

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

September 2014
Volume XXVIII Issue 9

Wine Country Harvest Faire

TRADE SHOW & SILENT AUCTION

Mark West Area
Chamber of Commerce
and VISITORS CENTER



Wednesday
October 1
4-7 p.m.

Join us at


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THE ARTS

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ANNUAL WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE:

- OCTOBER 1
- FREE ADMISSION
- PUBLIC WELCOME

How can a business trade show be this much fun? Dozens of local businesses will be on hand to show you what they have to offer and to talk about your needs. They'll be giving away good advice, demonstrations, and free samples of their wares.

It's also quite the family event. You'll find...

- \$500 Grand Raffle Shopping Spree
- Free food from Molsberry Markets, Inc.
- Local vintners giving away samples.
- Local breweries giving away samples.
- Huge silent auction: Over 40 items!
- One FREE raffle ticket. Buy more raffle tickets for \$5.00 each or less, depending on quantity.

*September Social
hosted by the New
Sutter Santa Rosa
Regional Hospital... p3*

UPCOMING EVENTS:

next **AFTER HOURS BUSINESS SOCIAL** hosted by
FRIENDLY FEED & SUPPLY AND AACTION RENTS
1000 River Road, Fulton

Thursday October 9,
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
Grace Fellowship
608 Larkfield Center

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 of Commerce is a real bright spot in our community. The monthly mixers showcase business for all members to learn about and meet the owners. The quarterly luncheons are designed to inform businesses and community members on topics that are important to us, our businesses and our community.

Our last luncheon debate between James Gore and Deb Fudge is an example of how pertinent the luncheon topics and guest speakers are to current events in our area. The luncheon guests filled the 42 seats in the room and we had another 24 people standing. It was reported on by the Press Democrat and the Windsor Times. This event was truly an example of teamwork by our Board members and volunteers. See our article on page 4 of this newsletter.

The Mark West Area Chamber does keep up with the times, but it has a familiar flavor to it which reminds me of a time when communities were more tightly knit and friendly. In our Chamber, everyone cares about each other like friends and neighbors care about one another. The Mark West Area itself is a place where there is always someone willing to lend a helping hand. If you want to get a firsthand look at the heart of the Chamber and the togetherness of our community be at Molsberry's Market on December 3rd at 6pm for our annual Holiday Tree Lighting with Santa and Mrs. Claus. This event truly captures our small town spirit and shows the effort that the Mark West Area is willing to give.

Yes, the Mark West Area is a great place for a business and it just got better with the completion of the new Sutter Hospital and Medical Clinic. Sutter will open for business officially this October 25th. We are expecting a growth in businesses that will either support Sutter's operations or provide needed products and services to all of their employees.

We have had a lot of improvements to our already attractive community. One area, in particular, with major changes is the roads. With the paving improvement to Mark West Springs Road and Porter Creek along with the completion of the freeway entry and exit lanes, getting around the area is much easier and safer.

The Mark West Area Chamber's next event is the popular Wine Country Harvest Fair and Business Tradeshow. It is at the Wells Fargo Center for the Arts October 1st from 4 to 7pm. Don't miss it. This is really a great event, with plenty to interest adults, children, business owners, and anyone who is interested in what's going on in the local scene. Hope to see you there.

I would like to extend an offer to all members for a way to get more satisfaction from your membership and to lend a helping hand for your community. By volunteering a few hours now and then to make our chamber, our community and your business stronger, you will make stronger contacts and more loyal supporters of your business. The appreciation by all the other chamber members and the community will translate into good will toward your business.

The more involved you get, the more you will get out of it. Please don't hesitate to get involved.

Steve Plamann, President

Below: Pictures from last year's Harvest Faire and Trade Show



SEPTEMBER SOCIAL SPONSORED BY THE NEW SUTTER SANTA ROSA HOSPITAL

Our September After Hours Business Social was hosted by the new Sutter Santa Rosa Regional Hospital on Mark West Springs Road. Many of our readers attended the special Sneak Preview at Sutter back on July 23; see page 6 of the July 2014 issue of *The Lark* where you will find a detailed write-up.

The hospital is hosting a ribbon cutting/open house on Saturday October 4. The community is invited for a farmers market, face painting, ambulance tours and behind-the-scenes hospital tours. An impressive art collection adorns the hospital's walls, and you'll see it on the tour.

The big move will take place October 25, when patients will be transferred the five miles to the new location. The move alone will cost \$7 million. It will be a tight and carefully choreographed operation, bringing patients over every few minutes. A full staff will be at each hospital during the move. The move and new technology is requiring 54,000 hours of staff training.

The new hospital is seismically constructed as three buildings joined together by flexible joints. They will move independently of each other in the event of an earthquake.

Shea House is a nearby residence where families of patients can stay temporarily. There is also an on-site family sleep room for families with premature babies about to be sent home.

Winners at the Social included:

Pot of Gold Drawing: Rita Benjamin, of Benjamin Tire & Brake went home \$80.00 richer. Next month the pot returns to \$60.00.

50/50 Drawing: Paul Schmidt won \$42.00. Paul is Brian Molsberry's (Molsberry Markets, Inc.) step-father.

Year's subscription to Windsor Times, from Beth at the Windsor Times: Ed Whitt of Valley Yellow Pages

Tickets from Sonoma County Airport Express: Lori Rooney of NorthBay Biz Magazine.

A bottle of Wine provided by Sutter Medical Center: Peter Loughlin of Loughlin Marketing.

Contributed by Aggie Maggio, Realtor @ Coldwell Banker and Peter Loughlin, Loughlin Marketing



Our hostess, Lisa Amador of Sutter Santa Rosa Regional Hospital (center), and her helpers.



Todd Anderson of Best Western Plus Wine Country Inn & Suites checks out one of the many birthing rooms. The old term "maternity ward" is clearly obsolete; modern facilities like Sutter's have many of the comforts of home.



Our newest ambassadors, Sarah Preston of Preston Property Shop and Edward Whitt of Valley Yellow Pages



The new Sutter hospital is designed for more than efficiency and patient well-being. This beautiful mural by Martha Wade graces a hallway, its bright colors and positive imagery lending emotional support to patients and staff alike.

DISTRICT 4 SUPERVISORIAL CANDIDATES DEBATE AT MARK WEST AREA CHAMBER LUNCHEON

On September 24, the Mark West Area Chamber of Commerce held its most recent quarterly business luncheon. The speakers were Deb Fudge and James Gore, candidates for Sonoma County 4th District Supervisor.

The debate was moderated by Doug Williams, Fire Chief of the Central Fire Authority of Sonoma County and past President of the Mark West Area Chamber. Questions for the candidates were collated in advance and each candidate had two minutes in which to answer. Strict timekeeping was observed. 66 guests attended.

TOPICS

Questions were wide ranging, covering issues important to all of us here in Sonoma County. The Mark West Area Chamber of Commerce remains impartial in regard to all candidates and neither endorses nor opposes any. This article recounts the topics that were covered but does not explain either candidate's stance.

1) How will you balance recreational, agricultural, and commercial use of our limited land in Sonoma County? Issues discussed in relation to this included growth, the boundaries of urban areas, and the need to protect agriculture which is a Sonoma mainstay.

2) What will you do to create higher paying jobs in Sonoma County with wages that match the high cost of housing here? Issues included the particular difficulty of this problem, the "living wage," the SMART Train, business zoning, and infrastructure like roads and sewers to support business growth.

3) How will you support our "shop local" movement and encourage small business growth in our communities? Issues included small family farms, small business, the fact that 85% of all Sonoma County companies have five or fewer employees, education that provides needed skills, the "maker movement" that is bringing manual skills back to the people, support of local goods and products, and the need to streamline the permitting process and cut bureaucracy.

4) How will you maintain our current quality of life in Sonoma County if our population continues to grow without restraint, especially considering the influx of lower income workers into a high cost-of-living area? Issues included the "Portrait of Sonoma County" report, the great quality of life here in Sonoma County and our universal desire to maintain it, resistance to the construction of big-box stores, the divisiveness currently found within and among city councils, the idea that there is room for everyone here, even for lower-paid service workers, the concept of urban service areas that could have different types of housing affordable to lower-income people.

5) If the drought continues or worsens, and we continue our building projects as normal, how do we go back, once we realize we have over-taxed our future water supply? Issues included the problem of zero- to low-growth because of the recent state of the economy, the possibility of a building moratorium, storage of water and relaxed permitting for construction of new ponds on private land, quantity of water currently in Lake Sonoma and Lake Mendocino, planning policies currently on the books that stipulated the release of water from one or more dams, investments in conservation,

6) Would you like to comment on water rates in the Mark West area? Issues included



The September 24 Business Luncheon featured a debate between candidates for Sonoma County 4th District Supervisor James Gore (left) and Deb Fudge (center left). Chamber President Steve Plamann of Aaction Rents introduced the candidates, and the debate was moderated by former Chamber President Doug Williams of Central Fire Authority of Sonoma County (not shown). The event was held at the Best Western Plus Wine Country Inn & Suites.

UPCOMING BUSINESS SOCIALS

25TH ANNUAL WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE

Wednesday, October 1, 2014
4:00-7:00pm

Hosted by 60+ Local Businesses
Location: **Wells Fargo Center for the Arts**
50 Mark West Springs Road, Santa Rosa



Thursday, November 13, 2014
Chamber Business-After-Hours Social 5:30-7:30pm
Hosted by **Anytime Fitness**
Location: 490 Larkfield Center, Santa Rosa

HOLIDAY TREE LIGHTING

Wednesday, December 3, 2014 6pm
Location: **Molsberry Market**,
522 Larkfield Center, Santa Rosa

Thursday, October 9, 2014
Chamber Business-After-Hours Social 5:30-7:30pm
Hosted by **Friendly Feed & Supply** and
Aaction Rents
Location: 1000 River Road, Fulton

Thursday, December 11, 2014
Chamber Business-After-Hours Social 5:30-7:30pm
Hosted by **Exchange Bank, Larkfield Branch & Molsberry Markets, Inc.**
Location: 500 Larkfield Center, Santa Rosa

Interested in having a Chamber Ribbon Cutting?



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

Interested in joining our Ambassador Club?



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

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



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Luncheon Report: District 4 Candidates' Debate, *continued from page 4*

the influence of California Public Utilities Commission (CPUC) influence and fees, the need for greater transparency at the CPUC regarding how taxes and fees are set, the option of a political solution whereby Mark West could be combined with Winsor (where the water rates are far lower), the types of growth allowed and encouraged including low-impact developments that inherently use less water, and conservation efforts.

7) We have congested roads with bike riders and pedestrians at risk. Do you have a comprehensive plan for our transportation needs in Sonoma County? Issues included the need to invest in the road system, conflict between cars and bikes, bike lanes, decisions made by past boards of supervisors, the need for extensive repairs in many places, the possibility of cutting costs in other areas to shift money to roads, community action as exemplified by "SOS Roads" ("Save Our Sonoma Roads"), the inherently high cost of roads in the county, and the allocation of resources.

8) How will you work to ensure a high quality and affordable education for every child in Sonoma County with an opportunity for higher education to those who desire it? Issues included "cradle to career" programs, proactively interacting with at-risk kids to mitigate problems that may lead to drop-out, tying curriculum to the local economy so kids are prepared to take local jobs, internships to teach on-the-job skills, funding for schools and related educational projects, mentoring high school kids, and bond measures for Santa Rosa Junior College

9) From the Audience: Do you consider yourself pro-business? If so, why? Both candidates summarized their respective accomplishments and qualifications. Issues included attracting growth to the area, collaboration opportunities between business and government, environmental impacts, the image of being either pro- or anti-environment, supporting the people and community which in turn support businesses.

10) What are your thoughts on the regulation of wells on private property? Is this something you support? Issues included whether local government should manage groundwater extracted through such wells, water as a community resource, sustainability, creation of local entities that could manage such regulation, the drought and the political and economic pressure it causes, protection of the Sonoma County lifestyle, protection of agriculture, collaboration to manage water and other resources.

11) From the Audience: How do you plan to get the board to collaborate on your plans for the fourth district and county as a whole? Issues included the candidates' records of collaboration, other public figures and organizations that support them, and working within the beauracracy to bypass bottlenecks and get things done.

Closing statements: Each candidate summed up their overall qualifications and mentioned the people and organizations that support them. They also added personal comments, regarding their passion for the Sonoma County area, their enthusiasm for getting the job done, and their dedication to serving. A major theme woven through both candidates' presentations was the need to collaborate with those who agree with them, those who do not agree with them, and others at all levels of government, for the good of the community and the future of those who live in it.

The event was held at the Best Western Wine Country Inn & Suites. There was no charge for admission (nor is there at any Mark West Area Chamber of Commerce Business Luncheons), though lunches were available for \$10.00 and were provided by Molsberry Markets, Inc.



*Contributed by Peter Loughlin,
Loughlin Marketing*

The candidates:

Deb Fudge

James Gore



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.
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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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