

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

March 2015
Volume XXIX Issue 3

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

707-578-7975
office@markwest.org

APRIL BUSINESS LUNCHEON STATE OF SONOMA COUNTY REPORT

Wednesday, April 29 2015

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 \$10 per Chamber Member or \$15 for non-members.

Includes a delicious box lunch provided by Molsberry Markets!

FREE Admission (for Mark West Area Chamber members) without lunch!



*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!

**We suggest you
RSVP early.**

We will be having our first luncheon of 2015 on April 29th with an eye towards the future. All members and guests are invited.

A very special presentation will be given by James Gore, our 4th District Supervisor. James will be telling us about the State of the County 2015 and how it will affect businesses, with a special emphasis on the Mark West 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!

*March Social co-hosted
by California American
Water and the Mark
West Area Chamber of
Commerce.. p3*

UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL
hosted by **ROYAL CARE LIFESTYLE**
192 Wikiup Drive, Santa Rosa
Thursday April 9, 2015
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
April 2015 meeting at
Best Western Plus,
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

Daylight Saving Time has started and spring fever has arrived. Yes, we still need rain...but in the meantime we can all enjoy this beautiful weather. I have talked to many people in the construction industry and they are all unseasonably busy, not only because of the good weather but because of the improving economy. Our unemployment rate in Sonoma County is at 4.3%, an eight year low and way below the 2009 and 2010 rate of 9.7%. Many new businesses are in the building or planning stages. New home starts were still down last year but if all the proposed housing projects are approved and started this year we will finally reverse that trend.

It is time to feel confident about our economy and spend a few dollars on things we need. Just remember to "shop local" to keep the dollars flowing within our own area. You can always visit our Business Directory on our website to find a local chamber business that sells the goods and services you need.

And as you are looking at the Mark West Area Chamber's Business Directory remind yourself to place your business ad in the new printed Directory as it is a great way to promote your business. There's information about this on our website: <http://www.markwest.org/>. All Mark West Area Chamber of Commerce members will be listed in the printed Directory. We're pulling your business name and description straight from our website, so go there and make sure it is correct and let us know of any corrections right away!

I'd like to thank Margaret DiGenova and California American Water for co-hosting this month's Social. It was a warm evening and we all had a great time. We all enjoyed the view of our recently completed ADA ramp at the Chamber office building.

Our next chamber Social will be at Royal Care Lifestyle at 192 Wikiup Drive in Santa Rosa, on April 9th from 5:30 till 7:30. Our Socials are always fun with many opportunities to win money and prizes. Please join us for networking and refreshments, and bring a friend.

Here's a reminder of the upcoming luncheon with James Gore scheduled for April 29th 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. The sandwiches are from Molsberry's Market and they come with a drink. We have limited seating, so sign up early.

Speaking of signing up early, register your business soon and save on our yearly trade show extravaganza. The Mark West Area Chamber's Wine Country Harvest Faire and Business Showcase is hands-down the best in the area. It is scheduled for October 7th 2015 and will again be held at the Wells Fargo Center.

Steve Plamann, President



Sonoma
CONNECTION

John Essman

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www.sonomaconnection.com

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MARCH SOCIAL SPONSORED BY CALIFORNIA AMERICAN WATER AND THE CHAMBER

This month's social was a joint effort between California American Water and our Chamber. It was held in the Chamber parking lot on March 18. It was a lovely afternoon, with plenty of shade to stand in, good snacks and wine as usual.

Margaret Di Genova, Operations Supervisor of California American Water, spoke about the drought and the drought-tolerant landscaping at the Chamber building. She reminded us that there is a rebate for turf replacement with drought tolerant plantings in some areas. Her overall message is to CONSERVE.

Chamber President Steve Plamann (Aaction Rents) spoke for the Chamber. We are trying to grow the chamber and he encouraged everyone tell friends and other businesses to join. He also talked about the disabled access/wheelchair ramp that was recently installed at the Chamber office.

I was the MC for the evening and had the pleasure of introducing Jenny Chamberlain, Supervisor Gore's District Director. He'll be the speaker at our quarterly business luncheon, described on the front page of this newsletter. Don't miss it!

Ed Whitt shared news about printing the new Chamber Directory Your listing will be whatever is on the website, so CHECK IT: <http://www.markwest.org/memberdirectoryaz.cfm>. And see page 6 of this newsletter about buying an ad in the Directory.

Winners for the Evening:

Willie Lamberson of Lamberson Tile won \$45.00 from the 50/50 drawing.

Willie also won Tickets to the play The Angel of Chatham Square put on by North Bay Stage Company. They were donated by Mark Molina (of Wells Fargo Advisors), who also happens to act in the play.

Mark, in turn, won a lovely cloth bag decorated with a beautiful dragonfly and hand made by Willie Lamberson's wife.

Walt Smith, Military Order of the Purple Heart went home with a picnic bag full of goodies donated by Margaret Di Genova.

Doug Williams, Central Fire Authority of Sonoma County, won tickets on Sonoma County Airport Express, donated by Tony Gerald

A business card sized ad in the Chamber Directory went to Todd Anderson of Best Western Plus Wine Country Inn and Suites, and I won a \$50 gift certificate to Molsberry's Market. Both were donated by the Chamber. Thank you!

The Pot of Gold was \$60 and the winner was not present to claim it. Therefore it will be \$80 at the April social. Which, by the way, will be on April 9, hosted by Royal Care Lifestyle. See ya there!

Contributed by Aggie Maggio, Realtor @ Coldwell Banker



Host Margaret DiGenova of California American Water presents Willie Lamberson of Lamberson Tile with his 50/50 Drawing prize. Tony Gerald of Sonoma County Airport Express is at center.



Steve Plamann, Mark West Area Chamber President, talks about changes at the Chamber office, including the new ADA compliant access ramp visible behind him.



It was a good sized crowd and a very pleasant afternoon. Here, Ed Whitt of Valley Yellow Pages (right, with cowboy hat) kicks things off.



Left to right: Walt Smith of Military Order of Purple Heart, Chapter #78; Ed Whitt of Valley Yellow Pages; and Paul Erickson of Paul Erickson Real Estate Appraisals

CHAMBER BOARD ELECTIONS CANDIDATES & RIGHT OF PETITION

As required by the Chamber By Laws, the President appointed a nominating committee of three Directors who have nominated a slate of candidates to fill expiring Board of Directors positions. Each candidate will fill a two-year term and needs to be an active member. The slate of recommended candidates is as follows:

Member / Business	Term
TO BE ELECTED	
Todd Anderson, Wine Country Inn and Suites	2015 - 2017
Marnie Cameron, Mark West Union School District	2015 - 2017
Tony Geraldi, Sonoma County Airport Express	2015 - 2017
Doug Williams, Central Fire Authority of Sonoma County	2015 - 2017
HOLD OVERS	
Sally Crain, Century 21 Alliance	2014 - 2016
Margaret DiGenova, California American Water	2014 - 2016
Brian Molsberry, Molsberry Markets, Inc.	2014 - 2016
Eugene Patterson, Exchange Bank	2014 - 2016
Steve Plamann, Aaction Rents	2014 - 2017

Right of Petition:

Additional qualified candidates may be nominated by petition, which must bear the signatures of at least ten (10) active members. Such petitions shall be filed with the judging committee by April 30, 2015. The determination of the nominating committee as to the legality of the petitions shall be supervised by the judging committee. Petitions should be mailed to the Chamber office at the address indicated below.

If no petition is filed within the designated period, the nominations will be closed, and the slate of candidates shall be elected at the regular May Board of Directors Meeting.

If one or more petitions are received with additional candidates, the names of all candidates will be presented on a ballot in alphabetical order and, with instructions for voting for the correct number, shall be mailed to all active members.

The ballots must be returned to the Mark West Area Chamber of Commerce, 4787 Old Redwood Highway, Santa Rosa, CA 95403, no later than 3 pm, May 29, 2015.

The Board of Directors will declare the candidates with the greatest number of votes elected at the June Board of Directors meeting.

Sincerely,
 Mark West Area Chamber of Commerce and Visitors Center



Serving Sonoma County Since 1959
 Family Owned and Operated
We offer more to our shoppers.
 Stop by our Gourmet Cheese Counter and
 Sample Imported and Domestic Cheese
522 Larkfield Center, Santa Rosa
707/546-0307



David Hartman

15 Lark Center Drive
 Santa Rosa, CA 95403

707-546-5717
 FAX 707-546-0902

UPCOMING BUSINESS SOCIALS

Thursday, April 9, 2015
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Royal Care Lifestyle**
 Location: 192 Wikiup Drive, Santa Rosa

Wednesday, April 29, 2015
 Chamber Business Luncheon
 4th District **Supervisor James Gore**
 Topic: **State of Sonoma County Report**
 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, May 14, 2015
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Hilton Garden Inn Sonoma County Airport**
 Location: 417 Aviation Blvd, Santa Rosa

Thursday, June 11, 2015
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Wikiup Swim & Tennis Club**
 Location: 500 Wikiup Drive, Santa Rosa

Thursday, July 9, 2015
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Extended Child Care Coalition**
 Location: 1745 Copperhill Pkwy #5, Santa Rosa

Friday, July 17, 2015
33rd Annual Installation Dinner 6:00-9:00pm
 Hosted at Charlie's Restaurant at the Windsor Golf Club
 Location: 1320 19th Hole Drive, Windsor

Thursday, August 13, 2015
 Chamber Business-After-Hours Social 5:30-7:30pm
 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

*Interested in joining our
 Ambassador Club?*

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



*Interested in having a
 Chamber Ribbon Cutting?*

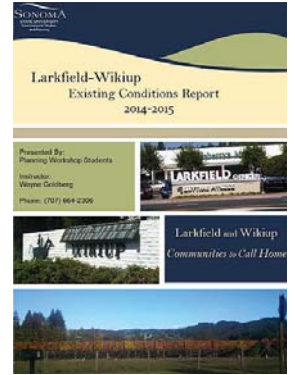
Contact Aggie Maggio
 Realtor @ Coldwell Banker
 707-486-1303
aggiemaggio@icloud.com



**LARKFIELD-WIKIUP POLICY REPORT
FOLLOWUP TO SSU EXISTING CONDITIONS REPORT**

On Thursday, April 30, students from the Environmental Studies and Planning Workshop class at Sonoma State University will be presenting their Policy Report for the community of Larkfield-Wikiup. The presentation will take place at Mark West Elementary School in the multi-purpose room from 7:00–9:00pm. The Policy Report is a follow up to the Existing Conditions Report presented in February that outlined goals, policies, and measures of key elements of the Larkfield-Wikiup community.

The Environmental Studies department is asking all interested parties to attend. Further information will be provided closer to the presentation time. If you have any questions, please contact Brooke Robertson or David Thorpe at roberbro@seawolf.sonoma.edu or thorped@seawolf.sonoma.edu



**2ND ANNUAL
“LET THE MUSIC
CONTINUE”
PASTA FEED AND
FUNDRAISER**

100% of proceeds from this Pasta Dinner & Silent Auction will be donated to the Mark West Education Foundation Music Program on behalf of the late Sue Hufford. Tickets can be purchased on Brown Paper Tickets: <http://www.brownpapertickets.com/event/1376380>. The ticket price is \$25 and it covers dinner, dessert and 2 glasses of wine. There will be a silent auction as well. The event will be held at the Mark West Elementary Gym.

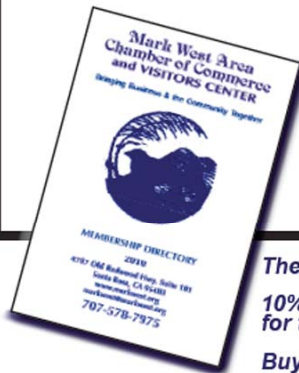


Sue Hufford leads the kids in song at the 2013 Tree Lighting Ceremony.

**THERE’S STILL TIME TO GET YOUR AD IN THE
MARK WEST AREA CHAMBER MEMBERSHIP
DIRECTORY**



<p><i>Full Page =</i> 7.5" high x 4.5" wide</p> <p>Back Cover = \$500 Inside Front Cover = \$350 Inside Back Cover = \$300 Inside Page = \$300</p>	<p><i>Business Card =</i> 2" high x 3.5" wide</p> <p>Card = \$100</p>
<p>Half Page = \$200</p> <p><i>Half Page =</i> 3.5" high x 4.5" wide</p>	



The Membership Directory will be printed in April 2015
10% Discount when also purchasing an Early Bird Booth for the 2015 Wine Country Harvest Faire

Buy your ad before April 1st! Call the office at 578-7975
email: office@markwest.org, or purchase online

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.

Editor: Peter Loughlin, Loughlin Marketing
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 Photography Credits: John Essman, Sonoma CONNECTION
 707-433-8774 john@sonomaconnection.com

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)	

You can pay online at <http://markwest.org/payment>

OFFICERS

President
 Steve Plamann Aaction Rents
 707-838-4373 stevep@aactionrents.com

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 707-539-1801 dwilliams@cscfire.org

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 707-524-2970 mcameron@mwusd.org

Corporate Treasurer
 Sally Crain Broker at Century 21 Alliance
 707-636-1629 sallycrain@hotmail.com

VP Business Services
 Todd Anderson Best Western Plus
 Wine Country Inn & Suites
 707-545-9000 hixtodd@sbcglobal.net

VP Community Services
 Position open

VP Membership
 Tony Geraldson Sonoma County Airport Express, Inc.
 707 523-4392 tony@airportexpressinc.com

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 Larkfield Branch
 707 523-4392 Eugene.Patterson@exchangebank.com

VP Building Services (Temporary)
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 707-838-4373 stevep@aactionrents.com

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 707-578-7975 office@markwest.org

**California American Water offers
 free rebates, home water surveys
 and more.**

**Give us a call at (707) 542-1717 or
 email us at Larkfield@amwater.com.**



Mark West Area Chamber of Commerce and VISITORS CENTER



4787 Old Redwood Hwy, Suite 101
Santa Rosa, CA 95403

AFTER HOURS BUSINESS SOCIAL

Thu. April 9, 5:30-7:30 pm

ROYAL CARE LIFESTYLE

192 Wikiup Drive
Santa Rosa

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Thank You To Our Corporate and Media Sponsors!



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RIVER ROCK CASINO
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