

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

January 2017
Volume XXXI Issue 1

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403
Visitors Center: Mon. - Fri. 9 am - 4 pm www.markwest.org

707-578-7975
office@markwest.org

JANUARY BUSINESS LUNCHEON STATE OF SONOMA COUNTY REPORT

Wednesday, February 1, 2017

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 \$15 per Chamber Member or \$25 for non-members.
Includes a delicious box lunch provided by Molsberry Markets!



*James Gore, Sonoma County
4th District Supervisor*

RSVP

to the Chamber office at
707-578-7975

or

online at
www.MarkWest.org

Space is limited to 30!

**We suggest you
RSVP early.**

We will be having our first luncheon of 2017 on February 1st with an eye towards the future.

A very special presentation will be given by James Gore, our 4th District Supervisor. James will be telling us about the State of our County 2017 and how it will affect our businesses, with special emphasis on the Mark West Area 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.

*January Social
hosted by
Anytime Fitness
See p3*

UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL

Hosted by **Golden State Wealth Mgmt., LLC
and California American Water**
3558 Round Barn Blvd., Suite 203, Santa Rosa

Thursday February 9, 2017
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

Yes, I live in California, but I am a Green Bay Packers fan. They didn't make it to the Super Bowl this year, but they were only one game away. Good competition usually brings out the best in all the players. That same thinking also applies to the business world. If we want to attract more customers into the Mark West Area we need to look our best and offer the customers good products and services with top-notch customer service. Quality products and service plus uniqueness are also the best ways to encourage local shoppers to shop where they live or work rather than shopping online or at big-box stores.

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 and/or had a booth at our yearly Trade Show. I would also like to give a special thanks to Molsberry Market 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 and Board meetings.

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. I know there are many good things on the horizon for this coming year... in addition to our monthly socials, we also host informative luncheons and host a yearly Installation Dinner.

Our first Luncheon for 2017 will be held on February 1st with special guest James Gore, Fourth District County Supervisor. It will be held at the Best Western Plus Wine Country Inn and Suites, on Hopper Avenue in Santa Rosa. James will update us on what has happened and what is planned to happen in our district.

I would like to thank Brett Livingstone and his fine crew at Anytime Fitness in Larkfield for doing a great job hosting our January Social. We had a big turnout, excellent food and many valuable prizes for our attending members.

Our upcoming February 9 Social will be co-hosted by Golden State Wealth Management, LLC, California American Water, and the Mark West Area Chamber of Commerce at 3558 Round Barn Blvd., Suite 203, Santa Rosa.

We are always looking for volunteers to help out in the Chamber office or to become an Ambassador of the Chamber and help co-ordinate events and canvas for new members.

Don't hesitate to get more involved! It is a good way to further promote yourself and your business.

Please support your local merchants whenever you can and check out the Chamber's online business directory to find the fellow Chamber member who provides the product or service you need.

<http://www.markwest.org>.

Steve Plamann, President



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JANUARY SOCIAL HOSTED BY ANYTIME FITNESS

Past President Doug Williams was our master of ceremonies at our January 12 Business After Hours Social. It was hosted by Anytime Fitness at their Larkfield Center location. Owner Brett Livingstone told us they are celebrating six years in Larkfield. They've sold their Petaluma location but have nevertheless expanded their staff and clientele. Most recently they added a location inside the Epicenter Sports and Entertainment Complex on Coffey Drive in Santa Rosa. They now employ 75 people among all their locations, a 50% increase over last year.

Their growth has allowed them to attract increasingly good talent to their pool of professional trainers and managers. They are the secret to his success, says Brett, and he hires good people and gets out of their way. If you take good care of your employees, they take care of the customers, and the rest takes care of itself.

He also introduced some of his key staff. Elijah has been his assistant manager since April 2016, and brings a lot of knowledge about martial arts. Jay is a salesperson who is extremely good at figuring out what customers really need, and delivering it. Wendy and Allyson are ace trainers, and Wendy has been working for Brett for the past five years.

Brett also told us that of the various Chambers of Commerce he has joined over the years, the Mark West Area Chamber is his favorite, and is the only one where he is still a member. Thank you Brett!

And Brett, thanks also for the pizza and wine. Good food can only improve an already good Social.

Winners for the Evening:

The \$260 Pot of Gold drawing would have gone to North Bay Stage Company but they were not present. Next month the Pot rises to \$280.

Allyson Powell, Trainer at Anytime Fitness, won \$50.00 in the 50/50 drawing. She says she's likely to spend it on a dinner for her Anytime Fitness team.

John Essman of SonomaCONNECTION won a bottle of Cloverleaf Ranch barbeque sauce donated by Shawna DeGrange of Cloverleaf Ranch. Shawna also announced a special "Mardi Gras Soul Food Extravaganza" fundraiser to benefit Charm's Place and the Soul Food Truck for Change. That event takes place Saturday February 25 at Cloverleaf Ranch. Watch this newsletter for details about that!

Doug Williams generously offered to purchase one ticket to the Cloverleaf Ranch fundraiser, a \$40.00 value. Margaret DeGenova of California American Water was the winner.

Contributed by Peter Loughlin, Loughlin Marketing



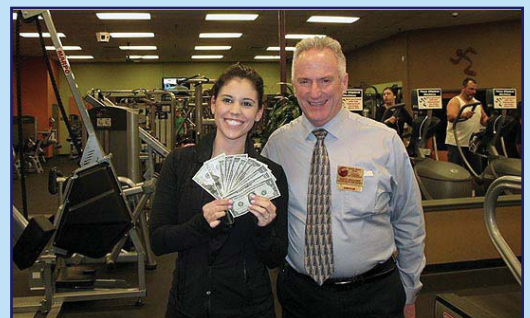
Our hosts at Anytime Fitness. The team consists of experienced and professional trainers and fitness experts. They offer introductory packages, weight training, low impact workouts, treadmills, aerobics, and dozens of fitness machines to suit anyone's needs. And members get full 24-hour access!



Couples from left to right: Dorothy Erickson and Paul Erickson of Paul Erickson Real Estate Appraisals, and Katherine Phillips and Lloyd Phillips of Key Properties. We haven't seen all four of them at the same event in a while!



Shawna DeGrange of Cloverleaf Ranch (left) with Cheryl Winn, event manager and conceptual designer for the big Mardi Gras Soul Food Extravaganza fundraiser at Cloverleaf Ranch, February 25. Between them is Cheryl's grandson Elijah.



Allyson Powell of Anytime Fitness won our 50/50 drawing. With her is our EmCee for the evening, Mark West Chamber Past President Doug Williams.

REMEMBERING ED WHITT

The Mark West Area Chamber of Commerce has lost one of its most active and productive members. Ed Whitt, formerly with Valley Yellow Pages and a past Board member and Head Ambassador for the Chamber, passed away on January 10. He was 67 years old. His daughter Jennifer held a memorial for him at his home on Saturday January 21st. It was attended by about 60 people who represented many of the phases in his life.

Sadly, Ed was preceded in death by his beloved wife Wendy, who passed away in the fall of 2015. Ed passed away in his own home, due to carbon monoxide poisoning that was the inadvertent result of a power outage during one of our recent big storms.

We knew Ed as the Head Ambassador and Vice President of membership for our Chamber. In these roles, he helped build Chamber membership, recruited and helped existing members to hold monthly after-hours business socials, and organized events like ribbon cuttings at new members' businesses. He was always friendly and easy to talk to, and was always interested in what you had going on, either related to or outside your business.

Ed recently retired from Valley Yellow Pages, where he headed up regional sales. Several of his colleagues from Valley Yellow Pages were in attendance, and all said he was a fair, even-handed, cool-headed manager who loved to train people. Often, he had more confidence in his people than they had in themselves, and, under his tutelage, many of them flourished.

Many of the guests at the memorial knew Ed from his days as a SCUBA diver and proprietor of his own dive shop in Rohnert Park. And not just as a diver, but as an instructor who was qualified to teach other dive instructors. And that, folks, is a high attainment. He was precise, careful, and knowledgeable, all vital traits in a diver. It was through diving that he met Wendy. She was one of his students. Apparently he felt somewhat guilty for getting involved with a student, but word is that her own no-nonsense approach to things quickly forced him to abandon such silly thoughts.

Another role he played was that of a cowboy. Ed was active with the Single Action Shooting Society, or SASS, and was regularly seen and heard as his alter-ego, Buffalo Eddie. Those of us who attended the May 2016 after-hours social at Cloverleaf Ranch will never forget Buffalo Eddie charging into the barn, guns drawn, threatening to shoot anyone who got in his way. (Old-West bank robbers are inclined to do such things, you know.) The sheriff gunned him down,

Continued on page 5



Ed and Wendy, AKA Buffalo Eddie and Granny Oakley



**Sonoma
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UPCOMING BUSINESS SOCIALS

Wednesday February 1, 2017

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

Thursday, February 9, 2017

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

Hosted by **Golden State Wealth Management, LLC, California American Water, and the Mark West Area Chamber of Commerce**

3558 Round Barn Blvd., Suite 203, Santa Rosa

Thursday, March 9, 2017

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

Hosted by **Fulton Crossing**

1200 River Road, Santa Rosa

Thursday, April 13, 2017

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

Hilton Garden Inn Sonoma County Airport

417 Aviation Blvd., Santa Rosa

Thursday, May 11, 2017

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

Hosted by **Vineyard Commons**

3585 Round Barn Blvd., Santa Rosa

Thursday, June 8, 2017

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

Hosted by **Mark West Lodge**

2520 Mark West Springs Rd., Santa Rosa

Thursday, July 13, 2017

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

Hosted by **Cloverleaf Ranch**

3892 Old Redwood Hwy., Santa Rosa

Thursday, August 10, 2017

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

OPEN DATE

Contact the Chamber to schedule for this date!

Thursday, September 14, 2017

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

OPEN DATE

Contact the Chamber to schedule for this date!

REMEMBERING ED WHITT, CONTNUED FROM PAGE 4

but he recovered quickly and joined the rest of us in enjoying the barbeque and chili dinner. He explained beforehand that it was impossible for his gun to fire real ammunition, and that it was loaded with low-powered blanks. That was Ed, who knew how to have fun safely. Ed's penchant for teaching worked its way into SASS as well, and he'd explain it to anyone who asked. He'd also take new SASS recruits under his wing, "sponsoring" those who wanted to try shooting but only after he had convinced himself that they had a decent head on their shoulders and were unlikely to do anything dangerous.

Wendy was his partner in all of this, literally. Her SASS alter-ego was Granny Oakley, and she could shoot as straight as Ed, and maybe straighter.

Ed's daughter Jennifer said he was always level-headed, and that he was always fair with both rewards and punishments as she was growing up. This was especially important to her, as her biological family was less than perfect, and Ed's and Wendy's love and care gave her an entirely new outlook on life.

The memorial was at Vulture's Peak, Ed and Wendy's longtime home up in the hills off Mark West Springs Road. Over the years, they had turned it into a faux western town, with false-front sheds representing a blacksmith shop, a corral (equipped with a real horse), saloon, and other standard Old-West buildings. They often hosted Cowboy Parties there, replete with fire-roasted meat, beans, homemade bread, and more, all cooked to authentic Old West recipes. Jennifer says these parties will continue in their honor.

Many of Ed and Wendy's cowboy friends showed up to send him off, telling more stories and giving him a musical send-off and a gun salute in true cowboy fashion.

Buffalo Eddie, we're going to miss you, pardner. Happy Trails!

Interested in joining our Ambassador Club?

Contact the Chamber at

office@markwest.org

707-578-7975



To host a Ribbon Cutting, contact...

Aggie Maggio

aggiemaggio@icloud.com

707-486-1303



Keep abreast of important information pertinent to local business issues: <http://edb.sonoma-county.org/>

ABOUT THE MARK WEST CITIZENS ADVISORY COUNCIL (MWCAC)

The Mark West/Larkfield/Wikiup area represents one of the largest population areas in Sonoma County that is unincorporated, and therefore under County jurisdiction rather than a city. This means that as your County Supervisor, I and our County Departments are your direct line of government.

One of the challenges of representing such a large community is the fact that there has never been a mechanism for citizen input aside from individual outreach. I was elected in November 2014, and was aware that the Mark West Chamber of Commerce and Mark West Community Services District had for many years discussed the opportunity of creating a formal Citizens Advisory Council (CAC). A CAC is advisory in nature, with appointees from the community to review specific issues and share a local perspective to County Departments, Planning Commissioners, and in this case, directly with me as your elected official. It does not have authority to approve or deny projects, but rather to offer a local perspective. I therefore worked to create the first MWCAC on June 14th, 2016 through formal Board Action.

As a starting point, I asked the Mark West Chamber of Commerce to appoint 2 members (since they were the advocates for this Citizen empowerment committee). They appointed Brian Molsberry and Pete Lescure. I asked the MW School Board to appoint a person, and they selected Mike Edwards. I appointed two people directly. Tim Preston, who lives in the area and is very engaged, and Roni Berg to represent Fulton (also included in the mapping area because they are also in the Cal Am Water District zone. Aggie Maggio will serve as the Secretary of the Council, taking minutes, publishing public agendas, etc.

This advisory council began holding their organizational meetings, Aug. 30, 2016. They selected Brian Molsberry and Roni Berg to serve as Chair and Vice-Chair respectively. These volunteers will advise me, through consensus based voting, on how to:

- 1) Spend the franchise fee dollars coming from Cal Am Water
- 2) Review and advise on projects to provide a citizen's perspective
- 3) Advise on prioritization of transportation, public works, and transit issues

Summarily, these such entities are intended to provide a public forum (they also operate under the Brown Act, same as I) for community members to opine on the above three areas. In the coming months and year, I will look for this Board and the wider community to identify the best way for this council to be relevant and help provide a voice for the Citizens in this area. I would really appreciate it if you all would share info on this new Council with your neighbors and the wider community.

Relevant Documents with Further Background

- Board Agenda Item to Create MWCAC

http://sonoma-county.granicus.com/MetaViewer.php?view_id=2&event_id=646&meta_id=193709

- Board Resolution

http://sonoma-county.granicus.com/MetaViewer.php?view_id=2&event_id=646&meta_id=193711

- MWCAC Map and Rules & Procedures

http://sonoma-county.granicus.com/MetaViewer.php?view_id=2&event_id=646&meta_id=193713

- Windsor Times Article

http://www.sonomawest.com/the_windsor_times/news/mark-west-larkfied-fulton-form-planning-committee/article_874bf2d6-5440-11e6-83df-171cfd4c13f8.html

Links to citizen Advisory Committees in Sonoma County

<http://sonomacounty.ca.gov/Mark-West-Citizens-Advisory-Council/>

<http://sonomacounty.ca.gov/Dry-Creek-Valley-Citizens-Advisory-Council/>

<http://sonomacounty.ca.gov/Sonoma-Valley-Citizens-Advisory-Commission/>

Meeting Dates Through May 2017: all held at 6:00 PM at Mark West School District Board Room, 305 Mark West Springs Road, Santa Rosa, CA 95404

JANUARY 23, 2017 • FEBRUARY 27, 2017 • MARCH 13, 2017 • APRIL 10, 2017 • MAY 8, 2017

Contributed by Supervisor James Gore, 4th District, County of Sonoma

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
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 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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AFTER HOURS BUSINESS SOCIAL

Thursday
February 9, 2017
5:30 - 7:30 pm

GOLDEN STATE WEALTH
MANAGEMENT, LLC,
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and the

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