

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

May 2016
Volume XXX Issue 5

THE TOP 500 NORTH BAY COMPANIES

Reprinted NorthbayBIZ Magazine website, May 23, 2016

Ever wonder what the most valuable companies and biggest employers in the North Bay are? Some of them might surprise you! Here are the top 20, as calculated by NorthbayBIZ magazine



Rank	Company Name	Revenues (Millions)	Website
1	Keysight Technologies	2,900	www.keysight.com
2	Medtronic Vascular	2,600	www.medtronic.com
3	Autodesk, Inc.	2,520	www.autodesk.com
4	GHD Inc.	1,500	www.ghd.com
5	Kaiser Permanente	990	www.kp.org
6	Pacific Gas & Electric Co.	988	www.pge.com
7	Treasury Wine Estates	915	www.treasurywineestates.com
8	BioMarin Pharmaceutical Inc.	880.9	www.BMRN.com
9	The Pasha Group	667	www.pashagroup.com
10	Trinchero Family Estates	655	www.tfewines.com
11	Collotype Labels - Digital Dept.	624	www.collotypedigital.com
12	Jackson Family Wines	590	www.kj.com
13	Sutter Santa Rosa Regional Hospital	585	www.suttersantarosa.org
14	Santa Rosa Memorial Hospital	582.7	www.stjoesonoma.org
15	Hansel Auto Group	573	www.hanselauto.com
16	Costco Wholesale	510	www.costco.com
17	The Doctors Company	475	www.thedoctors.com
18	Cellmark Inc.	435	www.cellmark.com
19	Amy's Kitchen Inc.	435	www.Amys.com
20	Calix	407.5	www.calix.com

Get the entire list at...

http://www.northbaybiz.com/Bonus_Issues/NorthBay_biz_500/2016_NorthBay_biz_500.php

May Social
hosted by
Cloverleaf Ranch and
Valley Yellow Pages.
See p3

UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL

Hosted by

Central Fire Authority of Sonoma County

45 Lark Center Drive, Santa Rosa

Thursday June 9, 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

Spring is here and the local Farmer's Markets near you are well stocked with locally grown produce. Please support fresh local food production. Buying locally saves fuel, keeps your dollars in our area, and helps provide jobs for your neighbors.

Sonoma County's *Go Local* cooperative is seven years old. The 400-member cooperative publishes *Made Local* magazine, distributes *Go Local* stickers and works with the county's Economic Development Board to produce a free map and guide to local beer, cider, and spirit makers. They have noted many benefits from their program, including more locally grown food products in grocery stores and more wealth and jobs for our community. Cotati-based Oliver's Markets have doubled the number of local items they carry in their stores. Molsberry Market in the Lakefield Center, family owned since 1958, also has increased their sales on locally produced items including wine, milk, cheese, fruit, and vegetables.

Buy Local organizations around the country have increased from 40 to 160 in the last 10 years. The greatest impact on a local economy is when products are produced and sold in the same county. This has the biggest positive effect on local wealth and local jobs. Please continue to shop local whenever you can.

James Gore, 4th District County Supervisor, will join the Mark West Chamber as we participate in the 2016 annual Luther Burbank Rose Parade on May 21st. The parade starts at 12:15 and follows a route through downtown Santa Rosa. We will be representing all the members of the Mark West Area Chamber of Commerce and the newly formed Mark West Citizens Advisory Council. Brian Molsberry and Peter Lescure, Advisory Council members, will join James. They will be riding in a beautifully restored antique automobile. It will be driven and donated for the parade by its owner, Alan St. Marie. What a nice experience this is. Please come out and join us by walking along the parade route and promoting your own business in front of thousands of onlookers.

I would like to thank Shawna De Grange and Cloverleaf Ranch, and Ed Whitt from Valley Yellow Pages, for co-hosting a great Social on May 12th. We were treated to beautiful scenery, two cowboys in a gunfight, great company, tasty food and many prizes. I won a pair of cowboy boots.

A reminder that our yearly Installation Dinner will be held again at Charlie's Grill in Windsor on August 19th. The starting time is 6:00pm. Bring your date or staff and have a fun and entertaining time. This is a once per year event that you shouldn't miss. Sign up early, as seating is limited.

Our upcoming luncheon with James Gore is scheduled for September 21st at 11:30. Sign up and order your food online: sandwiches and drinks from Molsberry's Market. Seating is limited so sign up early. Supervisor Gore will update us on 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 lunch.

Steve Plamann, President



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MAY 12 SOCIAL SPONSORED BY CLOVERLEAF RANCH AND VALLEY YELLOW PAGES

Our co-hosts for the evening were Cloverleaf Ranch and Valley Yellow Pages. The event took place in the Cloverleaf Ranch barn.

Shawna De Grange, the owner of Cloverleaf Ranch, welcomed us. She introduced her staff and her parents who ran Cloverleaf Ranch for many of its 69 years. They offer riding lessons, horse boarding, facility rentals for events, and a kids' summer camp program. Their staff comes from all over the world; many of them are their summer camp alumni.

Ed Whitt was in character as Buffalo Eddie, his persona for the Old West recreations and mock gunfights he participates in. Ed just retired from Valley Yellow Pages and introduced us to Berry Schwartz, the replacement Area Sales Manager. Ed also introduced Paul Pedroni, whose Rose Catering provided the delicious cowboy style meal, compliments of Valley Yellow Pages. It was so good we had a hard time getting people to stop eating and visiting long enough to have our program.

Just when the meal was well under way, there was a ruckus. It seems Buffalo Eddie had tried to rob a bank on the property. Before you knew it a sheriff shot him dead. Miraculously revived, Buffalo Eddie next started harassing Shawna De Grange as she was trying to figure out who took the bottles of barbeque sauce she had for sale. She ended up shooting him dead too. Oh, it was shocking!

Did I mention Ed participates in MOCK gunfights? And the setting was just right; the Cloverleaf Ranch barn has all the authentic country/western atmosphere you could want.

Winners for the Evening:

The Pot of Gold was \$140. The winner was not present so it will be \$160 at the June social. Paul Gibson of Postal Plus won \$43.00 through the 50/50 drawing.

Sally Crain, Realtor, Century 21 Alliance and Paul Gibson, Postal Plus won half-price tickets to *Murder On the Nile*, donated by North Bay Stage Company. Erin McCauley of Hilton Garden Inn Sonoma County Airport donated a picture frame mouse pad (won by Earl Crain) and two coffee cups filled with cookies (won by Terry Morgan of Loughlin Marketing and John Essman of SonomaCONNECTION).

Steve Plamann won a pair of adorable little cowboy boots for his three year old granddaughter, donated by Walt Smith, Military Order of Purple Heart, Chapter #78. Walt also donated an empty decorative whiskey bottle, won by KG Phillips, Realtor, Key Properties. Jason Riggs, Extended Child Care Coalition, won a \$50.00 gift certificate to Molsberry Market, donated by Barry Schwartz and Valerie Lafferty of Valley Yellow Pages.

Contributed by Aggie Maggio, Realtor @ Coldwell Banker



Cloverleaf Ranch owner Shawna DeGrange and volunteer bartender Sean Mc Place keep an eye on things. Sometimes the rabble shows up.



And speaking of rabble, the Sheriff shot ol' Buffalo Eddie after he robbed a local bank and fled to the Cloverleaf Barn to hide. That's Eddie right there, deader 'n a doornail on the barn floor.



Fortunately, he got better and sat down to a meal of pork ribs and chili with said same lawman. They washed it down with some kind of medicinal tincture that they swigged out of an earthenware bottle that looked oddly like a whiskey jug. Jason Riggs of Extended Child Care Coalition joined them.



There are too many friends, colleagues, Chamber members, and Cloverleaf Ranch hands in this photo to list! This is the interior of the Cloverleaf Ranch barn, where the Social was held. It just may be the best place around for casual or Western-themed weddings, parties, or other gatherings!

FULTON CROSSING RIBBON CUTTING MAY 20

On Friday May 20, industrial artisan center Fulton Crossing held an official Ribbon Cutting with the Mark West Area Chamber of Commerce, in conjunction with its monthly open studio event. Though Fulton Crossing has been open for many months, this event marks its debut among the members of the Mark West Area Chamber, helping it reach the broader community. Fulton Crossing joined the Chamber in December, 2015.

Fulton Crossing is a combined art gallery and artist/craftsperson workspace inside the old processing plant at the corner of Fulton Road and River Road in northern Santa Rosa. The Fulton Crossing mission is to provide workshop and exhibition space for the artisan community in Sonoma County at affordable rates while embracing a strong synergy among the various tenants for greater benefits to all.

The complex at various times over the past century has been a fruit and vegetable packing plant, winery, turkey slaughterhouse, circus animal housing facility, farmer's market and most recently, a chicken slaughterhouse. Now its former processing, cold storage, and office spaces have been subdivided and converted into small work studios and large exhibition areas. Its industrial past is readily apparent in its wooden timber framework, concrete floors, and concrete walls, but all has been given an artist's touch, giving the space a friendly feel and an atmosphere that encourages creativity. There's plenty of free parking all around the building.

Inside, you'll find spaces for painters, sculptors, cabinetmakers, mixed media artists, a glass blower, digital artists, a wine cork tester, jewelers, and a number of other creative pursuits. Paintings, drawings, and collage work adorns the walls and interior dividers, and new and revitalized furniture is laid out as you would find it in an upscale furnishings store. It's very inviting, and the warren-like layout only encourages you to explore the space more deeply. It is well lit and a central gallery space is well suited to large casual gatherings.

And what a gathering we had! Their monthly open gallery events always attract crowds. Delicious snacks and beverages were laid out on tables in key locations (the tables, by the way, were works by resident craftspeople!) A small string ensemble played countrified renditions of classic rock songs, which lent a celebratory air without overwhelming the conversation.

And the crowd was huge, most likely in the neighborhood of 150 enthusiastic art lovers, Chamber members, and the just plain curious. Yet the space was plenty large to accommodate everyone easily, with room left over to step back and admire the many landscapes, still lifes, fabric works, and collages displayed on the walls.

If you missed the ribbon cutting, drop in to see the gallery on Saturdays and Sundays between 12:00 noon and 5:00. Or go to one of the Fulton Crossing open studio days, the third Friday of each month: June 17, July 15, August 19, September 16, October 21, November 18, and December 16. For more information and photos, visit their website at <http://www.fultoncrossing.com>.

Contributed by Peter Loughlin, Loughlin Marketing



The folks at Fulton Crossing, and a bunch of members of the Mark West Area Chamber of Commerce, cut the ribbon which officially welcomes them into the Mark West Area Chamber community. As you can see, the former industrial building is now an art and craft showcase.

UPCOMING BUSINESS SOCIALS

Thursday, June 9, 2016
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **Central Fire Authority
 Of Sonoma County**
 45 Lark Center Drive, Santa Rosa

Wednesday, June 15, 2016
 Regional Chamber Mixer, 5:30-7:30pm
 Hosted by **Graton Resort & Casino**
 RSVP to Santa Rosa Chamber by June 6
 No Cost. No Host Bar.

Thursday, July 14, 2016
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **AJ Printing & Graphics**
 1315 North Dutton 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

*Interested in joining our Ambassador Club?
 Contact Ed Whitt
 Valley Yellow Pages
 707-322-8770
 edward.whitt@myyp.com*



*To host a Ribbon
 Cutting, contact...
 Aggie Maggio
 Realtor @ Coldwell Banker*



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

UNEMPLOYMENT REMAINS FLAT IN SONOMA COUNTY

Reprinted from the Press Democrat website, April 15, 2016

Sonoma County's unemployment rate remained unchanged in March at 4.1 percent as manufacturing, health and public education added the most new jobs, the state Employment Development Department reported Friday.

The March rate compared with 4.8 percent a year earlier.

"We're doing well with the 4.1 percent," said Janet Klaven, an EDD labor market consultant based in Santa Rosa.

The adjusted unemployment rate for the U.S. in March was 5.0 percent and for the state, 5.4 percent.

The county again posted the sixth-lowest jobless rate in the state, behind only San Mateo, Marin, San Francisco, Santa Clara and Orange counties.

Last month, Sonoma County added 1,600 jobs, boosting wage and salary employment to 205,700. The gains included 500 jobs in manufacturing, 400 in health care and social assistance and 300 in local school districts and state colleges.

The construction sector shed 100 jobs last month.

The county has added 36,000 jobs since March 2010, when the unemployment rate peaked at 11.5 percent in the wake of the recession.

Read the whole article: <http://www.pressdemocrat.com/business/5501889-181/unemployment-remains-flat-in-sonoma>

SO YOU WANNA BE IN PICTURES? STAY HERE IN SONOMA COUNTY

Recently, a couple articles in the Press Democrat demonstrated just how popular Sonoma County is as a filming location for television and movies.

Lights, camera, action: More film crews coming to Sonoma County

By Angela Hart

[The] popularity of the county is growing among filmmakers and advertisers, with its bucolic landscape, unique architecture and rustic feel. Economic activity generated by local filming reached an all-time high in 2015, according to a new report from the Sonoma County Film Office. Film crews pumped \$4 million into the county's economy last year, a 110 percent increase from 2014, said Albert Lerma, a program manager with the Sonoma County Economic Development Board, which includes the Film Office.

"It's really the scenic beauty that draws filmmakers here," Lerma said. "We also have a lot of people and businesses here who are willing to work with the film industry."

Last year, the county and its cities issued 84 filming permits covering 186 days of shooting, compared with 76 permits covering 105 days in 2014, when economic activity was calculated at \$1.9 million. The \$4 million in economic activity last year was measured by indicators that include money spent on lodging, dining and the hiring of local talent.

Read the whole article:

<http://www.pressdemocrat.com/news/5609153-181/lights-camera-action-more-film?gallery=5627687&artslide=0>

And to prove the point...

Selena Gomez's Netflix series 'Thirteen Reasons Why' to hold casting call in Sebastopol

Producers are interested in people of all ages, types and ethnicities [during] shooting in and around Sebastopol, San Rafael and Vallejo this summer.

Read the whole article:

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



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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
 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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AFTER HOURS BUSINESS SOCIAL

Thursday
June 9, 2016
5:30 - 7:30 pm

CENTRAL FIRE AUTHORITY OF SONOMA COUNTY

45 Lark Center Drive
Santa Rosa

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

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THE WINDSOR TIMES



Sonoma
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