent auction item. Contact John Essman, [john@sonomaconnection.com](mailto:john@sonomaconnection.com), and he will make arrangements for you to donate an item or gift certificate and we will advertise your business throughout the event.

Come out and see us! We would love to get to know you better and help you market your business or products.

Steve Plamann, President



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David Hartman

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## AUGUST SOCIAL SPONSORED BY EXTENDED CHILD CARE COALITION

Our social took place at Extended Child Care Coalition. Our Master of Ceremonies was Ed Whitt, the Chamber's Head Ambassador. He introduced our host for the evening, Jason Riggs, Executive Director of Extended Child Care Coalition.

Jason introduced his staff and some ECC board members, who always show great support by hosting an annual Chamber Social. A delicious spread of finger foods was provided by Kathy Alvestal of the ECC staff.

The ECC mission is to provide quality childcare in support of children, families, schools, employers and the community. ECC operates ten child care centers on elementary school campuses, three of which are at Mark West schools. They serve breakfast, lunch (on non-school days) and a snack, and work closely with parents and the schools to meet each child's academic, social and emotional needs. There are 90 families on the waiting list. Jason explained that, being a non-profit, they need money to expand and serve more families.

Ed Whitt reminded us that our Business Directory is being updated and to check your profile as it will soon be going to print. They will be distributed at the October Harvest Faire & Business Showcase on October 12.

Ed also spoke of the Passport Program which is a free way to drive customers to your local brick and mortar business. There is still space for five more businesses to participate. Participating businesses can supply prizes with their names attached. The Passport Program provides lots of publicity at no cost, aside from the prizes or incentives each business provides.

Mark Molina (Wells Fargo Advisors) told us about the new Petaluma Shakespeare Company, which is providing free performances in September. Visit <https://petalumashakespeare.org/> for more information.

### Winners for the Evening

The Pot of Gold was \$200. The winner was again not present so it will be \$220 in September. Be sure to attend on September 8.

Steve Plamann (Aaction Rents) and Tim Campbell (Friendly Feed & Supply) split the winnings from the 50/50 raffle.

Jason Riggs (Extended Child Care Coalition) won a box of cookies provided by Margaret DiGenova (California American Water).

Steve Plamann (Aaction Rents) and Terry Morgan (Loughlin Marketing) won coffee cups filled with goodies provided by Erin McCauley (Hilton Garden Inn)

Pete Lescure (Lescure Engineers) won a bottle of J Winery champagne provided by Extended Child Care Coalition.

Next month's social is on Thursday, September 8, at Aaction Rents and Friendly Feed & Supply.

*Contributed by Aggie Maggio, Realtor @ Coldwell Banker*

*Our President Steve Plamann of Aaction Rents (left) and Tim Campbell of Friendly Feed & Supply were the lucky winners of the 50/50 drawing. Together, they bought a bunch of raffle tickets and split the proceeds.*



*We had a great crowd. As usual with our socials at Extended Child Care Coalition, the food was great and the staff was warm and welcoming.*



*Some of the office staff and board members at Extended Child Care Coalition. A few of their regulars could not make it. They also employ several dozen teachers at schools throughout the region.*



*The Boss at Extended Child Care Coalition, with his dad Jason Riggs who also happens to be Executive Director.*



## 35TH ANNUAL MARK WEST AREA CHAMBER OF COMMERCE INSTALLATION DINNER

Our 35th Annual Installation Dinner was held at Charlie's Restaurant at the Windsor Golf Club on Friday, August 19th. It was a fantastic evening with great food, wine and excellent company.



Fourth District Supervisor James Gore was the guest speaker at the Installation Dinner.

President Steve Plamann thanked all our corporate sponsors and all those in attendance. He then introduced Tony Geraldi, who in turn introduced Ashley Kimble, Miss Sonoma County of 2013. She told us a little about the Miss Sonoma County program. Much to the surprise of everyone, she said it is the largest in the world. All the girls get a scholarship. She added that this is an all-volunteer organization. She loved it so much that she stayed involved after her reign and is now the director of the show.

Ashley introduced Hannah Maffia, Miss Sonoma County 2016. She explained that there are five components to the contest, incorporating the whole person. Her platform is a Healthy Lifestyle and she plans a career in the corporate side of the cosmetic Industry.

Hannah introduced Siobhan Hauff, Miss Sonoma County's Outstanding Teen 2016. Siobhan told us how she most enjoyed "finding so many women ready to succeed". The program is about building yourself to be the best of who you are. Her platform is cystic fibrosis and she plans on going on to a four-year college and majoring in biology and medicine with the goal of being a cardio surgeon.

Steve Plamann welcomed our speaker for the evening, 4th District Supervisor James Gore. He jumped right in with enthusiasm saying he is "full of purpose". He asked "How do you fulfill that purpose?" By "including people". And he told us that that's what we do. He said the "Chamber is the heart of the area". He congratulated us for supporting the formation of the Mark West Citizens Advisory Council. He said this committee is how the people in Mark West will "own the future". He said the "Council will be a mechanism to create a voice. There will be relentless imperfect progress." Supervisor Gore also congratulated Tony Geraldi for being appointed to the Sonoma County Fair Board, and stated that he thinks that Sonoma County is doing great. Unemployment is a low 3.8%.

Supervisor Gore's big passion is water. He wants to build a multi-generational plan around the Russian River. His goal is to create a sustainable system that will preserve and enhance all the facets of the river area as well as work with the natural and engineered systems we have to manage, to keep water flowing. He hopes to have a summit started next year to get this project going. The climate is changing, he says, whether we believe it or not. That affects the river. It all ties together. It all has to be considered and be a part of the General Plan of Sonoma County.

Another focus: Tribes. He says there are a lot of people to be considered and brought into the planning process. There are five tribes in Sonoma County, three of them in our district.

*Continued on page 5*



**Sonoma  
CONNECTION**

**John Essman**

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## UPCOMING BUSINESS SOCIALS

Thursday, September 8, 2016  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by **Action Rents** and  
**Friendly Feed & Supply**  
 1000 River Road, Santa Rosa

**Chamber Business Luncheon  
 POSTPONED**

Topic: State of Sonoma County Report  
 Speaker: 4th District Supervisor James Gore.  
 Formerly scheduled for September 21, this event has been **indefinitely postponed**. Supervisor Gore has been called to Washington DC that week and will be unable to attend. We will look into re-scheduling this event. Watch for updates in this newsletter and on the Mark West Area chamber website.

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>

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

**INSTALLATION DINNER,  
 CONTINUED FROM PAGE 4**

And the marijuana issue! He says it's here and must be managed. There are so many loopholes and confusing laws. He does not support it in residential neighborhoods.

This was, after all, an Installation Dinner. So Supervisor Gore presided over the swearing in of our 2016-2017 Board of Directors:

- Steve Plamann (Pres.)
- Doug Williams
- Brian Molsberry
- Ed Whitt
- Peter Lescure
- Margaret DiGenova
- Tony Gerald
- Marnie Cameron
- Sally Crain
- Todd Anderson
- Laura Buhrer
- Erin McCauley

Supervisor Gore also swore in the members of the new Mark West Community Advisory Council (MWCAC).

We also publicly recognized these members for their outstanding contributions during the past year:

- Business of the year: Sutter Santa Rosa Regional Hospital.
- Volunteer of the Year: Aggie Maggio
- Board Member of the year: Edward Whitt

Thank you to the following Contributors:

Molsberry Markets for the wine; Doug Williams for the gourmet cupcakes; Margaret DiGenova, of California American Water for the table decorations, including a new stainless steel water bottle for everyone.

Spirits were high and the interaction between everyone was delightfully social. We all look forward to another great event next year.

*Contributed by Aggie Maggio, Realtor @ Coldwell Banker*

*Interested in joining our Ambassador Club?  
 Contact Ed Whitt  
 707-527-1032  
 rpdced@sonic.net*



*To host a Ribbon  
 Cutting, contact...  
 Aggie Maggio  
 aggiemaggio@icloud.com  
 707-486-1303*



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

# 27th Annual Wine Country Harvest Faire Business Showcase & Silent Auction



Wednesday, October 12, 2016 4 – 7 PM

presented by the  
Mark West  
Area Chamber  
of Commerce &  
Visitors Center



Exhibits, Entertainment, Networking

## FUN, FOOD & WINE

Please call the Chamber at 578-7975 or  
visit [www.MarkWest.org](http://www.MarkWest.org) to participate.

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Please charge my VISA/MASTERCARD

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Exp Date \_\_\_\_\_ Ver # \_\_\_\_\_

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YES, I will donate to the Silent Auction:  
item \_\_\_\_\_ value \$ \_\_\_\_\_

Corporate Sponsorships Available.  
Ask for Details.

Members

\*Non-Members

4' Table **\$250** **\$375 \***

8' Table **\$350** **\$475 \***

\* includes  
1 Year Membership

Booth Fee includes display space, table, 2 chairs,  
tablecloth, and exhibitor ribbons.  
Electricity available on request, at no additional charge.

**Reserve Your Space NOW!**

Table Location

1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_

4' Table  8' Table

Check if table not needed  
(see back for height restrictions)

Join us at



**LUTHER BURBANK  
CENTER FOR  
THE ARTS**

Mail: MWACC, 4787 Old Redwood Hwy, Suite 101, Santa Rosa, CA 95403 FAX: 707.578.0397

**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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# 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 8, 2016  
5:30 - 7:30 pm

## AACTION RENTS & FRIENDLY FEED & SUPPLY

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THE WINDSOR TIMES



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