

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

November 2015
Volume XXIX Issue 11

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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JIM BOULER RECEIVES SPIRIT OF SONOMA COUNTY AWARD

The Annual Spirit of Sonoma County Award luncheon honors those who contribute to the economic development of the communities in which they live and work through donations of their time and expertise in support of local business and in helping others. This year, at a ceremony on December 4 at the Doubletree Hotel, the Mark West Area Chamber of Commerce honored James Bouler of the Mark West Community Services Committee for his ongoing and outstanding work for the betterment of our community.

Jim has a lifelong history of civic involvement. He served in the United States Air Force from June 1946 until April 1949. After his military service Jim attended Louisiana Polytechnic Institute (now Louisiana Tech University) and graduated in 1953 with a Bachelor of Science degree in Civil Engineering. He and his wife Gloria soon moved to Redwood City where they started a family. They then moved to the South Bay where Jim held leadership roles with the Cub Scouts because of his son's involvement in that organization. They moved to the Larkfield area in 1963.

Jim was an engineer with the California Division of Highways (now known as CalTrans) for his entire career, working on many of the road and freeway projects of the time. This experience helped him understand and assist materially with many of the community projects he volunteered for. He became one of the area's first volunteer firefighters and was instrumental in the building of the area's first fire station. He was made the department's training officer and elevated to the rank of captain and later to assistant chief. He also obtained his teaching credential and taught classes at Santa Rosa Junior College as a fire science instructor. He later served on the board of the Rincon Valley Fire Protection District for 23 years.

Jim was also active in the area's Little League Baseball scene, serving as Secretary and President and playing a major role in helping get the local club financial assistance. Jim has been a supporter of Sonoma County youth agriculture programs, working with 4-H kids in poultry and public speaking projects. Jim and Gloria's daughter Gale held the title of Miss Sonoma County

Continued on page 4



Jim Bouler receives his Spirit of Sonoma County Award from First District Supervisor Susan Gorin.

*November Social
hosted by
Anytime Fitness
See p3*

UPCOMING EVENTS: *next* **AFTER HOURS BUSINESS SOCIAL**
Hosted by Vineyard Commons
3585 Round Barn Blvd.
Santa Rosa

Thursday January 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



The tree was donated By Kringles Korner Christmas Trees. At left is the Man himself, Ho-Ho-Ho-ing a greeting as he arrived.

Our upcoming Social is our Christmas party and it will be held at Exchange Bank in Larkfield Center. It is co-sponsored by Molsberry Markets, Inc. and will be held on December 10th from 5:30 until 7:30PM. Don't miss this event; it will bring out the spirit of the season in you.

Happy Holidays and please remember to "shop local".

Steve Plamann, Chamber President

PRESIDENT'S MESSAGE

I hope you all had a great Thanksgiving filled with great food and good company. It has been another good year for us in the Mark West Area. Business is up and we have continued to add new businesses to our area. The Mark West Area Chamber of Commerce is here to assist all new businesses with the opportunity of a chamber membership at a very reasonable price. We look forward to helping new or established businesses with ribbon cuttings and chamber socials, a business directory, a website listing, quarterly business luncheons, and our yearly trade show. Make your chamber part of your business strategy for an even better next year.

I'd like to thank Brett and company at Anytime Fitness for hosting our November Social. It was really a good crowd and it looked like people were having fun and making new contacts. The food was great, as were the liquid refreshments. Anytime Fitness is conveniently located in the Larkfield Center.

Our Christmas tree lighting was a huge success again this year. It was held on December 1st at Molsberry's Market in Larkfield Center. Santa arrived by fire truck courtesy of the Rincon Valley Fire District. Christmas carols were sung by kids of the Mark West School District.



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NOVEMBER SOCIAL SPONSORED BY ANYTIME FITNESS

Our November 12 Business After Hours Social was hosted by Anytime Fitness at their Larkfield Center location. Owner Brett Livingstone told us they are celebrating five years in Larkfield, and explained that they have expanded notably in that time, with locations in Berkeley and now in Rhonert Park and Petaluma. They employ 51 employees among the four clubs. Anytime Fitness is special; you can come and work out literally any time at all, letting yourself into the facility whenever it is convenient for you, day or night. They have a wide array of exercise equipment and services, including professional trainers to help you develop a safe and effective exercise routine.

This year they have some very special news. There's a huge indoor sports complex called The Epicenter under construction in an old industrial building at Piner and Coffey. It's going to be kind of like a mall, for sports. This facility will have indoor soccer, volleyball, trampolines, basketball, and a bunch of other great amenities. And Anytime Fitness will be opening a new location within it, making them the go-to gym for everyone who plays and competes there.

Brett also introduced Dennis Johnson, his VP of Operations. Brett says he would not have been able to expand the way he has were it not for Dennis.

Winners for the Evening:

The Pot of Gold winner was not present. It is now \$100 for next month's lucky winner.

The 50/50 drawing was \$55.00 and went to Ed Whitt of Valley Yellow Pages.

Tim Campbell of Friendly Feed won a six month membership to Anytime Fitness, donated of course by our hosts at Anytime Fitness.

And the folks at Anytime Fitness won a little something themselves. Their business card was drawn and they won a certificate good for 15% off at Hammerfriar Frame Shop, plus a very nice little picture frame.

Mark Molina of Wells Fargo Advisors won a walnut cake, accompanied by a small stuffed giraffe. It's a good thing it's a small giraffe. A full-sized example would not fit well in Mark's Mini Cooper.

Lastly, Peter Loughlin of Loughlin Marketing won a gift bag consisting of goodies from Cloverleaf Ranch, including a Cloverleaf Ranch coffee mug and Cloverleaf Ranch barbecue sauce. And of course the bag itself is great in these days of bring-your-own-bag shopping.

Contributed by Peter Loughlin, Loughlin Marketing



Our hosts at Anytime Fitness, left to right: Brett Livingstone, Rachael Livingstone, Dennis Johnson. Brett and Rachael's daughter Avery is in front.



Doug Williams of Central Fire Authority of Sonoma County (left) and Roger Olson, Business Development Consultant (right).



Margaret DiGenova of California American Water (left) and Mark Molina of Wells Fargo Advisors (right).



At right: Katie and Tim Campbell of Friendly Feed & Supply

JIM BOULER SPIRIT AWARD, CONTINUED FROM PAGE 1

in 1974, and, consequently, Jim has been a supporter of the Miss Sonoma County Scholarship ever since.

Water service in the Larkfield area has been contentious for the past two decades. Jim worked hard to get fair deals for all parties involved. He was appointed to a committee of five to explore the possibility of forming a district and acquiring the local water company. They continue to this day to work on an acceptable solution.

As someone who has constantly volunteered his time, effort and ability to support local community projects and events, Jim Bouler has more than demonstrated his love of Sonoma County. He has served his community quietly without seeking any appreciation and has contributed immensely to the quality of life for residents and visitors of Sonoma County. Jim Bouler is a true asset to Sonoma County. He is a caring, giving, loving, community-minded individual.



Jim Bouler (center) at the awards luncheon along with his wife Gloria Bouler (left) and longtime colleague Jim Bajgrowicz (right)



Left to right... Back row: Pete Lescure, State Senator Mike McGuire, Tony Geraldi, Doug Williams, 4th District Supervisor Jim Gore, John Essman. Front row: Gloria Bouler, Jim Bouler, Jim Bajgrowicz.

Jim Bouler has been recognized as a friend of the Mark West Area Chamber of Commerce as well as citizen of the year. Because of his dedication to the Larkfield / Wikiup area Jim has been granted a lifetime membership to the Mark West Area Chamber of Commerce. The firefighters association has recognized Jim with a Friend of Firefighters designation.

Jim stated that, "Sonoma County is special to me because

it still has vineyards and woods and is not all concrete and tall buildings. It still has its slower pace than many other cities the same size." As a proud recipient of a Sonoma County Spirit Award, Jim said "I feel like I'm joining a very exclusive group of hardworking individuals. I am honored, flattered, surprised and overwhelmed. I don't do what I do for anything other than to make a difference in my community. It's important to give back to your neighbors as much as you can, to improve not only their life, but the lives of everyone around them. It is our responsibility." In his spare time Jim enjoys frequenting Larkfield area restaurants, collecting records, listening to vintage swing music and reading Tom Clancy mysteries. Jim and Gloria enjoy traveling by motorhome and have visited almost every state in the continental United States.

The Mark West Area Chamber of Commerce congratulates and thanks Jim Bouler for his tireless years of service and for his contribution to the vitality of Sonoma County.

Contributed by Tony Geraldi, Sonoma County Airport Express, and Peter Loughlin, Loughlin Marketing

UPCOMING BUSINESS SOCIALS

Thursday, January 14, 2016
Chamber Business After Hours Social 5:30-7:30pm
Hosted by **Vineyard Commons**
3585 Round Barn Blvd., Santa Rosa

Thursday, February 11, 2016
Chamber Business After Hours Social 5:30-7:30pm
Hosted by **Military Order of Purple Heart,
Chapter #78**
Hosted at Best Western Plus Wine Country
Inn & Suites
870 Hopper Ave, Santa Rosa

Thursday, March 10, 2016
Chamber Business After Hours Social 5:30-7:30pm
Hosted by **Mark West Lodge**
2520 Mark West Springs Rd., Santa Rosa

Thursday, April 14, 2016
Chamber Business After Hours Social 5:30-7:30pm
Hosted by **Postal Plus**
422 Larkfield Center, Santa Rosa

Thursday, May 12, 2016
Chamber Business After Hours Social 5:30-7:30pm
Hosted by **Cloverleaf Ranch & Valley Yellow Pages**
3892 Old Redwood Hwy., Santa Rosa

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

Thursday, July 14, 2016
Chamber Business After Hours Social 5:30-7:30pm
Hosted by **AJ Printing & Graphics**
1350 Central Avenue, #1 , Santa Rosa

Thursday, August 11, 2016
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

Thursday, September 8, 2016
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

Wednesday, October 5, 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, October 13, 2016
Chamber Business After Hours Social 5:30-7:30pm
Hosted by **Aaction Rents & Friendly Feed & Supply**
1000 River Road, Santa Rosa

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**
and
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
707-486-1303
aggiemaggio@icloud.com



Want to keep abreast of important information pertinent to local business issues?
Visit: Sonoma-county.org/edb

WATER WORRIES

By Judith M. Wilson

Parched landscapes, dry creek beds and raging wildfires had North Bay residents on edge and craving rain by the time fall arrived, so reports that a strong El Niño was forming off the west coast of South America created high hopes for a wet rainy season. The news makes the likelihood of precipitation in the winter months promising, but whether it will deliver enough water to help offset the effects of four years of drought is another story, because if one thing is certain, it's that rainfall is less than predictable.

Jan Null, certified consulting meteorologist with Golden Gate Weather Services in Saratoga, is cautiously optimistic about the possibility of winter rain and observes that the current El Niño has continued to build in strength since April. He says it tilts the odds in favor of substantial rainfall but doesn't guarantee it. He explains that El Niño is a weather phenomenon that wasn't very well known before the 1980s, but after that, satellite images improved and the National Oceanic Atmospheric Administration (NOAA) started using buoys to collect information for its data center. The accumulation of information lets meteorologists look at the climatology of past events but, "That's climatology of past events and not a forecast," says Null. "There's not proven skill in long range forecasts."

Read the full story at

http://www.northbaybiz.com/General_Articles/General_Articles/Water_Worries.php

Reprinted from Northbay Biz Magazine Website, December 2015 issue

HOST A BUSINESS AFTER HOURS SOCIAL IN 2016 AND GET...

- PUBLICITY
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- THE APPRECIATION OF YOUR PEERS

You know those fun "Socials" we're always going on about? They're a great way to showcase your business, your services, and your products. Sign up now, and your event will appear on the Mark West Area Chamber of Commerce website and in this newsletter for months on end. It's "searchable" text which means it can help online shoppers find you! Plus, you'll get an enviable reputation as a party-thrower *par excellence*, which can't be bad. There is no cost except for whatever food and beverage you choose to provide. Contact ambassador Ed Whitt, Valley Yellow Pages, at 707 322-8770 or edward.whitt@myyp.com to schedule.



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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

Thursday
January 14, 2016
5:30 - 7:30 pm

VINEYARD COMMONS

3585 Round Barn Blvd.
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THE WINDSOR TIMES



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