

# 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**

June 2016  
Volume XXX Issue 6

## LOCAL WINE SECTOR FORECAST

PRESENTED BY SONOMA COUNTY EDB, RESEARCH BY MOODY'S

The Sonoma County Economic Development Board (EDB), in partnership with the Sonoma County Workforce Investment Board, is pleased to present the 2016 Wine Industry Insider for Sonoma County. Our research partner, Moody's Analytics, provided the research for this report



Highlights of the 2016 Wine Industry Insider include:

- Sonoma County vintners closed out 2015 on a high note and are holding their ground in the increasingly competitive marketplace for fine and premium wines. With the U.S. economy hitting full stride, wine drinkers are trading up to higher priced bottles, boosting sales of higher-end wines produced in Sonoma County.
- Though the average price of California grapes plummeted by 10% in 2015, prices for grapes grown in Sonoma posted a healthy 5.3% gain. Retail wine and grape prices do not always move hand in hand, but with grape quality among the highest in the state, rising demand will help Sonoma winemakers recover pricing power ceded in the aftermath of the Great Recession.

• While millennials consume more wine than past generations, they have reached drinking age in an era of cheap imports and ever increasing options for alcoholic beverages. Absent initiatives to market American wines to this key demographic, Sonoma vintners risk ceding market share to craft beverages in the long run.

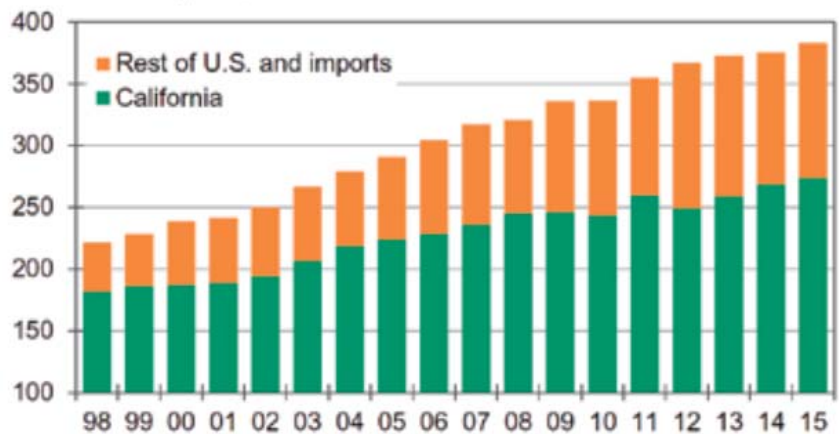
For additional information, questions, comments, or suggestions please contact the Economic Development Board at (707) 565-7170 or visit [www.sonomaedb.org](http://www.sonomaedb.org).

Download the entire Wine Sector Forecast at

[http://edb.sonoma-county.org/documents/2016/2016\\_WineIndustryInsider.pdf](http://edb.sonoma-county.org/documents/2016/2016_WineIndustryInsider.pdf)

## U.S. Wine Consumption Levels Off...

Wine consumption, mil cases



Sources: Wine Institute, Gomberg, Fredrikson & Associates, Moody's Analytics

June Social  
hosted by  
Central Fire Authority  
of Sonoma County.  
See p3

**UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL**

Hosted by  
**Sonoma County Sheriff's Department**  
2796 Ventura Avenue, Santa Rosa

Thursday July 14, 2016  
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**

The Mark West Area Chamber is looking for a few members to get more involved by becoming Ambassadors. This is a great way to get more out of your membership and have fun with the other Ambassadors planning and helping out at our monthly Socials. It doesn't involve much of your time, but it is highly rewarding. You will be able to network your business as you interact with all the other members. Just by increasing your involvement you will regularly be on the minds of all the other members who will be referring you to their friends and associates.

I'd like to thank the Rincon Valley Fire District and our host Doug Williams for sponsoring this month's Social. Doug, who recently retired as the Chief of Central Fire, was filling in for the new Chief, Jack Piccinini. Jack was deployed with CAL Fire IMT 4 to the Fresno area. We had a feast prepared for us by the firefighters and plenty to drink. It was a great opportunity for all to network and socialize. Yes we are truly the "fun" Chamber, but we are also very relevant and involved with support and a total commitment with our local community. The Mark West Area is 20,000 citizens strong and an important and powerful economic area.

Our upcoming Social will be held on July 14th from 5:30 to 7:30pm and hosted by Sonoma County Sheriff's Department. We will meet in the community room in the Sheriff's Building and after a brief networking meeting with cash and other prize drawings, we will be given a tour of the new jail. This will be a very special event with great tasting and well-prepared food. It will be a fun and relaxing time with many networking opportunities.

A reminder that our 35th annual Installation Dinner will be held again at Charlie's Grill in Windsor on August 19th. Bring your date or staff and have a fun and entertaining time. This is a once per year event that you shouldn't miss. Sonoma County 4th District Supervisor James Gore will be our guest speaker.

Our next scheduled luncheon, with James Gore, will be on September 21st at the Best Western plus Wine Country Inn and Suites. The start time is 11:30. Sign up online and order your food at the same time. We have limited seating, so sign up early. Supervisor Gore will give us an update of what's been happening and what's in the works since he's taken office. Tickets are \$10.00 for members, \$15 for non-members and that includes the sandwich.

The Mark West Area Chamber's 27th Annual Wine Country Harvest Faire & Business Showcase will again be at the Wells Fargo Center for the Arts on Wednesday October 12, from 4:00pm-7:00pm. Don't miss this great opportunity to get your business in front of hundreds of local residents and share in this evening of good old local fun and community togetherness. This will be my 16th year attending this event. It is well worth the time and investment. This free event for the public showcases your business while everyone enjoys complimentary food and Sonoma County wines and other beverages. Sign up early for a discounted rate on a booth and help support your chamber.

Steve Plamann, President



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## MAY 12 SOCIAL SPONSORED BY CLOVERLEAF RANCH AND VALLEY YELLOW PAGES

Ed, Whitt, our head Ambassador, Retiree from Valley Yellow Pages was the MC for the evening. Ed welcomed us and introduced our host, Doug Williams, Retired Fire Chief, Central Fire Authority of Sonoma County who also welcomed and thanked us for attending.

Doug introduced the firemen and fire woman, Cyndi Foreman (Fire Prevention Specialist), all of whom were there to answer our questions and who prepared a fabulous meal for us. Doug also reminded us of the fabulous job these fire fighters do in our area and all the work Cyndi puts into teaching the children in our schools about fire safety and other kinds of safety.

He also told us that the fire fighters were offering rides in the fire truck after the official part of our meeting was attended to. Several of the members took rides. It was fun to see the newer members return from their first rides, big smiles on their faces.

Though we all expected to meet the new Fire Chief, Jack Piccinini, Doug told us that he was called out to a fire. And that's the life of a fireman! Thank you Doug for being there for us.

John Essman, SonomaCONNECTION told us about the Regional Chamber mixer at the Graton Casino in Rohnert Park on Wednesday, June 15. That event took place before publication of this newsletter, so look for an article about that elsewhere.

We had a visitor: Cynthia Quinn from the Windsor Chamber Board of Directors. Her business is Comfort Keepers of Windsor.

It was a rather small meeting. It was an enjoyable core group of members but several of us were commenting on how our meetings seemed to be getting smaller. I encourage all to attend whenever possible as growing business often depends on growing relationships. This Chamber has quality people, both business and personally. Let's capitalize on that.

### Winners for the Evening:

The Pot of Gold was \$160. The winner was not present to win. It will be \$180 for some lucky winner in July. Be sure to attend that social. My husband, Anthony Maggio, won the \$45.00-50/50 drawing.

Ed Whit, Steve Plamann of Aaction Rents, Paul Gibson of Postal Plus, and Paul Erickson of Erickson Appraisals all won bottles of Cloverleaf Ranch barbeque sauce. Scotty from Struthers Lighting won tickets for Sonoma County Airport Express.

Next month's social is on July 14. It will be at the Sheriff's Building and the Sonoma County Jail. This should make for a very interesting event, so watch for announcements about it!

*Contributed by Aggie Maggio, Realtor @ Coldwell Banker*



*Ed Whitt (left), now retired but formerly with Valley Yellow Pages, was our EmCee. He awarded 50/50 Drawing winner Anthony Maggio with his \$45.00.*



*From left: Dorothy Erickson (Realtor with Paul Erickson Real Estate Appraisals), Mabel Namusoke (Postal Plus) and Paul Gibson (Postal Plus) with Ryan Gibson. The gentlemen in uniform are some of the firefighters who opened their fire station for this event. Thanks guys!*



*Cynthia Quinn of the Windsor Chamber Board of Directors was our guest that evening. Here she is with Doug Williams, recently retired Fire Chief of Central Fire Authority of Sonoma County.*



*Pete Foppiano (Golden Bear Financial) and Marian Barbieri Foppiano. It was a lot of fun to eat and mingle amongst the fire, safety, and rescue equipment.*

## NORTH BAY UNEMPLOYMENT RATES CONTINUE TO FALL IN MAY

Reprinted from the North Bay Business Journal Website, June 17, 2016

Industry unemployment rates for May continued to fall across all six North Bay counties, according to new state figures.

Marin County's jobless rate fell below the 3 percent mark to 2.8 percent, only 0.2 percentage points below the lowest county in the state, San Mateo, at 2.6 percent...

Mendocino County's statewide ranking rose five places between April and May to No. 15.

Jobs in educational and health services continue to make big gains in all counties except Napa, which remained unchanged again this month, as more people are insured under the Affordable Care Act, and hospitals and medical facilities are increasing staff. Joining in the gains were jobs in leisure and hospitality in all counties, along with government jobs. Construction jobs rose in Solano and Marin counties.

### SONOMA COUNTY

The unemployment rate in the Sonoma County was 3.5 percent in May 2016, down from a revised 3.8 percent in April 2016, and below the year-ago estimate of 4.3 percent.

This compares with an unadjusted unemployment rate of 4.7 percent for California and 4.5 percent for the nation during the same period

The county dropped one point to the sixth-lowest jobless rate in the state, preceded by Napa, Santa Clara, San Francisco, Marin, and San Mateo counties.

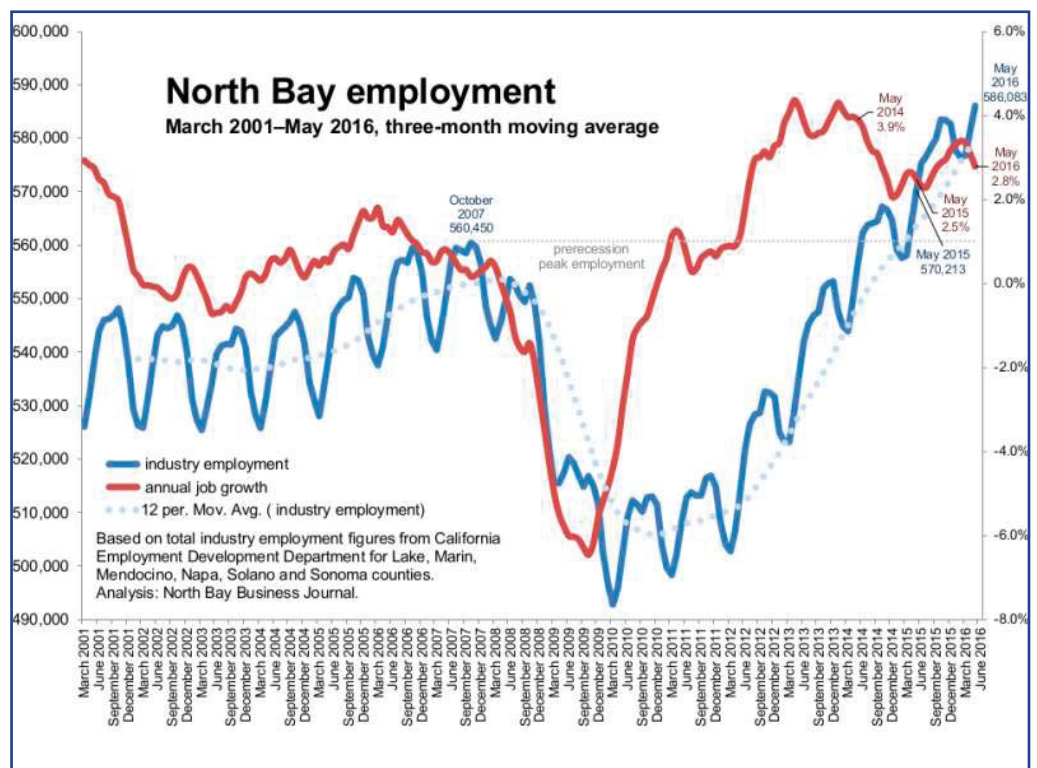
The number of Sonoma County nonfarm jobs for the month was up 200, to 201,200 and up 3,600 for the year, at 1.8 percent. Farming employment for the month was up 1,000, to 6,300, and down 300 for the year, at -4.5 percent.

Leading job-adding industries over the year were education and health services, up 1,000 jobs, or 3.1 percent, to 33,200; leisure and hospitality, up 600 jobs, or 2.4 percent, to 25,400; and government up 500 jobs, or 1.5 percent, to 33,100.

Job losing industries in the last 12 months were state government excluding education down 200, at 7.4 percent, to 2,500; and state government down 100, at 1.9 percent, to 5,200.

The only industry remaining unchanged over 12 months was information, at 2,700 jobs.

Read the entire article at <http://www.northbaybusinessjournal.com/northbay/sonomacounty/5748830-181/north-bay-employment-data-may-2016?artslide=0>



## UPCOMING BUSINESS SOCIALS

Thursday, July 14, 2016  
Chamber Business After Hours Social 5:30-7:30pm  
Hosted by **Sonoma County Sheriff's Department**  
2796 Ventura Avenue, Santa Rosa

Thursday, August 11, 2016  
Chamber Business After Hours Social 5:30-7:30pm  
Hosted by **Extended Child Care Coalition**  
1745 Copperhill Pkwy #5, Santa Rosa

Friday, August 19, 2016  
**Chamber 35th Annual Installation Dinner**  
6:00-9:00pm  
Hosted at Charlie's Restaurant at the Windsor Golf Club  
1320 19th Hole Drive, Windsor

Thursday, September 8, 2016  
Chamber Business After Hours Social 5:30-7:30pm  
Hosted by **Aaction Rents** and  
**Friendly Feed & Supply**  
1000 River Road, Santa Rosa

Wednesday September 21, 2016  
**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

Wednesday, October 12, 2016  
**27th Annual Wine Country Harvest  
Faire & Business Showcase**  
4:00pm-7:00pm

This free event showcases  
businesses while you enjoy complimentary food  
and Sonoma County wines and beverages.  
For information call the Chamber: 707 578-7975  
or contact us at [http://www.markwest.org/  
contactus.cfm](http://www.markwest.org/contactus.cfm)



Thursday, November 10, 2016  
Chamber Business After Hours Social 5:30-7:30pm  
Hosted by **Anytime Fitness**  
490 Larkfield Center, Santa Rosa

Wednesday, December 7, 2016  
Holiday Tree Lighting - Community Event 6:00pm  
Hosted by **Molsberry Markets, Inc.**  
522 Larkfield Center, Santa Rosa

Thursday, December 8, 2016  
Chamber Business After Hours Social 5:30-7:30pm  
Hosted by **Exchange Bank, Larkfield Branch &  
Molsberry Markets, Inc.**  
500 Larkfield Center, Santa Rosa

### NORTH BAY BUSINESS JOURNAL'S 16TH ANNUAL WOMEN IN BUSINESS AWARDS

Reprinted from the Press Democrat website, June 23, 2016

Bankers, educators, health providers, marketers, executives and business owners — the occupations of winners in the Business Journal's 16th annual Women in Business Awards are as diverse as the places where they work and contribute, like Benicia, Napa, Novato, Sonoma, and Santa Rosa.

This year, 52 women, each with distinguished professional and community accomplishments, were nominated for the honor. The 25 winners were selected based on many factors, including leadership roles in the organization, business-related innovations, vision and community involvement.

This year the Business Journal expanded the field of potential nominees, encouraging nominations in the fields of science and engineering. Read the entire article here:

<http://www.pressdemocrat.com/business/5771557-181/25-leaders-recognized-in-north?artslide=0>

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*To host a Ribbon  
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Aggie Maggio  
Realtor @ Coldwell  
Banker*



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



**MARK WEST CHARTER SCHOOL GROUNDBREAKING**

The Mark West Union School District held a groundbreaking ceremony at Mark West Elementary school to commemorate the relocation of the Mark West Charter School (7th and 8th grade) to its permanent location on the Mark West Elementary Campus. The school has been on the San Miguel campus since it opened for the 2004/2005 school year with the intent that it would move to the larger campus (Mark West) within a few years dependent on funding. The picture shows current Mark West Charter School staff preparing the first hole on the site. The construction work and relocation of the school will be completed on time for the 2016/2017 school year.



**AS SONOMA COUNTY TOURIST SEASON BEGINS, LOCAL HOTELS GROW**

Reprinted from the Press Democrat website, May 29, 2016

With the arrival of the Memorial Day weekend, the summer travel season is poised to get rolling in Sonoma County. Travel officials and hoteliers are expecting plenty of business and say demand is prompting hospitality companies to build new hotels and enlarge existing properties.

“We feel it is a really good time to expand,” said Percy Brandon, general manager of the Vintners Inn just north of Santa Rosa.

The inn’s management is seeking permits to add 34 rooms and a full spa to the existing 44-room hotel, which is home to John Ash & Co restaurant. Brandon said demand remains strong for the inn’s lodging units even in the off-season, with occupancy rates averaging better than 80 percent this past winter.

Read the whole article:

<http://www.pressdemocrat.com/entertainment/5627687-181/selena-gomezs-netflix-series-thirteen>



Image: Alvin Jornada / The Press Democrat  
Construction in progress at Autocamp, a luxury camping facility near Guerneville



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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 Hiwy, 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

*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  
July 14, 2016  
5:30 - 7:30 pm

## SONOMA COUNTY SHERIFF'S DEPARTMENT

2796 Ventura Avenue  
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THE WINDSOR TIMES



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