

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 2015
Volume XXIX Issue 7

34TH ANNUAL INSTALLATION DINNER MARKS ANOTHER GOOD YEAR

The Installation dinner on Friday, July 17 was fantastic with great food and exceptional company. It was held at Charlie's Restaurant at the Windsor Golf Club.

Steve Plamann, our dedicated second-term president gave a recap of the year.

- The Chamber is 35 years old and is increasingly recognized by the public.
- We are catching up on past-due membership dues.
- We've become ADA (Americans with Disabilities Act) compliant at the Chamber office.
- Thanks to the leadership of Ed Whit along with his and John Essman's hard work, we are getting a new business directory.
- We've had two great luncheons, both with Supervisor Gore. They were the candidates debate and the State of the County report.
- The participation in the Rose Parade was fun and successful.
- We protected the Christmas tree at Molsberry Markets this year.

John Essman gave us a treasurer's report. We have \$41,316 in Assets and \$14,360 in Savings/Checking. Net income is \$2,294 (that's only \$116 under the budgeted amount.) Awesome!



Members of the Molsberry Family await their dinner at one of the nicely decorated tables.

After that, 4th District Supervisor James Gore took the stand. He told these two young ladies he could relate to their contest experience and going before the judges. He had thousands of judges, in the form of voters.



Miss Sonoma County Athena Brattin-Cain (left) and Miss Sonoma County's Outstanding Teen Katie Gu (right) were introduced by Tony Geraldi.

Tony Geraldi, representing Sonoma County Airport Express, said the company is always "looking to contribute and improve Sonoma County." He introduced Miss Sonoma County and Miss Sonoma County's Outstanding Teen. Both young ladies were delightful and talked about the quality of the program, how much it teaches the girls and what a great experience it is for all contestants. Both emphasized how the crown represents service. They are giving a year of dedicated service and are enjoying it, as well as becoming more confident.

Continued on page 6

July Social hosted
by Extended Child
Care Coalition... p3

UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL

Hosted by

COLDWELL BANKER - AGGIE MAGGIO
600 Bicentennial Way #100, Santa Rosa

Thursday August 13, 2015
5:00 PM - 6:30 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

Well here I go, starting on my second term as your president. This is a beautiful chamber, thirty-five years old, full of life and even more vital to the community than ever before. We are still just beginning, with a long and hopeful future ahead of us. Here are some highlights of the year, which Aggie discusses in her article about the July 17 Installation Dinner, but I want to expand on some of those.

We had a great year. We are financially sound. We turned the corner on some tough challenges and put others behind us for good. We added new members, caught up on past due membership fees, finished a plaguing ADA project at the Chamber office, added 3 new members to the Board of Directors (all bringing with them many valuable experiences and knowledge) and added to our Ambassadors with many of them really stepping up and amazing us with their commitment.

We also have a new Business Directory about to be printed. We put John Essman into a position to really be a support and watchdog for the chamber and our efforts. And we sponsored two very informative and topical luncheons, both involving Supervisor James Gore. The chamber received good press coverage about both events and an overwhelmingly positive response from the community.

And last but not least.... we protected our Christmas tree. Every year Molsberry Markets and the Chamber co-host a tree lighting with Christmas carols sung by local school kids. Molsberry Markets provides cookies and hot cocoa. Santa and Mrs. Claus arrive on a firetruck provided by Chief Williams and the Rincon Valley Fire District. Well, two years ago someone stole our tree. Hard to believe, but it happened. Because of Brian Molsberry's ingenuity, last Christmas saw our tree remain safe and sound.

I want to provide my personal thanks to the special people who helped make our Installation Dinner something to remember. We were entertained by Athena Brattin-Cain, Miss Sonoma County 2015 and by Katie Gu, Miss Sonoma County's Outstanding Teen for 2015. These two intelligent and energetic young ladies represent what is good and right in Sonoma County: a great educational system, a healthy environment, and a culture that encourages diversity and individual growth. Thank you both for coming out and sharing some of your accomplishments.

I also want to thank our Chamber Award winners for their exceptional effort Edward Whitt, Todd Anderson, Brian Molsberry, Patty Dearmin, and Cloverleaf Ranch and the DeGrange family, recipients of the Chamber's Spirit Award for 2015.

Last but not least, 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



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JULY SOCIAL SPONSORED BY EXTENDED CHILD CARE COALITION

This month's social was hosted by Extended Child Care Coalition (ECC). ECC is a community based non-profit organization operating before/after school programs on ten local elementary school campuses. They are committed to assisting each school-age child in obtaining life skills by providing quality year round learning programs, while supporting families and school districts.

Tony Geraldi, our MC, introduced ECC's Executive Director Jason Riggs. Jason became the Executive Director in January 2015. He has extensive experience in education, program administration, and in developing collaborative strategies and partnerships with the community to meet the diverse needs of children and families.

Jason deeply believes that Expanded Learning Programs are a vital part of the education system, preparing children for college, career, and community success while also providing a critical support system for working families. Jason says he's happy to "be there to empty the trash and turn out the lights at the end of the day," but we suspect he does a whole lot more. Jason replaces Missy Danneberg, who retired at the end of 2014.

He introduced and thanked his office staff, including Office Manager Daria Medeiros. He brought special attention to Secretary Kathy Alvestal, who provided the amazing snacks. Kathy wasn't actually present because she is also a caterer and was busy preparing for a big event the following weekend.

There were no new members or guests this month, so it was like a gathering of old friends. Well...I guess, technically, Missy Danneberg and Carlo Rossi are now guests, but Missy was a member for so long that she and Carlo feel like old friends. It was very nice to see them both.

Winners for the Evening:

Jason Riggs won Airport Express Tickets, donated by Tony Geraldi of Sonoma County Airport Express. Tony Geraldi won a bag of goodies, donated by Jason Riggs. It was rather comical. We really did watch them legitimately draw each other's cards!

The Pot of Gold was \$140.00. The winner was not present. It is now \$160.00 for next month's lucky winner. The 50/50 drawing was \$43.00 and went to Todd Anderson, Best Western Plus Wine Country Inn and Suites.

I will happily host the August social at my office right before Senator Mike McGuire's town hall meeting. The social will be at Coldwell Banker, 600 Bicentennial Way, #100, from 5:00 to just before 6:30 so we can all go over to the Supervisor's Chambers to attend Senator McGuire's meeting afterward. It will be a great showing of our strength and support.

Contributed by Aggie Maggio, Realtor @ Coldwell Banker



Two of our hosts from Extended Child Care. Lisa Straub (left) is the Site Supervisor for the Extended Child Care center at John B. Riebli Elementary School on Mark West Springs Road. Jason Riggs is the Extended Child Care Executive Director.



Daria Medeiros (left) is Office Manager at Extended Child Care, and Carlo Rossi (right) is married to Missy Danneberg, former Executive Director of Extended Child Care.



Missy Danneberg (left) is the former Executive Director at Extended Child Care. At right is Todd Anderson, of Best Western Plus Wine Country Inn & Suites.



Left to right: Millie Cantu, former Mark West Area Chamber member and current friend & guest, Beth Henry of the Windsor Times, and Steve Plamann of Aaction Rents. A look at these faces should tell you why Mark West is known as the "fun" chamber.

GRAND OPENING: POSTAL PLUS, LARKFIELD CENTER, JULY 31

New Mark West Area Chamber of Commerce member Postal Plus invites you to a grand opening event and ribbon cutting!

- Red Ribbon Ceremony at 5:30 pm
- Courtesy of Mark West Springs Area Chamber of Commerce
- Meet the new owners, the Gibson Family
- Refreshments & Appetizers at 4:30 pm



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RIBBON CUTTING FOR NORTH BAY STAGE COMPANY

North Bay Stage Company – a resident theatre company of Wells Fargo Center for the Arts - had a Ribbon Cutting with the Mark West Area Chamber of Commerce. The event, officially celebrating their membership in the chamber, was held on Thursday, June 18 at the lobby of the Wells Fargo Center for the Arts. It was a bit hectic in the lobby as people were arriving and getting ready for their 2nd Grand Gala, which was held later that evening. The board members were in attendance in their tuxes and formal wear. Several Ambassadors of the Mark West Area Chamber of Commerce were also there.

John DeGaetano was the host and told everybody a little bit about the Company. They are a group of regional actors, singers, musicians and dancers along with



The North Bay Stage Company ribbon cutting was attended by North Bay Stage Company board members and company members (in tuxedos) and by Mark West Area Chamber of Commerce members. John DeGaetano (center, with ceremonial scissors) presided.

technical crew. They perform a wide variety of styles of productions, play readings, group discussions, and education, which not only entertain the people of Sonoma County, they also encourage individuals to further pursue their dreams and ambitions in theater arts. They have provided a great place for upcoming artists to perform.

The core group of artists are former members of the Raven Players Artistic Group. On their website I read that their “decision to move to Wells Fargo Center for the Arts was to encourage a larger pool of talent with the opportunity to perform in a more visible and centrally located venue. Our passion to spread our wings allows us to create a varied assortment of performance styles and a new experience for regional theatergoers.”

Their website is <http://northbaystageco.org>.

Contributed by Aggie Maggio, Realtor @ Coldwell Banker



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UPCOMING BUSINESS SOCIALS

Thursday, August 13, 2015

Chamber Business-After-Hours Social 5:00-6:30pm

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



Wednesday, October 28, 2015

Chamber Business Luncheon

Matt Stevens, Community Education & Outreach

Topic: **SMART Train Status Update**

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.

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

**MIKE MCGUIRE'S
TOWN HALL
MEETING AUG. 13**

Senator Mike McGuire invites you to a Sonoma County Town Hall Meeting on Thursday evening, August 13 in Santa Rosa!

Local and state leaders will be on hand to catch you up on what's happening throughout the county and in your neighborhood – and there will be plenty of time for questions and conversation! Here are the details:

What: Sonoma County Town Hall hosted by Senator Mike McGuire

When: Thursday, August 13 • 6:30–8:30 p.m.

Where: Board of Supervisors Chambers, 575 Administration Drive, Room 100 A, Santa Rosa, CA 95403

More info & RSVP: Karlene.Rebich@Sen.Ca.Gov or (707) 576-2771

Snacks: Will be provided!

On the Agenda:

1. Welcome & introductions: Senator Mike McGuire
2. County of Sonoma update: Chairwoman Susan Gorin
3. Sonoma County District Attorney update: Jill Ravitch
4. California Highway Patrol: Captain Greg Baarts
5. Latest on State Parks activity: Danita Rodriguez, Superintendent, Bay Area District
6. Highway activity briefing from CALTRANS: District Director, Bijan Sartipi
7. State of California update: Senator Mike McGuire
8. Questions & comments: Senator Mike McGuire

Senator McGuire says he looks forward to talking with you about strong public schools, creating good jobs, addressing the drought, protecting our coast and much more!



*Interested in joining our
Ambassador Club?*

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



*Interested in having a
Chamber Ribbon Cutting?*

Contact Aggie Maggio
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aggiemaggio@icloud.com



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

INSTALLATION DINNER, CONTINUED FROM PAGE 1

Supervisor Gore told us the drought was very relevant for Mark West. We are in one of the top five watersheds in California. This means a need for strong legislation. We are required to achieve sustainability. California American Water – the key water provider in the area – is working collaboratively with other agencies, with the goal of not having to dig new wells.

Supervisor Gore further talked about the creation of the Citizens Advisory Council. It will consist of five people: two from the Mark West Chamber, one from the school district, one from Fulton and one appointed at large.



4th District Supervisor James Gore (far right) swore in the officers for 2015-2016.

He said there is still much conflict around the creation of sovereign land for the Lyton Tribe near Windsor.

The trend towards vacation rentals by owners has become problematic. With about nearby 70 wineries having events, the community is facing the challenge of turning residential neighborhoods into vacation rental areas, with no concrete rules and regulations. The neighbors who live around them don't like what's happening to their neighborhoods. There will be more open forums on this subject.

His big message was that Sonoma County is recovering economically and he is paying attention to what the community will look like in ten years. One of his strongest messages was, "please tell me what you need."

Supervisor Gore also swore in the Chamber officers for the 2015-2016 year. They are:

- Marnie Cameron
Mark West Union School District
- Tony Gerald
Sonoma County Airport Express Inc.
- Eugene Patterson
Exchange Bank, Larkfield Branch
- Margaret DiGenova
California American Water
- Steve Plamann
Aaction Rents
- Doug Williams
Central Fire Authority of Sonoma County
- Sally Crain
Broker at Century 21 Alliance
- Peter Lescure
Lescure Engineers
- Erin McCauley
Hilton Garden Inn
- Brian Molsberry
Molsberry Markets Inc.

This year's Chamber award winners were:

- Volunteer of the year: Ed Whitt, Valley Yellow Pages
- Member of the year: Best Western Plus Wine Country Inn and Suites
- Board Member of the year: Brian Molsberry, Molsberry Markets, Inc.
- Lifetime Member: Patty Dearmin

Our congratulations and respect to all. They have earned it.

Contributed by Aggie Maggio, Realtor @ Coldwell Banker

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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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

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 your flyer in the Chamber newsletter.
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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	
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AFTER HOURS BUSINESS SOCIAL

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