

# Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

June 2014  
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*BRINGING BUSINESS & THE COMMUNITY TOGETHER!*

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403  
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## CHAMBER LUNCHEON REPORT: AIRPORT UPDATE WITH AIRPORT MANAGER JON STOUT

On Wednesday May 28, Airport Manager Jon Stout was our guest at the Mark West Area Chamber Luncheon, held at the Best Western Wine Country Inn & Suites. Jon gave us a rundown on developments at the Charles M. Schulz-Sonoma County Airport (STS), particularly in regard to the major runway improvement project currently under way and what that will mean to our community.

The Airport was built by the county, expanded by the U.S. Army for use during World War II, and reverted to civilian use after the war. From the 1950s until 2000, commercial service included flights to various cities throughout the West, including some to Hawaii in the early days. There was no regularly scheduled passenger service from October 2001 until March 2007 but since then, passenger service on Horizon and now on Alaska Airlines has really "taken off."

Now, Alaska offers daily nonstop flights to and from Los Angeles, Portland, San Diego, and Seattle and in 2013 carried more than 227,000 passengers. For a couple years there was also a daily nonstop to Las Vegas but after Las Vegas airport landing fees became uneconomical that flight was eliminated. The Airport is currently courting Allegiant Air to institute new service to Las Vegas, United for service to Denver, American Airlines for Phoenix, and Delta Airlines for Salt Lake City.

Such expansion of service will be a boon to Sonoma business and tourism. Of course, airline service all comes down to economics. The airlines need to fill a certain number of seats just to break even on any given flight. And some airlines simply won't institute service at an airport unless it is far enough away from a major airport. Unfortunately STS looks pretty close to SFO and even Sacramento when you look at the map.

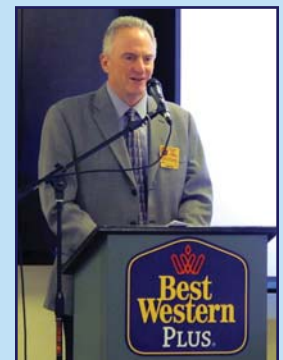
But we locals all know that STS is deceptively far from both of those airports. Recently, Jon illustrated this to some visiting airline executives. He welcomed them at SFO and then drove them north to Santa Rosa during rush hour. By the time they made it to the Novato Narrows they got the point. They are now in negotiations for starting up service at STS.

The runway improvement project is intended to facilitate the greater commercial use of the airport and to bring STS into compliance with federal law. As it is now, a single taxiway leads to the thresholds of two different runways, and this can lead

*Continued on page 4*



Jon Stout, Airport Manager of the Charles M. Schulz-Sonoma County Airport, gave a detailed update of progress with the airport expansion at the Mark West Area Chamber Luncheon on Wednesday May 28.



Doug Williams of Central Fire Authority of Sonoma County and Mark West Area Chamber President, introduced speaker Jon Stout.

June Social hosted by  
Central Fire Authority of  
Sonoma County... p4

### UPCOMING EVENTS:

next **AFTER HOURS BUSINESS SOCIAL** hosted by  
**EXTENDED CHILD CARE COALITION**  
1745 Copperhill Pkwy #5, Santa Rosa

Thursday July 10  
5:30 PM - 7:30 PM



*Doug Williams*  
Central Fire Authority of  
Sonoma County  
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**

Summer has arrived! Unbelievably, it is the end of another business year for the Mark West Area Chamber of Commerce. Regrettably, the year included the tragedy of losing music instructor Sue Hufford of the Mark West School District in a tragic accident and saw the passing of Bob Molsberry. However, it was also a year of many successful events supported by dedicated members volunteering their time to make the community a better place.

Just this last month, I had the privilege of participating in the anniversary celebration for Molsberry Market and the Larkfield branch of Exchange Bank, attending the ribbon cutting for member Mark Molina of Edward Jones, and hosting a social at the Larkfield fire station. It is certainly wonderful to hear all of the positive feedback from Chamber events. In fact, it was remarkable to watch the elation in the faces of many members of the community who took advantage of the free shredding services hosted by Exchange Bank and the Chamber.

The Chamber lunches this year have been a delight. At the end of May, Jon Stout provided an update on the Charles M. Schulz-Sonoma County Airport. Jon's presentation was informative and inspiring. We really do have some unique opportunities in this area.

Speaking of unique opportunities, I recently saw the preliminary plans for the SMART train maintenance facility along Airport Boulevard. The thought of having a passenger station in the vicinity of the Mark West area once seemed very unlikely. Now the preliminary work for that station is underway.

This summer will also include some of the final work on the new Sutter Hospital facility and the Airport Boulevard interchange. These improvements will be very noticeable in our community and will probably require us to adapt to new traffic patterns. Hopefully, these projects will have a positive effect on commerce in the area.

The Chamber's annual installation dinner will mark the changing of the Chamber presidency. I am very honored to be succeeded by Steve Plamann of Aaction Rents. Steve is one of our most dedicated members and will serve the Chamber well. The installation dinner will feature Supervisor Mike McGuire who is serving his last year in this office and we are really pleased that he will be able to join us.

Once again, I would like to acknowledge our board of directors for all of their dedicated work and support. As I look at the members who serve in that capacity, I recognize how fortunate I have been to be surrounded by them. So to our board members and the other members who donate countless hours to the Chamber: Thank you, thank you, thank you!

There will be many more opportunities to serve the Chamber in the upcoming year and I would encourage as many people as possible to get involved. We do make a difference and we can build on our past successes.

Once again, I would like to remind you to please try to do business with other Chamber members whenever possible!

*Doug Williams, President, Central Fire Authority of Sonoma County*



*Left: This computer rendering of the new Sutter Medical Center of Santa Rosa shows how the new facility at 50 Mark West Springs Road (next to the Wells Fargo Center) will look once it is complete. Two Chamber activities will take place here, one in July and one in September. See Calendar on page 5 for details.*

**JUNE SOCIAL AT CENTRAL FIRE AUTHORITY OF SONOMA COUNTY**

Central Fire Authority of Sonoma County hosted our June Social, at the fire station in Larkfield. In anticipation of some fun stuff, some of our members brought children and grandchildren. They were rewarded with fire truck rides and a very thorough demonstration by a fireman of how to suit up and what all the different equipment and articles of clothing were for. There were fire trucks with side doors open to view all the cool stuff and fire fighters available to tell anyone interested what anything was and what it was for. It was a very interesting and educating experience.

Despite the planned fun of the evening, the fire station and crew were all on duty, and they responded to a call while we were all there. All but one of the station's crew took off in one of the engines and were gone for about half an hour, giving us a clear reminder of the very important role they play in our community, protecting lives, property, and businesses.

As if that wasn't enough, the fire fighters served up smoked tri-tip along with the rest of the excellent menu for the evening. More like dinner than a snack.

Fire Chief Doug Williams introduced Jim Bouler as the volunteer fireman who served the community since before the station was built.

Winners that evening were:

Doug Williams, Central Fire Authority of Sonoma County, won the 50/50 drawing to the tune of \$70.00. Interestingly, Doug won last month. Hmmmm... There is something to be said for regular attendance.

Lori Rooney of the NorthBay biz Magazine won a two-night stay at the Best Western Inn of Sonoma. Gift supplied by Todd Anderson of Best Western Plus Wine Country Inn and Suites

I, Aggie Maggio, won two round-trip tickets from Sonoma County Airport Express, provided by Anthony Geraldini of Sonoma County Airport Express.

Mark Molina won wine from Preston Winery, provided by Sara Preston, Realtor, Coldwell Banker of Preston Property Shop.

The Pot of Gold was \$140 and the winner was not present to win it. Therefore it will be \$160 for the July social. Which, by the way, will be on July 10, hosted by Extended Child Care Coalition.

*Contributed by Aggie Maggio, Coldwell Banker*



Our hosts at the Larkfield Fire Station had their fire equipment on display and even took guests on rides around the block in one of their engines. Guests included Miss Sonoma County Skylaer Palacios (wearing sash at left) and Miss Sonoma County's Outstanding Teen Catherine Liang (wearing sash at center).



One of the fire fighters donned full fire gear (on that rather warm evening!) to show a rapt audience how it is done. We guess there was at least one future fire fighter in the crowd!



Tony Geraldini of Sonoma County Airport Express (left) and Doug Williams of Central Fire Authority of Sonoma County (right) welcomed Jim Bouler (center), a volunteer fire fighter who served the Larkfield area back in the 1950s.



Eugene Patterson (left) of Exchange Bank's Larkfield Branch and Tony Geraldini of Sonoma County Airport Express, Inc. In the background, Mark West Area Chamber members and guests enjoy an amazing meal featuring smoked tri-tip, provided by our hosts at the Larkfield Fire Station.

**Luncheon Report: Airport Update with Jon Stout, continued from page 1**

(as it has in the past) to an airplane taking off on the wrong runway, particularly during low-visibility conditions like night or fog. We've been lucky so far, but this was a disaster waiting to happen.

STS is already approved for handling Boeing 737s, which were designed for use on shorter runways. But there is not enough passenger demand yet for the 737. To be competitive in certain markets (like Denver), airlines need to use regional jets that are smaller than 737s but are bigger, faster, and have longer range than the turboprop Bombardier Q400s that Alaska/Horizon currently flies. But the regional jets require a longer runway than either the 737 or Q400. With economic growth tied so closely to transportation, Sonoma County needs a longer and safer runway so it can handle these mid-sized passenger haulers and link directly to important new cities.

The airport currently houses 26 Businesses and overall generates \$1.4 million in taxes every year. Passenger service is up in 2014 by 3.7% over last year. STS currently handles about half a dozen commercial passenger flights per day, and the expectation is for 11-12 flights per day by 2015, generating about \$282 million in tax revenue. Clearly, air service is an economic benefit that must be fostered.

There's nothing like success to drive further expansion. The terminal was remodeled in 2010 to accommodate current levels of service. But the success of the Alaska/Horizon presence is encouraging the addition of other airlines and different types of planes. This in turn necessitates yet another terminal redesign and expansion that would meet the airport's needs for the next ten to twenty years. They are looking at a further remodel that would cost about \$6 million to better utilize space in accord with the increase in activity over the last four years. A new terminal would cost about \$60 million.

The control tower is from a bygone era, and has been substandard for some time. It should be replaced but there is no money for that.

Noise will be abated in a number of ways. First, approaching jets will be steered away from populated areas. Second, a "continuous descent" approach will eliminate noisy and fuel-guzzling changes in throttle settings. Third, regional jets are not as loud today as those of previous generations and are actually not much noisier than turboprops. Fourth, the total number of flights per day is expected to remain fairly low for the next few years, with no scheduled flights at night. There will be no scheduled flights that use the larger and noisier 737s any time soon.

Do you have a local business that needs some extra advertising? The folks at the Airport would like everyone to know that their terminal is a great place to advertise, with hundreds of thousands of visitors coming and going all year round. Visitors are looking for everything from hotels and spas to restaurants, doctors, and fun places to visit. And the locals need everything under the sun. Contact Gina Stocker for more information, at [gina.stocker@sonoma-county.org](mailto:gina.stocker@sonoma-county.org).

We would like to thank Jon Stout, Airport Manager of the Charles M. Schulz-Sonoma County Airport for taking the time to talk with us, and for sharing details of these important developments. We also thank Todd Anderson, General Manager of Best Western Wine Country Inn & Suites for providing the conference room, and Brian Molsberry of Molsberry Markets, Inc. for catering the lunch.

For further information about the airport expansion project, visit [www.stsrunwayproject.org](http://www.stsrunwayproject.org) or [www.sonomacountyairport.org](http://www.sonomacountyairport.org).

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



**LARKFIELD**  
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15 Lark Center Drive  
Santa Rosa, CA 95403

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**UPCOMING BUSINESS SOCIALS**

Thursday, July 10, 2014  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **Extended Child Care Coalition**  
 Location: 1745 Copperhill Pkwy #5, Santa Rosa

Friday, July 18, 2014  
 33rd Annual Installation Dinner 6:00-9:00pm  
 Hosted by **Charlie's Restaurant**  
 at the Windsor Golf Club  
 Location: 1320 19th Hole Drive, Windsor

Wednesday, July 23, 2014  
 Sutter Medical Center Sneak Preview for  
 Mark West Area and Windsor Chamber Members:  
 Tours, wine, and cheese!  
 5:00-7:00pm  
 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)

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)

*Interested in joining our  
 Ambassador Club?*  
 Contact Tony Gerald  
 Sonoma County Airport Express  
 707-837-8700



**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 Eugene L. Patterson  
 Exchange Bank, Larkfield Branch  
 Eugene.Patterson@exchangebank.com



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



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## RIBBON CUTTING CEREMONY FOR MARK MOLINA & EDWARD JONES

A group of Chamber members celebrated with Mark Molina in a Ribbon Cutting Ceremony for his new Edward Jones office at 1260 North Dutton Ave., Suite 285, Santa Rosa, on Friday June 20.



Mark Molina (center, dark shirt) officially cut the ribbon for his new office space on Friday, June 20. Several members of the Mark West Area Chamber were present.

It was easy to see why he chose this space. It is very pleasant, appealing and professional. The lobby and conference rooms are large and comfortably furnished, and fit our group nicely.

Mark provided really nice sandwich makings, coffee, and cold drinks.

He introduced Lea Davis, Branch Office Administrator. It was easy to see they are a well-matched team.

Mark enlightened us on many of the ways Edward Jones can help people and businesses with their financial planning. What stood out for me was that there are so many options. Edward Jones has many insurance options for safety as well as for investing.

When I mentioned that I was surprised that they did insurance, Mark explained that Edward Jones is a community based company that like it's original owner does not do a lot of advertising but prefers to speak with people and businesses on a one-to-one basis.

He shared a lot of background and varied opportunities with us. If you missed the Ribbon Cutting, I suggest you talk with Mark at our next social.

*Contributed by Aggie Maggio, Coldwell Banker*

Mark West Area Chamber of Commerce  
and Visitors Center  
Cordially Invites You to Attend Our

## 33rd Annual Installation Dinner

Friday, July 18, 2014

6:00 p.m. Reception (no host bar)  
6:45 p.m. Dinner

Charlie's Restaurant at the Windsor Golf Club  
1320 19th Hole Drive, Windsor

### Buffet Menu

Roast Pork Loin ~ Red Snapper ~ Vegetarian Pasta  
Mixed Green Salad ~ Fresh Vegetables ~ Rolls ~ Dessert  
Red & White Wines at tables ~ Coffee, Tea

### Presentations 7:30 p.m.

Mike McGuire, 4th District Supervisor  
Skylaer Palacios, Miss Sonoma County 2014  
Installation of Officers

Please RSVP and Pay by July 15, 2014  
Cost is \$40 per person (includes gratuity and tax)

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**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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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  
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## AFTER HOURS BUSINESS SOCIAL

Thu. July 10, 5:30-7:30 pm

## EXTENDED CHILD CARE COALITION

1745 Copperhill Pkwy #5  
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