

# Mark West Area Chamber of Commerce and VISITORS CENTER



**The Lark**

May 2019  
Volume XXXIII Issue 5

*BRINGING BUSINESS & THE COMMUNITY TOGETHER!*

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403  
Visitors Center: Mon. - Fri. 9 am - 4 pm [www.markwest.org](http://www.markwest.org)

707-578-7975  
[office@markwest.org](mailto:office@markwest.org)

## JUNE BUSINESS LUNCHEON SONOMA COUNTY AIRPORT GROWTH

**Wednesday, June 5, 2019**

11:30 am - 1:00 pm

Speaker: **Jon Stout**, Airport Manager

Location: Best Western Plus Wine Country Inn & Suites  
870 Hopper Ave. Santa Rosa CA 95403

Lunch is a low \$15 per Chamber Member or \$25 for non-members.

Includes a delicious box lunch provided by Molsberry Markets!



*Jon Stout, Airport Manager,  
Charles M. Schulz - Sonoma  
County Airport*

### RSVP

to the Chamber office at

**707-578-7975**

or

online at

[www.MarkWest.org](http://www.MarkWest.org)

**Space is limited to 30!**

**We suggest you  
RSVP early.**

We will be having our first luncheon of 2019 on June 5, looking at the future of air travel in and out of Sonoma County.

A special presentation will be given by Jon Stout, Airport Manager of the Charles M. Schulz - Sonoma County Airport. Jon will talk about the outlook for additions to the airport and for growth in airline service to and from Sonoma County.

There will be time for questions and answers. It's a great chance to find out about business and tourist travel, which are so important to economic growth in our immediate neighborhood!

*April Social hosted by  
The Fountaingrove Club  
See p3*

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

Hosted by **The Mark West Union School District**  
At Larkfield Garden and Community Learning Center  
478 Noonan Ranch Lane, Santa Rosa

Thurs. June 13, 2019  
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

We are heading into summer and maybe the rains will stop long enough for us all to attend some of the many local events already scheduled for June.

The local farmer's markets are all well stocked with locally grown produce. Every area seems to have one. The one I usually go to is the Santa Rosa Original Certified Farmers Market at the Luther Burbank Center for the Arts. They are open Saturdays and Wednesdays from 8:30 am-1:00 pm.

Molsberry Markets, Inc. is celebrating their 60th anniversary Friday June 7th from 2 – 6pm and Saturday June 8th from 10am – 2pm. Free food includes Harris tri-tip sandwiches and Boar's Head hotdogs with chips and soda. There will also be a dunk tank, food demonstrations, a prize wheel, and fire trucks...FUN!

The Mark West Area Chamber of Commerce is sponsoring a noon luncheon at the Best Western Plus Wine Country Inn and Suites at 870 Hooper Avenue. Our guest speaker will be Jon Stout, Airport Manager of the Charles M. Schulz-Sonoma County Airport. He will be talking about future growth plans for the airport. The event is on Wednesday June 5th from 11:30 am until 1:00 pm. You can reserve your spot and order a lunch at [www.markwest.org](http://www.markwest.org).

Our June Chamber Business After Hours Social will be hosted by the Mark West Union School District. It will be held at the Larkfield Garden and Community Learning Center at 478 Noonan Ranch Lane on June 13th from 5:30 pm until 7:30 pm. Don't miss this great event.

And we have a cancellation. Carlton Senior Living had planned a ground breaking ceremony for their large senior living facility in Larkfield, but it has been cancelled for now because of permitting delays. We will let you know about any plans for re-scheduling.

Don't forget to sign up early 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 county. It is scheduled for September 26th and will be held again at the Luther Burbank Center for the Arts. Last year we had nearly 1000 people attending to help us support the rebuilding of our community.

A reminder that our yearly Installation Dinner will be held again at Charlie's Grill in Windsor on October 25th. The starting time is 6:00 pm. Bring your date or staff and have a fun and entertaining time. This is a once per year event that you shouldn't miss. James Gore, 4th District County Supervisor, will be our guest speaker and we will be entertained by Miss Sonoma County. Sign up early, as seating is limited.

And please, always remember to SHOP LOCAL whenever possible. It keeps vital dollars in our community, creates a vibrant local economy, and keeps our neighbors, friends, and families employed!

Steve Plamann, President



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

## MAY 9 SOCIAL REPORT

This month, the Fountaingrove Club welcomed the Mark West Chamber of Commerce to its wonderful club restaurant, the Sunset Grill. Though the skies were cloudy, the atmosphere was bright as could be. A delicious sampling of cheeses, crackers, and vegetables were provided, along with many beverage choices from the bar. After a brief time of mingling, Ricky Potts, the membership director for the Fountaingrove Club, introduced himself and talked about the club.

Though Ricky has only worked for the Fountaingrove Club for a few years, he appreciates the long history of the club and the services it provides to the people of Sonoma County. Though the club lost its clubhouse during the terrible Tubbs Fire in 2017, Ricky shared with us the plans to rebuild the clubhouse into a new, better clubhouse that provides members with the space they need to thrive. This new clubhouse will be designed to feature both indoor and outdoor areas, allowing members to get to know one another while also having the opportunity to relax.

Ricky also told us about some of the great membership plans the club offers to the community. These memberships range from the simple Social Membership, an affordable membership that provides guests with access to The Sunset Grill and member events, to the full Athletic Membership, which allows full access to the facilities, as well as limited use of the golf course. Ricky encourages any Mark West Area Chamber of Commerce members who enjoy golf and athletics to consider a membership.

Before the meeting concluded, we also received word that Carlton Senior Living plans to hold a groundbreaking ceremony for its new Mark West location. The date has not been set yet, pending construction permit approval. All members of the Chamber are invited to join in celebrating Carlton Senior Living's first steps on their journey to opening their doors in Santa Rosa.

The first Chamber Business Luncheon of 2019 will be held on June 5th at the Best Western Plus Wine Country Inn & Suites on Hopper, with a presentation by John Stout, Airport Manager of the Charles M. Schulz-Sonoma County Airport. There is a limit of 30 attendees, so RSVP soon.

### Donors & Winners

Aaron Foppe, Edward Jones Financial Advisor, won the door prize, which was a bottle of Paradise Ridge wine donated by Paradise Ridge Winery.

Margaret DiGenova, California American Water, took home the 50/50 Drawing prize of \$34.

The Pot of Gold was \$60 this month, but the winner, Harmony Ag Supply, was not in attendance. Because of this, the Fountaingrove Club will be the subject of a future article in the Lark.

Our next mixer will be hosted at the Mark West Union School District Community Learning Center Garden in Larkfield on June 13th. We look forward to seeing you all there!

*Contributed by Johnathan Williams, Freelance Writer*



*Ricky Potts, Membership Director of the Fountaingrove Club, welcomes the crowd. He described their plans to rebuild the clubhouse, lost in the 2017 Tubbs Fire. We thought the current temporary space was pretty good, so the new clubhouse ought to be spectacular.*



*Left to right: Erin McCauley (Hilton Garden Inn Sonoma County Airport), Aaron Foppe (Edward Jones), Holly Hansen (Holly Hansen Public Relations, for Carlton Senior Living).*



*Left to right: Lloyd Phillips, Earl Crain, Sally Crain (Broker @ Century 21 Alliance), K.G. Phillips (Key Properties).*



*Our host Ricky Potts (left) presents winner Aaron Foppe (Edward Jones) with a bottle of Paradise Ridge wine donated by the Fountaingrove Club.*



**BUSINESS SPOTLIGHT****BISORDI RANCH AND VINEYARDS, LLC: FAMILY AND COMMUNITY**

When a business can stand the test of time, continuity of ownership is often the key. A family-run business that is passed from generation to generation, with or without nonfamily help, is a perfect example of this. For five generations, the Bisordi family has operated Bisordi Ranch and Vineyards, LLC, located on River Road, and they continue to serve their community as both a business and a family.

The ranch began its life in 1898, when Eugenio Bisordi emigrated from Italy to the United States. After arriving, Eugenio found himself in Sonoma County, where he established a winery. This winery, certified as the 1700th in the county, would remain open for several decades, growing grapes, hops, and other products before Prohibition forced the business to temporarily halt its production of wine products. As time went on, the ranch would eventually return to growing grapes as its signature product, while still offering other fruits, nuts, and vegetables based on supply and demand.

In the present day, the ranch and vineyards are primarily cared for by Rob Bisordi, his wife Stephanie, and children Lori and Robbie. Outside of seasonal workers and occasional contract work, the day-to-day operations are entirely run by the family, as they have been for as long as Rob can remember. Currently, Rob and Stephanie are also preparing the ranch and vineyards for a smooth transition of ownership to Lori and Robbie.

One significant change that has occurred under the leadership of Rob and Stephanie, however, was the ranch and vineyard's decision to join the Mark West Area Chamber of Commerce in 2017. Though recent members, the Bisordis have felt welcomed by the Chamber, and have enjoyed the ability to help with several Chamber events even before becoming members.

The Bisordis are not known solely for the ranch and vineyards, however. For many years, the Bisordis have worked to serve their community through local events and Rob and Robbie's work with the Rincon Valley Fire District (now part of the Sonoma County Fire District). Working with individuals such as then-Supervisor Mike McGuire, the Bisordis helped to establish the Fulton Founders' Day nine years ago, and have participated ever since, loaning out equipment from the ranch and vineyards.

During the Tubbs fire of 2017, the Bisordis demonstrated their willingness to give their all for the community as both a family and a business. While Rob and Robbie were away fighting the fire, Stephanie stayed at the ranch, and opened its doors to those who had been displaced by the fire.

Although Bisordi Ranch and Vineyards has long been known as a business in the community, supplying wine and other products to local wineries such as Martin Ray, the community also acknowledges the family that holds the ranch together. In return, the Bisordis have given their all to the community that has welcomed their family from the start. In closing, Rob leaves the following message to the Mark West Area Chamber of Commerce: "It is an honor and a privilege to be part of the Mark West Chamber. It's been great to see the wonderful family connections like the Molsberrys keeping the community together, and we hope to continue supporting this community in the future."

*Contributed by Johnathan Williams, Freelance Writer*



*Left to right: Rob Bisordi, Robbie Bisordi, Stephanie Bisordi. They're shown receiving their Chamber membership plaque from Steve Plamann (Aaction Rents) at the December 2018 After Hours Social.*

Interested in joining our Ambassador Club?  
Contact the Chamber at  
[office@markwest.org](mailto:office@markwest.org)  
707-578-7975



To host a Ribbon Cutting,  
contact...  
Aggie Maggio  
[aggiemaggio@icloud.com](mailto:aggiemaggio@icloud.com)



Keep abreast of important information pertinent to local business issues: <http://edb.sonoma-county.org/>

**UPCOMING EVENTS**

Wednesday June 5, 2019  
**Chamber Business Luncheon** 11:30am-1:00pm  
 Topic: Growth at the Charles M. Schulz-Sonoma County Airport  
 Speaker: Airport Manager Jon Stout  
 Hosted at Best Western Plus Wine Country Inn & Suites  
 870 Hopper Ave, Santa Rosa

Thursday, June 13, 2019  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by **The Mark West Union School District**  
 At the Larkfield Garden and Community Learning Center, 478 Noonan Ranch Lane, Santa Rosa

Thursday, July 11, 2019  
 Chamber Business After Hours Social 5:30-7:30pm  
 Co-hosted by **A M Maggio & Associates** and **Aggie Maggio, Realtor, Coldwell Banker**  
 345 Mayfield Drive, Santa Rosa

Thursday, August 8, 2019  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by **Harmony Ag Supply**  
 1175 River Road, Fulton

Thursday, September 12, 2019  
 Chamber Business After Hours Social 5:30-7:30pm  
**Open Date** - Please contact the Chamber office at 578-7975 or email us at office@markwest.org to host this social

**HOST A SOCIAL!  
 2019 DATES STILL AVAILABLE!**

Our Chamber Business After Hours Socials are a great way to promote your business and introduce it to the local business community. Please contact the Chamber office at 578-7975 or email us at office@markwest.org

Wednesday, September 26, 2019  
**29th Annual Wine Country Business Showcase**  
 The Luther Burbank Center for the Arts  
 50 Mark West Springs Road, Santa Rosa



This free event showcases businesses while you enjoy complimentary food and Sonoma County wines and beverages. It's a great family event!

Thursday, October 10, 2019  
 Chamber Business After Hours Social 5:30-7:30pm  
**Open Date** - Please contact the Chamber office at 578-7975 or email us at office@markwest.org to host this social

Friday, October 25, 2019  
**Chamber 38th Annual Installation Dinner**  
 6:00 - 9:00pm  
 Hosted at Charlie's Restaurant at the Windsor Golf Club, 1320 19th Hole Drive, Windsor

Thursday, November 14, 2019  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by **Anytime Fitness**  
 620 Larkfield Center, Santa Rosa

Wednesday, December 4, 2019  
**Holiday Tree Lighting - Community Event** 6:00pm  
 Hosted by Molsberry Markets, Inc.  
 522 Larkfield Center, Santa Rosa

Thursday, December 12, 2019  
 Chamber Business After Hours Social 5:30-7:30pm  
 Co-hosted by **Larkfield Exchange Bank** and **Molsberry Markets, Inc.**  
 500 Larkfield Center, Santa Rosa

**Sonoma CONNECTION**  
 John Essman  
 P O Box 1381  
 Healdsburg, CA 95448  
**(707) 433-8774**  
 john@sonomaconnection.com  
 www.sonomaconnection.com

Web Site Design • Search Engine Optimization  
 Digital Photography • Photoshop • Graphic Design

www.sonomaconnection.com

*Serving the Wine Country Since 1979*

- Project Planning
- Civil Engineering
- Land Surveying
- Wastewater Specialists

**LESCURE**  
 ENGINEERS, INC.  
 (707) 575-3427

www.lescure-engineers.com



## BUILDING THE NORTH BAY: PACE OF THE REBUILD, PLANS FOR THE FUTURE

Adapted from a story on the North Bay Business Journal website, May 23, 2019

**Here's a collection of in-depth interviews** with rebuilders Christopherson, APM, Synergy, Urban Building Workshop and Silvermark. Also included are insights on regional economic recovery and construction of affordable housing and regional transportation projects.

### 'That didn't happen before the fire': New high-end homes rebuild enthusiasm for Santa Rosa - read article

"Some builders coming from (outside Sonoma County) are looking at innovative building products to build more durable housing, while incorporating more forward-thinking design elements," says real estate agent and rebuilder Jeff Schween.

### 'We just figured we'd build one or two': How a national home flipper became a North Bay rebuilder - read article

"When we first got here, we figured we would use local contractors, but they all jacked up their prices," says Solano-based Silvermark Construction Services, one of the largest players in the Santa Rosa wildfire recovery.

### On rebuilds and needed high-end housing: Christopherson Builders - read article

"For the middle-upper- and higher-end homes, we have very few. If you're going to try to attract business to the area, you got to have housing for these folks. Most of what was available burned down," says veteran builder Keith Christopherson.

### 20 years in transit: Why tangled web of affordable-housing funding snares Santa Rosa project - read article

"The problem we have right now in the project that we've been working on in Santa Rosa is the city has no money," says John Stewart, whose company manages 32,000 units in California. He untangles the challenges with the Railroad Square project.

### 'Strong demand' for hotels and multifamily housing, says Santa Rosa builder - read article

"In the area of land use and housing, in general, there is an excess of talk and a deficit of productive action," says Hugh Futrell, who is building health care, hotel and housing projects in Santa Rosa. He unpacks some of the challenges facing construction.

Read the entire story on the North Bay Business Journal website at <https://www.northbaybusinessjournal.com/industrynews/construction/9629466-181/building-the-north-bay-2019>



**60 YEARS**

**M Molsberry's Market, Inc.**  
*Family Owned & Operated Since 1959*

**June 7&8**  
**Friday 2-6 ☆ Saturday 10-4**

Exchange Bank Party Jump ☆ Safari West Animals  
FREE Harris Ranch tri-tip sandwiches  
FREE Boar's Head hot dogs with chips and soda  
Dunk Tank ☆ Food Demos ☆ Prize Wheel ☆ Fire Trucks

**Food ☆ Fun ☆ Families ☆ Free**

**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  
 707-704-6498 peter@loughlinmarketing.com  
 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>

**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](mailto:Larkfield@amwater.com).**



**OFFICERS**

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

*Past President*  
 Doug Williams  
 707-696-8244 dougw1955@aol.com

*Corporate Secretary*  
 Marnie Cameron Mark West Union School Dist.  
 707-524-2970 mcameron@mwusd.org

*Corporate Treasurer*  
 John Essman Sonoma CONNECTION  
 707-433-8774 john@sonomaconnection.com

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

*VP Community Services*  
 Margaret DiGenova California American Water  
 707-542-8329 Margaret.DiGenova@amwater.com

*VP InterChamber Events*  
 Erin McCauley Hilton Garden Inn  
 Sonoma County Airport  
 707-545-0444 Erin.McCauley@Hilton.com

*VP Publicity & Public Relations*  
 Beth Henry Accent Printing & Design, Inc.  
 707 570-1444 beth@accentprinting.com

*VP Community Safety*  
 Doug Williams  
 707-696-8244 dougw1955@aol.com

*VP Membership  
 Position Open*

**DIRECTORS**

Laura Buhner Exchange Bank, Larkfield Branch.  
 707-523-4392 laura.buhner@exchangebank.com

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

Tony Geraldini Sonoma County Airport Express, Inc.  
 707-837-8700 tony@airportexpressinc.com

Peter Lescure Lescure Engineers, Inc.  
 707-575-3427 plescure@lescure-engineers.com

Brian Molsberry Molsberry Markets, Inc.  
 707-546-5041 brianm@molsberrymarket.com

**HEAD AMBASSADOR**

John Essman Sonoma CONNECTION  
 707-433-8774 john@sonomaconnection.com

**OFFICE VOLUNTEER**

John Essman  
 707-578-7975 office@markwest.org

# Mark West Area Chamber of Commerce and VISITORS CENTER



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

## AFTER HOURS BUSINESS SOCIAL

Thursday June 13  
5:30 - 7:30 pm

## MARK WEST UNION SCHOOL DISTRICT

At the  
Larkfield Garden and  
Community Learning Center  
478 Noonan Ranch Lane,  
Santa Rosa

**BRINGING BUSINESS & THE COMMUNITY TOGETHER!**

## *Thank You To Our Corporate and Media Sponsors!*



Sonoma  
CONNECTION



THE WINDSOR TIMES

