

# 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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**The Lark**

July 2014  
Volume XXVIII Issue 7

## CHAMBER BEGINS NEW FISCAL YEAR BY INSTALLING NEW BOARD OF DIRECTORS AND RECOGNIZING MEMBERS FOR THEIR CONTRIBUTIONS

Our Installation Dinner for the 2014/2015 year was held at Charlie's Restaurant in Windsor on July 18th. It was a fantastic evening with great food, wine and excellent company.

Our outgoing President, Doug Williams of Central Fire Authority of Sonoma County, greeted us. He wasted no time making us feel welcome, then getting on with the evening. Doug introduced our Treasurer, John Essman, who happily announced that we are in the black and have a bright future ahead of us. Not too bad coming out of the recent recession.

Doug turned the podium over to Steve Plamann, our incoming President, who announced that his number one goal for the coming year is to increase membership. He said we have the resources we need to do that. We just need to work together and continue having fun while we do it.

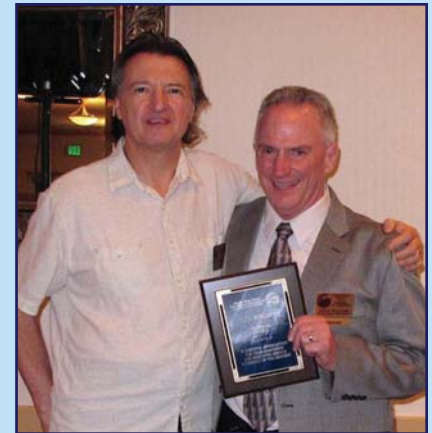
Tony Gerald of Sonoma County Airport Express, Inc., introduced Miss Sonoma County 2014, Skyler Palacios as his guest. She gave us a wonderful presentation about the purpose and responsibilities of her position as well as that of the Pageant itself. To top it off she delighted us by singing a really upbeat catchy tune which she delivered beautifully.

Fourth District Supervisor Mike McGuire gave us a brief update on the State of Sonoma County. Overall, he says things are looking up in many areas. Pension savings is growing. Roads, culverts and ditches are being improved. The Alaska Airlines presence at the Charles M. Schulz-Sonoma County Airport is firmly established and the number of passengers going through the airport is constantly rising, bringing increased tourism revenue into Sonoma County.

Mike also announced that there will be shuttle buses to and from the new Airport Boulevard SMART Train Station and the new Sutter Hospital facility in Larkfield.

Speaking of Larkfield, Supervisor McGuire mentioned once again that the Mark West Area has more people living there than Sebastopol,

*Continued on page 4*



*New President Steve Plamann of Aaction Rents (left) presents a Past President award to outgoing President Doug Williams of Central Fire Authority of Sonoma County (right).*



*Outgoing President Doug Williams presents an award of gratitude in the form of a bouquet to Patricia Dearmin, to thank her for her vast contributions as a volunteer for the Mark West Area Chamber of Commerce.*

*July Social hosted by  
Extended Childcare  
Coalition... p3*

### UPCOMING EVENTS:

*next AFTER HOURS BUSINESS SOCIAL hosted by  
COLDWELL BANKER - AGGIE MAGGIO  
600 Bicentennial Way #100, Santa Rosa*

Thursday August 14  
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**

Hi everyone. We have a great year ahead of us. As your new President I want to introduce myself by sharing some of my background information, my goals, and what excites me about the Mark West Area Chamber of Commerce.

I have been involved with the Mark West Area Chamber for a lucky thirteen years and have been on the Board of Directors for three years. I got involved with the Chamber when I joined the Aaction Rents team in August of 2001. Walt Smith suggested I get involved with the Chamber and explained all the benefits. Not only is this Chamber great for networking and getting community recognition, but it also lives up to its reputation of being the "fun chamber". The socials are always relaxing and enjoyable.

Because of the Mark West Area Chamber and many of the business members, I have been involved with many great events that affect and support everyone in the Mark West community and I have made many really good contacts and friends in the process. This involvement and loyalty to our community is very refreshing and heartwarming. My favorite community event is the Christmas Tree Lighting at Molsberry Market. I am also very proud of the Chamber's yearly Business Showcase and Trade Show at the Wells Fargo Center, which is held every fall. It draws a huge crowd and is really a great way to promote your business. Aaction Rents has participated every year with great results. This year the Trade Show is on October 1st.

Our quarterly luncheons are also interesting and informative and deal with topics that are important to us all. Our next chamber-sponsored luncheon will be September 24th and will feature a discussion between the two remaining County Supervisor candidates in our district, Debra Fudge and James Gore. And on Friday, July 18th we had our annual Installation Dinner at Charlie's Restaurant at the Windsor Golf Club. Many members and their guests attended. It was a fun evening! You can read more about it starting on page one of this newsletter.

I am looking forward to meeting each and every one of our members at one of our monthly networking socials or at one of the many other Chamber sponsored events.

I have lived in the area for 19 years and have been involved with many other events and groups in our community. I am also an elected member of the Board of Directors for the Healdsburg Chamber. In addition to being a manager for Aaction Rents, my wife Jill and I also own a business in Healdsburg. Hammerfriar Framing and Gallery has been our labor of love for ten years. We are both actively involved with the art community and Jill serves on the Board of the Sonoma County Museum and the Healdsburg Gallery Group. She also is a founding member of the Sonoma County Gallery Guide, which is in its tenth year of publication.

I am setting a goal of adding 40 new members to the Mark West Area Chamber this year and to encourage more participation from a wider base of members. I also intend to improve our service to all members and the community by increasing the effort by and access to the Chamber office and visitor's center. We are located at 4787 Old Redwood Highway in Larkfield, across from Molsberry Market. We are always looking for volunteers to help the chamber and utilize their skills with a positive effect on the community. The Mark West Area Chamber is fun and can be a very effective tool for your business. The Chamber also offers a great opportunity to get involved with your local community by lending a helping hand.

**The more involved you get, the more you will get out of it. Please don't hesitate to get involved.**

*Steve Plamann, President, Aaction Rents*

**JULY SOCIAL AT EXTENDED CHILDCARE COALITION**

Missy Danneberg, Executive Director of Extended Childcare Coalition, hosted our June Social at their wonderful offices out by the airport. As always, when the Extended Childcare Coalition hosts, one of the board members, Kathy Alvestal from Gilardi's Catering, catered the event and we had great wine, food and dessert.

Board members Marlene Fink and Carmen Marinsik donated raffle prizes. The social really came off as a community effort, with several of the board members participating.

Missy told us that they are a Before/After School Child Care and Full Day Summer Program. They are a non-profit agency serving families and schools as well as the community. They currently have 11 sites including all the schools in Mark West.

Todd Anderson, our MC for the evening, introduced our newest member, Willie Lamberson of Lamberson Custom Tile in Wikiup.

Some winners that evening were:

Believe it or not, Doug Williams of Central Fire Authority of Sonoma County won the Pot of Gold. It was \$160 this month. This is Doug's third win in a row. Funny, it happened shortly after he announced that he was supplying the dessert for the Installation Dinner. Seems like Doug is always giving and these days, he's also winning.

Seriously, these drawings are live drawings of cards and tickets drawn by people who are attending the meetings. No fixed drawings here.

Todd Anderson of Best Western Plus Wine Country Inn and Suites won \$50.00 from the 50/50 drawing. Todd also won a Round Trip ticket from Airport Express. He was on a roll.

Melisa of Ancient Oak Cellars won two bottles of Seghesio Wine. She was excited as she said tasting these would be like a cook tasting someone else's cooking.

I, Aggie Maggio won a gift basket from Extended Child Care Coalition. Again, I state, there's a bonus for showing up. I won Airport Express tickets last month.

Peter Loughlin won two bottles of wine.

All in all, it was a great evening.

*Contributed by Aggie Maggio, Realtor @ Coldwell Banker*



*Our hosts at Extended Childcare Coalition included Margaret DiGenova (left) and Marlene Fink (right). Linda Rosen is at center.*



*Sarah Preston of Preston Property Shop (left) and husband Tim Preston (center). Extended Childcare Coalition Executive Director Missy Danneberg is at right.*



*New Mark West Area Chamber President Steve Plamann of Aaction Rents (right) congratulates and welcomes the Chamber's newest member, Willie Lamberson of Lamberson Custom Tile in Wikiup.*



*Door prize winners included Todd Anderson of Best Western Wine Country Inn & Suites (left), Peter Loughlin of Loughlin Marketing (center), Aggie Maggio of Coldwell Banker (center right, with red bag) and Melissa Moholt-Siebert of Ancient Oak Cellars.*

**Installation Dinner Report, continued from page 1**

Cloverdale or Cotati.

Also, he will be hosting a Town Hall Meeting for the Mark West/Fulton area on Monday, August 11, at Riebli School (315 Mark West Springs Road). The meeting will be held in the gym at 6:30pm. Community leaders will be there to provide updates about all the wonderful plans that are in the works for the Mark West Area.

Next, several of our members were recognized for their outstanding contributions to the Chamber during the past year:

Volunteer of the Year: Tony Geraldi  
 Business of the Year: Molsberry Markets, Inc.  
 Board Member of the Year: Steve Plamann

Past Presidents Recognized: Doug Williams  
 Brian Molsberry  
 Shawna De Grange

Supervisor McGuire swore in the new Board of Directors, which includes:

- Patricia Dearmin, Mark West Chamber Office Volunteer
- Tony Geraldi, Sonoma County Airport Express, Inc.
- Todd Anderson, Best Western Plus Wine Country Inn & Suites
- Sally Crain, Broker @ Century 21 Alliance
- James Bajgrowicz, Consultant
- Brian Molsberry, Molsberry Markets, Inc.
- Steve Plamann, Aaction Rents
- Marnie Cameron, Mark West Union School District
- Doug Williams, Central Fire Authority of Sonoma County
- Eugene Patterson, Exchange Bank, Larkfield Branch
- Margaret DiGenova, California American Water

New Chamber office volunteer, Wendy Wise, was also introduced.

To wrap up the evening, Doug Williams presented Patricia Dearmin with a huge, beautiful bouquet of flowers to thank her for all of her wonderful service. We all thank you Patricia. The Chamber wouldn't be the same without you.

*Contributed by Aggie Maggio, Realtor @ Coldwell Banker*



The Business of the Year award was presented to Molsberry Markets, Inc. Left to right: Joe Molsberry, Brian Molsberry, Sally Silviera Molsberry, Tina Molsberry Wells, Lori Earnhart Molsberry, Skylaer Palacios, and Doug Williams.



Supervisor Mike McGuire (far right) swears in the new Mark West Area Chamber of Commerce Board of Directors.

**UPCOMING BUSINESS SOCIALS**

Monday, August 11, 2014  
 Larkfield Town Hall Meeting, 6:30-8:30pm  
 Location: Riebli Elementary School Gym  
 315 Mark West Springs Road  
 RSVP/More Info: Kelly Burns at 565-3758 or  
 kellyburns@sonoma-county.org

Thursday, August 14, 2014  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **Coldwell Banker - Aggie Maggio**  
 Location: 600 Bicentennial Way #100, Santa Rosa

Thursday, September 11, 2014  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **Sutter Medical Center of Santa Rosa**  
 Location: 50 Mark West Springs Rd., Santa Rosa  
 (Next to the Wells Fargo Center for the Arts)

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

Wednesday, October 1, 2014  
 4:00-7:00pm  
 Hosted by 60+ Local Businesses  
 Location: **Wells Fargo Center for the Arts**  
 50 Mark West Springs Road, Santa Rosa



Thursday, October 9, 2014  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **Friendly Feed & Supply** and  
**Aaction Rents**  
 Location: 1000 River Road, Fulton

Thursday, November 13, 2014  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **Anytime Fitness**  
 Location: 490 Larkfield Center, Santa Rosa

**HOLIDAY TREE LIGHTING**

Wednesday, December 3, 2014 6pm  
 Location: **Molsberry Market,**  
 522 Larkfield Center, Santa Rosa

Thursday, December 11, 2014  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **Exchange Bank, Larkfield Branch & Molsberry Markets, Inc.**  
 Location: 500 Larkfield Center, Santa Rosa

*Interested in having a Chamber Ribbon Cutting?*



Contact Aggie Maggio  
 Realtor @ Coldwell Banker 707-486-1303  
 aggiemaggio@icloud.com

*Interested in joining our Ambassador Club?*



Contact Eugene Patterson  
 Exchange Bank, Larkfield Branch  
 707-523-4392  
 Eugene.Patterson@exchangebank.com

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



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## REPORT: SNEAK PREVIEW OF NEW SUTTER MEDICAL CENTER

On Wednesday afternoon July 23, Sutter Medical gave the Mark West Area, Windsor, and Healdsburg Chambers of Commerce a tour of its new facility on Mark West Springs Road near Highway 101. The new hospital, under construction since 2010, will open October 25 of this year and features state-of-the-art design and equipment throughout.



*Patient rooms are spacious and efficient, and each has its own sleeper chair for family members who want to stay the night.*

Chamber members were welcomed in a large pavilion in the parking lot, where Sutter served wine, mini pizzas, and cookies. Groups of visitors were escorted on tours of the first floor.

This is an ultra-modern hospital, incorporating the latest in efficient design. Nurses' stations are spacious for visibility and teamwork, and serve as hubs of activity for each specialty they serve: Emergency, Intensive Care, Women and Infants, and so forth. There are plenty of computer terminals, for access to electronic medical records. A surprising throwback to the early 20th Century is a pneumatic tube system (computer controlled of course!) for whisking documents and small items like test samples to other locations in the hospital.

Some rooms in the Emergency section are designed to handle very special needs. Two rooms are available for "5150" cases (people who might pose a threat to themselves and others) with nothing in them that the patient could use to harm him or herself.

A sexual assault trauma center is set up for increased privacy and has other dedicated features.

All rooms are single-patient, affording greater comfort and efficiency, with plenty of space for equipment and multiple caregivers at any one time. All rooms contain a sleeper-chair so a family member can spend the night with the patient. Some rooms are designed for isolation, with negative air pressure to prevent airborne pathogens from escaping.

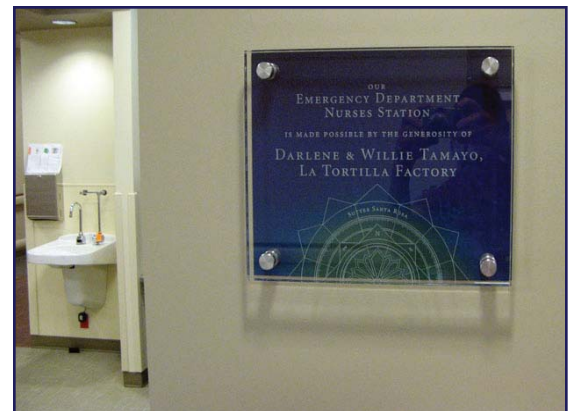
After seeing the Emergency section, it was a very happy feeling to move on to the Women and Infants section (in past times called the maternity ward). Each birthing room is equipped with up-to-date birthing couches, and two of them will have labor tubs. The Natal Intensive Care Unit has the expected incubators for preemies, but also windows to let in sunlight. Security features will help prevent baby abductions, a rare occurrence anywhere but one that requires 100% prevention. Two special Caesarian Section rooms will be set up like full operating rooms, immediately adjacent to the maternity section. This is one example of how the hospital designers located specialty rooms very close to the patients who will need them, to increase efficiency and reduce patient stress.

Throughout the medical center, the flooring, wall coverings, upholstery, and even the art on the walls has been chosen to provide a comforting feel. Aside from the Caesarian room, there were no forbidding white walls or floors to be seen!

Many Sutter executives, senior doctors, and members of the community contributed funds to help build this hospital. There are plaques in their honor outside many rooms and other spaces, announcing the names of the people who "built" them.

It was an eye-opening tour, one that showed just how far medical technology and thinking have come. It was also good to see our friends from the Windsor and Healdsburg Chambers. Our thanks and best wishes to Sutter Medical for this exciting sneak peek!

*Contributed by Peter Loughlin, Loughlin Marketing and Aggie Maggio, Realtor @ Coldwell Banker*



*Many elements of the new hospital have been sponsored by doctors and members of the community. This plaque recognizes Darlene and Willie Tamayo, of La Tortilla Factory.*

**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  
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 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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## AFTER HOURS BUSINESS SOCIAL

Thu. Aug 14, 5:30-7:30 pm

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AGGIE MAGGIO**

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Santa Rosa

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