

# 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

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**The Lark**

January 2015  
Volume XXIX Issue 1

## 2015 STATE OF THE COUNTY ANNUAL REPORT TO THE COMMUNITY

This year's State of the County was held on January 22, 2015, at the DoubleTree Hotel in Rohnert Park. This highly anticipated annual breakfast event highlighted key opportunities, challenges, and initiatives facing Sonoma County in the coming year. Read about it at <http://sonomacounty.ca.gov/EDB/State-of-the-County-2015/#sthash.gcEe0EKF.dpuf>

## NEW CALIFORNIA TAX CREDIT AVAILABLE

The California Competes Tax Credit is an income tax credit available to businesses who invest and create new jobs in California.

For fiscal year 2014-15, GO-Biz will accept applications for the California Competes Tax Credit during the following periods:

- January 5, 2015, through February 2, 2015 (\$75 million available)
- March 09, 2015, through April 6, 2015 (\$31.1 million available plus any unallocated amounts from the previous application periods)

Any business can apply for the tax credit and 25% of the credits will be reserved for businesses with revenues of less than \$2 million. The application, worksheets, and a helpful Tax Credit Application Guide can all be found online here.

Please contact Tim Ricard at 565-7257 or [tim.ricard@sonoma-county.org](mailto:tim.ricard@sonoma-county.org) for application assistance or to learn more about the EDB's Business Assistance Programs.



## 2015 SONOMA COUNTY BEER, CIDER & SPIRITS CONFERENCE FEBRUARY 27, 2015

The 2015 Sonoma County Beer, Cider and Spirits Conference promises to be a stimulating afternoon of insight, education, and networking that will conclude with tasting opportunities provided by all of Sonoma County's biggest producers!

This event will bring together the largest gathering of Sonoma County beer, cider and spirits producers ever, and a broad range of topics will be discussed by leaders from every stage of the industry, from retail to finance to distribution to regulations.

The cost is \$50.00. Registration opens February 2, 2015. Seating is on a first-come, first-served basis, until sold out. Questions? Contact Project Coordinator Francesca Schott at (707) 565-7170.



Material on this page contributed by the Sonoma County Economic Development Board: <http://edb.sonoma-county.org/>



January Social hosted  
by Best Western Plus  
Wine Country Inn &  
Suites... p3

**UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL**  
hosted by 2UP YOGA.

50 Mark West Springs Road, Santa Rosa  
(On the Wells Fargo Center for the Arts campus)

Thursday February 12,

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  
Grace Fellowship  
608 Larkfield Center

**Ambassadors Mtg.**

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

**PRESIDENT'S MESSAGE**

I'd like to take a moment and thank all of our members for their continued support of the Chamber, with a special thanks to the members who hosted a Business Social last year or had a booth at our yearly Trade Show. I would also like to give a special thanks to Molsberry Markets, Inc. for providing food for the Trade Show and hosting the Christmas tree lighting and to Best Western Plus Wine Country Inn and Suites for hosting all of our luncheons.

I also want to express my appreciation to all the members of our Board of Directors and to our Ambassadors. Without their efforts we would not be the well-managed and "fun" chamber that we are known as. I know they are planning many good things for the year, including a luncheon with County Supervisor James Gore on April 29th and an updated business directory with great promotional opportunities.

The New Year is here and the Mark West area is off to a great start. The dry weather has allowed an early start in the construction industry. Many new projects are breaking ground, all of which provide jobs during construction and will provide additional jobs when the businesses open. We are blessed to be in an area where we can be active all year round and starting a business is not delayed by months of bad weather.

Valentine's Day is near and for most of us this is a very romantic time of the year. Whether you are on the giving or the receiving end of flowers and candy or going out to eat with your sweetie, this is the holiday for romance. For some it may be just another good excuse to eat chocolates, as if we really need an excuse. Please, when you go out shopping for your special someone, remember to check the Chamber business directory and buy your items from or visit a restaurant run by a fellow Chamber member.

Go to our website and click on "Business Directory" in the left navigation pane: <http://www.markwest.org/>

Thanks to Todd and the Best Western Plus Wine Country Inn and Suites for hosting our January Social/New Year's party. We had a big turnout and a really enjoyable time. Our February Social will be at 2Up Yoga on February 12th at 50 Mark West Springs Road, on the Wells Fargo Center for the Arts campus.

We are always looking for volunteers to help out in the chamber office or to canvas for new members. Don't hesitate to get more involved! It's a good way to further promote yourself and your business.

*Steve Plamann, President*



**Sonoma CONNECTION**

**John Essman**

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**(707) 433-8774**

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## JANUARY SOCIAL SPONSORED BY BEST WESTERN PLUS WINE COUNTRY INN & SUITES.

“Happy New Year” was the theme for our January Social. Todd Anderson, manager of Best Western Plus Wine Country Inn & Suites welcomed us to his home away from home.

Best Western Plus Wine Country Inn & Suites has been on Hopper Road in Santa Rosa since 1995 and Todd has been with them since 2002. It is part of the Heritage Hotel Group. They have great amenities and meeting rooms available for business.

Todd also had a couple of announcements for us. First of all, the Ambassadors are re-activating the Business Directory in 2015. Expect some phone calls as they put together the new directory.

He then announced the Business showcase is coming in October. It seems like a long time away but it's time to start thinking about having a booth and getting in on the discount.

We had one new member in attendance: Michael “MJ” Girard of Manoir Gerard Farm and Cellars in Potter Valley. He said he is applying to Guinness as the world's smallest commercial winery. They also have a spot for a spiritual retreat. Michael's wife Lynda is a registered nurse at Sutter Hospital. I understand Michael is a returning member. Welcome back Michael.

Miss Sonoma County Skyler Palacios joined us for the evening and invited everyone to attend the Miss Sonoma County & Outstanding Teen Pageant at Spreckles Performing Arts Center in Rohnert Park on March 7.

Some winners this month were:

Tony Gerald, Sonoma County Airport Express, won \$53.00 through the 50/50 drawing. That's two months in a row! But hey – he buys a lot of tickets every month. Congratulations Tony!

### Winners for the Evening:

Paul Erickson, Appraiser, won a Flask/Thermos, donated by Ed Witt of Valley Yellow Pages.

Shawna De Grange, Cloverleaf Ranch, won a scarf and hat set, donated by Eugene Patterson of Exchange Bank.

Ken Siebert, Ancient Oak Cellars, won two Airport Express Tickets, donated by Tony Gerald.

Brian Molsberry, Molsberry Markets, Inc. won a certificate for a guest room at Best Western Plus Wine Country Inn and Suites, donated by Todd Anderson, manager and our host that evening.

Tim Preston, ReMax, also won a certificate for a guest room at Best Western Plus Wine Country Inn and Suites, donated by Todd Anderson.

The Pot of Gold was \$120 and the winner was not present Therefore it will be \$140 at the February social. Which, by the way, will be on February 12, hosted by 2 Up Yoga, 50 Mark West Springs Road on the Wells Fargo Center campus. See ya there!

*Contributed by Aggie Maggio, Realtor @ Coldwell Banker*



*Todd Anderson (center), our host at Best Western Plus Wine Country Inn & Suites, with Judy Mikeska (left) and Dorothy Erickson (right).*



*Ed Whitt of Valley Yellow Pages (left) presents a membership plaque to Michael “MJ” Girard of Manoir Gerard Farm and Cellars, who is re-joining the Chamber.*



*Lori Surdyka Rooney (left) and Teena Mays Hardee (right) of NorthBay biz magazine get into the New Year spirit. There is no word on what Lori's dog Louee thought of it all.*



*Mark West Area Chamber past presidents Doug Williams of Central Fire Authority of Sonoma County and Shawna DeGrange of Cloverleaf Ranch share a smile and a front page: The Windsor Times announced Shawna's Spirit of Sonoma County Award and the results of a fire department blood drive.*

MARK WEST AREA CHAMBER MEMBERSHIP DIRECTORY

Mark West Area Chamber of Commerce & Visitors Center



RESERVE YOUR AD SPACE IN THE MARK WEST AREA CHAMBER OF COMMERCE MEMBERSHIP DIRECTORY!

The Membership Directory is a great way to showcase your business. All members get a simple listing, but your business deserves to stand out! Ads are affordable and last an entire year. The Membership Directory is a resource that other businesses and consumers use when looking for goods and services in the northern Sonoma County Area. Order by April 1!

Full Page = 7.5" high x 4.5" wide

Back Cover = \$500

Inside Front Cover = \$350

Inside Back Cover = \$300

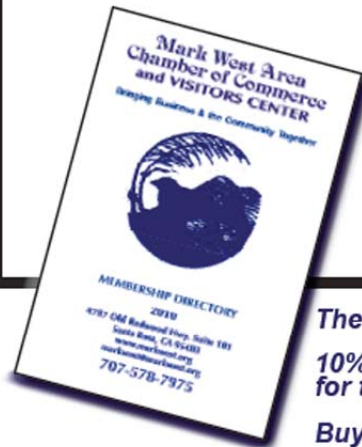
Inside Page = \$300

Business Card = 2" high x 3.5" wide

Card = \$100

Half Page = \$200

Half Page = 3.5" high x 4.5" wide



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, or purchase online

Mark West Area Chamber of Commerce & Visitors Center
4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403
707 578-7975 Email: office@markwest.org
Please call the Chamber or visit www.MarkWest.org for more info



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707/546-0307



David Hartman

15 Lark Center Drive
Santa Rosa, CA 95403

707-546-5717
FAX 707-546-0902



## UPCOMING BUSINESS SOCIALS

Thursday, February 12, 2015  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **2Up Yoga**  
 Location: 50 Mark West Springs Road, Santa Rosa  
 (on the Wells Fargo Center for the Arts Campus)

Thursday, March 12, 2015  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **Royal Care Lifestyle**  
 Location: 192 Wikiup Drive, Santa Rosa

Thursday, April 9, 2015  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **Right at Home**  
 Location: 1111 Sonoma Ave. Ste 324, Santa Rosa

Wednesday, April 29, 2015  
 Chamber Business Luncheon  
 4th District Supervisor James Gore  
 Location: Best Western Plus Wine Country Inn &  
 Suites, 870 Hopper Ave. Santa Rosa  
 Cost: \$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, 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 6:00-9:00pm  
 Hosted by **TBA**

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

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)



*Interested in having a  
 Chamber Ribbon Cutting?*

Contact Aggie Maggio  
 Realtor @ Coldwell Banker  
 707-486-1303  
[aggiemaggio@icloud.com](mailto:aggiemaggio@icloud.com)



# 26th Annual Wine Country Harvest Faire Business Showcase & Silent Auction



## Wednesday, October 7, 2015 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.

Company \_\_\_\_\_

Contact \_\_\_\_\_

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City/State/ZIP \_\_\_\_\_

Phone/FAX \_\_\_\_\_

Email \_\_\_\_\_

Check payable to: Mark West Chamber

Pay Online: MarkWest.org

Please charge my VISA/MASTERCARD

Card # \_\_\_\_\_

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

Signature \_\_\_\_\_

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

Corporate Sponsorships Available.  
Ask for Details.

	Members	*Non-Members
4' Table	<del>\$200</del> <b>\$250</b>	<del>\$300</del> <b>\$375*</b>
8' Table	<del>\$280</del> <b>\$350</b>	<del>\$380</del> <b>\$475*</b>

*Early Bird Discount of 20%  
Expires April 1, 2015*

\* includes  
1 Year Membership

Booth Fee includes: display space, table, 2 chairs,  
and tablecloth

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

**WELLS FARGO  
CENTER FOR  
THE ARTS**



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

**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.

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 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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## AFTER HOURS BUSINESS SOCIAL

Thu. Feb. 12, 5:30-7:30 pm

### 2UP YOGA.

50 Mark West Springs Rd.  
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