

Mark West Area Chamber of Commerce and VISITORS CENTER

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403
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The Lark

May 2021
Volume XXXV Issue 5

OUR LOCAL DROUGHT AND HOW YOU CAN HELP

As you likely know, a drought emergency has been declared for Sonoma County. In Larkfield and Geyserville, our customers are continuing to do their part and maintaining efficient water usage during these challenges. Our communities are doing a great job and we encourage everyone to keep up the good work.

Earlier in May, Sonoma Water's Water Advisory Committee, made up of local cities and water providers, called for a voluntary reduction in water use of 20 percent. We support this voluntary effort and have the tools and services available to help customers achieve this goal. In Larkfield, we have a balanced supply of locally pumped groundwater and water purchased from Sonoma Water. We don't anticipate a shortage in our water supplies, but it is important that we reduce water use to ensure the sustainability of our local ecosystems and prepare for the possibility of more dry years in the future.

Customers can help by taking the following actions:

- Do not to use water outdoors during or for 48 hours after rain.
- Do not wash down sidewalks and driveways; use a broom instead.
- Hoses should have an automatic shut-off nozzle when washing vehicles.
- Adjust sprinkler systems so there is no runoff onto sidewalks and driveways, and check them regularly for leaks.
- Quickly repair dripping faucets, excessively running toilets, or other leaks.
- Restaurants should only serve water upon request.
- Hotels should offer customers the option to reuse towels and linens.



These are some of the water conservation devices available from California American Water.

Continued on page 8

UPCOMING EVENTS: *next* AFTER HOURS BUSINESS SOCIAL

Hosted by

West County Computers

Thursday, June 10, 2021, 5:30 PM - 7:30 PM

Hosted at West County Computers

4787 Old Redwood Highway, Santa Rosa, in the back parking lot.

Network with the business community, and enjoy wine and snacks at this second Social since the reduction in Covid restrictions. It's fun! It's tasty! It's a great way to see and be seen! Thank you West County Computers for hosting this event!





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.

BOARD OF DIRECTORS MEETING

Second Tuesday
Of Each Month
11:30 am - 1:00 pm
Contact the Chamber
for links and
attendance information

To host a Ribbon Cutting, contact...
Aggie Maggio
aggiemaggio@icloud.com



Interested in joining our Ambassador Team? Contact the Chamber at office@markwest.org

PRESIDENT'S MESSAGE

Colors are important for many reasons, and always have been. But on June 15th the 4-Tiered, Color-Coded Coronavirus System may disappear completely. It has been in place since August of 2020 and mandates certain restrictions based on how prevalent the virus is in a county. The state must meet only two criteria for this broad reopening: making vaccines easily available to everyone and keeping COVID-19 hospitalizations low. Currently, California is easily meeting those goals. If this happens, all business sectors will be allowed to return to normal operation. Common sense health measures like mask wearing may still be required in some situations, and individual counties may choose to retain other restrictions after that date.

If that fails to happen, Sonoma County is positioned to go from the orange tier (moderate COVID risk) to the yellow tier (minimal COVID risk) and restrictions on businesses will be greatly loosened. We have been in the orange tier since April 7th and that accomplishment has already made our lives feel a lot more normal. June 15th will mark nearly fifteen months of shelter in place orders for our county's nearly 500,000 residents and California's 40 million. And then we all watched and lived through the shut-down of the 5th largest economy in the world. We lived without so much and lost so many. Who would ever have imagined such a drastic change to our daily lives.

Thankfully, today we are in an excitedly different world from the one we entered in March of 2020. After all that time and all those restrictions, it is a bit scary to take my mask off and be around others with their masks off, even though we are outside. Inside and no masks? That is going to take me a while to feel at ease about. As natural as that used to be, now it will feel like I am half-dressed and unsafe. I know it is coming and I want it to come, as I am looking forward to seeing smiles, big grins and even a few snarls, most likely from my wife. Truly, more warmth will come from the unmasked faces of our families, friends, companions and business cohorts. Like always, we must embrace the future and bravely return to the ways of the past.

The Mark West Area Chamber started its re-opening process when Sonoma County made it to the orange tier.

We had our first Business After Hours Social on May 13th at Atlas Pavers in Santa Rosa. It had been 14 months since our last Social. This Social was outdoors, as the next three will be. We limited the number of guests to play it safe, even though we were gathered on a very spacious and beautifully paved patio. We were served paella (made fresh while we watched) and drank some nice wines. This event really made me understand how important these Socials are for so many reasons and for so many people. Just seeing all the familiar faces, which I have missed, warmed my heart. I watched so many people making great business connections and enjoying light hearted conversations. Yes, the wine helped. We need more good times like this with associates and friends. Thank you, Junior Morais and Candido Silva (Atlas Pavers co-owners) and Anne Barbour (showroom representative), for being such great hosts. This was truly a fun and classy event.

Next month, our June Social will be on the 10th in the back parking lot of the Mark West Area Chamber office, hosted by West County Computers. As this event is five days before Sonoma County officially goes into the yellow tier or all restrictions are lifted, we will be limiting the number of guests. So reserve your spot early!

Don't forget about the Community Faire and Business Showcase coming this September 22nd, outdoors at the Luther Burbank Center for the Arts. Sign up for your booth early, as they will sell out! In addition to the Dunk Tank Event and the Silent Auction, we will have many drawings for prizes, including the Grand Raffle and the Epicenter Kids Drawing.

Steve Plamann, President

MAY 10 SOCIAL REPORT: SOCIALS ARE BACK!

Our May Social was refreshing, relaxing, responsible, (considering COVID is still our nemesis) and it almost felt like routine as the crowd size showed the Chamber's resilience! Thanks to Atlas Pavers of Santa Rosa and owners Junior Morais and Candido Silva and showroom representative Anne Barbour! We had a fantastic first chamber Social since COVID started in March of 2020.

It was such a beautiful warm and sunny evening and a very impressive event, thanks to our great hosts. We all watched as Gerard's Paella made chicken and vegetarian paella while we mingled and sipped on some great wines. It was nice to see so many conversations and so much networking going on between our members. The Chamber has added many new members since our last Social and I finally had a chance to meet and officially welcome many of them.

I can't thank Atlas Pavers enough for hosting this special event. They also own two other locations, one in Concord and one in San Mateo. They have been in business since 2012. They are a Diamond Certified business and provide full masonry services to homeowners, contractors, property managers, development companies, and architects. Pavers around a home or business have become very popular, as in addition to their beautiful look, they also can provide a fire break for any structure.

After our fantastic meal and an hour of enjoying the well-designed paved patio we began the formal part of the event. We started by going around the group, and everyone had a chance to introduce themselves and tell what business they were with. We made our usual announcements about Chamber activity and upcoming events, including the June 10th Social hosted by West County Computers and owner Tom Hutchins. Then we got to the really fun stuff, our drawings for prizes.

Anne Barbour drew our Pot of Gold winner, but no one from Music to my Ears was present or they would have won \$260.00. Next month the Pot of Gold will be \$280. Then Candido Silva drew the winning 50/50 raffle ticket held by Ector Ortega from Bay Alarm and he took home \$90. Thank you, Lisa and Beth, for selling all those tickets!

We had many prizes for our business card drawing. The businesses who donated prizes for the business card drawing were M Designs Floral, Best Western Plus Wine Country Inn & Suites, Charles M. Schulz-Sonoma County Airport, Cloverleaf Ranch, The Tutoring Center, Banner Bank, and Atlas Pavers who donated six prizes. I would like to give them a shout out and say, "THANK YOU".

The winners for this event included: Lauren Hull - Windsor Connection; Marco Angrisani - Boylan Point; Therese McCallister - Banner Bank; Pete Lescure - Lescure Engineers; KG Phillips - Key Properties; Beth Henry - the MWA Chamber; Ector Ortega - Bay Alarm (his second win of the evening); Steve Rahmn - Firebrand Safety Systems; Stephanie & Robert Bisordi - both from Bisordi Ranch & Vineyards, LLC.; David Mohle - Accent Printing; Anne Barbour - Atlas Pavers; and Cathy Slack - KSRO.

WOW what a night.

Contributed by Steve Plamann, President



Anne Barbour of Atlas Pavers, Inc Santa Rosa showroom (middle) congratulates Cathy Slack of Sonoma Amatore Media (R) on winning a door prize. Also pictured at far left are Stephanie and Rob Bisordi of Bisordi Ranch and Vineyards, LLC.



Marco Angrisani of Boylan Point (center) steps forward to claim his door prize. Pictured L to R: Ector Ortega (Bay Alarm), Laura Buhner (Exchange Bank Larkfield), Lauren Hull (Windsor Connection), Tom Boylan (Boylan Point Agency), Pete Lescure (Lescure Engineers), Teresa McCallister (Banner Bank), Demian Reddy (Charlie's Restaurant/Windsor Golf Club), David Mohle (Accent Printing).



Candido Morais and Junior Silva, owners of Atlas Pavers Inc, speak to the crowd on Thursday, May 13, 2021 outside their Santa Rosa showroom on Fourth Street.



Cal Weeks, Marketing Specialist with Charles M. Schulz — Sonoma County Airport, speaks with Keith Roberts, Community Relations Specialist, District 4 Supervisor Gore's Office.

BUSINESS SPOTLIGHT

HEALTH FIRST TRAINING: EQUIPPING OTHERS FOR TIMES OF NEED

Medical emergencies can happen at any time. Heart attacks, bad falls, choking; all of these and more require immediate action. What happens during that immediate action, however, can be just as important as the work that happens at the hospital itself. First responders of any sort must be able to provide the necessary aid to those having medical emergencies. To do this, they require training, and that training needs to be conducted by instructors and schools that are certified and up-to-date on first aid techniques. For first responders in Sonoma County, Health First Training is ready to equip them with the tools needed to save lives.

Health First Training has been a part of Sonoma County for over 18 years. After starting in Larkfield and using a separate training center, HFT has recently moved to a training center near Rincon Valley. Though many of their instructors go to different sites to train first responders, the American Heart Association requires that they have a full training center. Around 50 instructors currently work for HFT, all of whom are ready and certified to train. Their services are available not only to EMTs, RNs, firefighters, or other “usual” first responders, but also to medical offices, babysitters, and more. By offering first aid training to so many people in so many job categories, HFT is working to make sure that anyone who may unexpectedly become a first responder is able to perform that role effectively.

Just this year, HFT has also become a member of the Mark West Area Chamber of Commerce. Though HFT was once in Larkfield, the lack of a training center to call their own meant that joining the Chamber did not make sense at the time. Now, however, HFT is ready to begin working with the Chamber and begin connecting with others in the business community. “We haven’t gotten much of a chance to do much yet, but the experience so far has been pretty great,” says Leo Clamar, TCC of HFT.

Whether you have experienced a medical emergency yourself or not, it is never a bad idea to be ready for what might happen. Whether a business, medical personnel, or one of thousands of babysitters in the county, knowing what to do until the ambulance arrives can be crucial to saving a life. Health First Training is ready to support Sonoma County and all of Northern California with making life safer for all. To the Mark West Area Chamber of Commerce, Leo and Kathryn Clamar say: “We’ve been a part of the Mark West community for years, and we love it here. Thank you for the opportunity to be a part of a team. We’re looking forward to the ride ahead and many years of cooperation.”

Contributed by Johnathan Williams, Freelance Writer



Students practice on the latest iteration of the CPR dummy at the Health First Training training center.



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WELCOME TO NEW MEMBERS

D Block Security

We are pleased to welcome D Block Security as a new Corporate Sponsor to the



Mark West Area Chamber. Owner Fred Pena and his team have offices in the Larkfield Center, servicing the community in a variety of ways since 2010. D Block is a locally-owned and locally-staffed private security company, partnering with the community to provide dependable, effective, and professional security. They work with businesses, restaurants, individuals, and cannabis-related industries to create custom security solutions. Their



comprehensive transportation services include:

- Discreet cash transit
- Guarded transportation of precious cargo
- Point A to Point B executive transportation of personnel
- Medicinal cannabis transport

For more information, visit <https://www.dblocksecurity.com/> or call Fred at 707-843-7194. PPO# 15480

Boylan Point Agency

The Boylan Point team creates brand awareness for their clients through various real-world media and online platforms. They have



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MARKETING STRATEGIES & SOLUTIONS

the tools to develop an effective marketing strategy that targets your business goals. Their in-house web development team is highly skilled, creative, easy to work with, and, best of all, local. Graphic design services include logo development, collateral materials, and marketing materials from point-of-purchase to newspapers, magazines, and online media. Working with production teams from the Bay Area and beyond, the Boylan Point has developed videos for commercials, corporate videos, and web videos. Their success goes beyond the work each member of the team provides: they are involved with the

communities they live in and the lives of the people that call Sonoma County home. The connection with their clients is enhanced by their mutual commitment to the communities where they live and work. If your marketing is lukewarm, bring it to the Boylan Point.

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NEW CHAMBER WEBSITE IN DEVELOPMENT

We are excited to announce that the Mark West Area Chamber of Commerce is developing a new website! Our goal is to increase the Chamber's effectiveness in promoting our members and our community.

We have partnered with the Boylan Point Agency to develop a new website design, integrate interactive features like registration and payment for events and membership, and new written content throughout. The site will be responsive, for optimal viewing on mobile devices.

The goal for the launch is the start of the new fiscal year. We are currently seeking recommendations for professional photographers and videographers, including drone photographers, and we welcome referrals from community members and businesses.

COMING SOON...

the new
<https://markwest.org>

In addition, we are actively seeking input from our member businesses about structure and content. What can we put on the site that will help YOUR business? Do you have opinions about strategies, "angles," or website features that would better promote our members? Would you like to serve on our Website Development Committee?

We welcome your vision and observations, large or small. Send us an email at office@markwest.org and help to shape our future.

Contributed by Beth Henry, VP Publicity and Public Relations

MOLSBERRY'S MARKET IS HIRING, AS IS EVERYONE

Just like many businesses in Sonoma County and across the nation, Molsberry's Market in Larkfield is short-handed. They are seeking at least three workers for their Deli and Meat Departments to work alongside the many long-term employees who enjoy the benefits of working for a family-run and community-based business. Brian Molsberry told us "We are in the same boat as everyone else. Every business right now has a sign out front. It's hard to find new workers."



The following is adapted from a May 14, 2021 article in the North Bay Business Journal, "Grappling with employees who refuse to return to work", by Cheryl Sarfaty (<https://www.northbaybusinessjournal.com/article/industrynews/grappling-with-employees-who-refuse-to-return-to-work/>)

Neil Bradley, U.S. Chamber of Commerce executive VP and chief policy officer, commented on a May 7 U.S. jobs report: "The disappointing jobs report makes it clear that paying people not to work is dampening what should be a stronger jobs market... Based on the Chamber's analysis, the \$300 benefit results in approximately one in four recipients taking home more in unemployment than they earned working."

"There's a combination of a bunch of different factors," said Robert Eyler, Ph.D., dean of the School of Extended and International Education and a professor of economics at Sonoma State University. "People who previously worked in low-wage jobs and are currently bringing home more money on unemployment than when they were employed; people who face childcare issues at home; and businesses that aren't willing to increase wages to attract their workers back."

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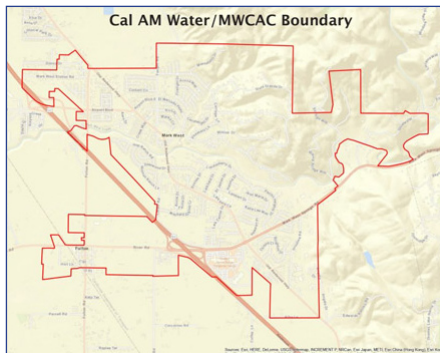
Tom Huntley
Vice President / Renovation Manager
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CALL FOR CITIZENS ADVISORY COUNCIL SUBCOMMITTEE MEMBERS

The Mark West Citizens Advisory Council has identified a need for a Specific Plan for the Mark West Area to coordinate with the Sonoma County General Plan update by addressing elements which are critical to the quality of life and well-being of its residents, businesses, and institutions. We are looking for individuals who live in the California

American Water District service area to serve as subcommittee members and give their input on guidance for planning the future of the Mark West Area including

land use, circulation, housing, open space, noise, safety, and utilities. For a glimpse of how this document is taking shape, see the draft of the Mark West Area Specific Plan at:



California American Water District map provided by California American Water

<https://sonomacounty.ca.gov/Mark-West-Citizens-Advisory-Council/PDFs/Specific-PlanMWA-Specific-2020/>

View Sonoma County's General Plan update:

<https://sonomacounty.ca.gov/PRMD/Long-Range-Plans/General-Plan-Update/>

Are you intrigued? If you would like to help shape the future of our community, please contact the Citizens Advisory Council at markwestcac@gmail.com. The MWCAC is YOUR Council, YOUR voice.

Contributed by Beth Henry, VP Publicity and Public Relations

SUMMER TIME IS THE BEST TIME... FOR LEARNING!

Did you know that 100% of students experience learning loss if they don't engage in



educational activities over the summer? Children need continuous opportunities to acquire new skills and practice existing ones to be academically successful. Studies have shown that 2.6 months of math skills are lost over the summer and 2 months of reading are lost over the summer.

I am here to tell you that it only takes 2-3 hours of work per week to prevent learning loss over the summer.

Did your child struggle during the school year? Who had more tears, YOU or YOUR CHILD? Give them the opportunity to succeed, get ahead and gain confidence that may have been lost due to the pandemic and beyond. It is a good idea to focus

on topics and subjects your child may have struggled with during the school year.



Photo by The Tutoring Center

The Tutoring Center in Larkfield Shopping Center is OPEN ALL SUMMER LONG!

We offer programs in Reading, Writing and Math. All it takes is a phone call to schedule a FREE Diagnostic Assessment. Do you

have more than one child? We can provide a sibling discount. 707-559-0274

MAKE THIS THE SUMMER of LEARNING!

Contributed by Julianne Jones, The Tutoring Center



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Our Local Drought, continued from page 1

This may be changing in the future, but for now, we also ask customers to follow our suggested outdoor watering schedule and limit watering to three days per week. There should be no watering on Monday. Odd-numbered addresses may water on Tuesday, Thursday, and Saturday. Even-numbered addresses may water on Wednesday, Friday, and Saturday. Water before 9:00 a.m. or after 8:00 p.m. to avoid evaporation and limit watering to 15 minutes per station. Drip emitters and other very low flow irrigation tools may be used for longer periods. By following these guidelines, customers can easily reduce their water use during the current drought.

During the last drought we noticed that commercial properties sometimes had difficulties. For business owners, we encourage you to check in with your facilities and landscaping team or landlord to ensure that these best practices are being followed.

California American Water provides various services and programs that are readily available to customers. California American Water offers free water use consultations to all customers. We also offer complimentary water saving devices and leak detection kits to our water users to assist them in their conservation efforts. To schedule a survey or request a water saving device and leak kit, California American Water customers can call a conservation specialist at 707-542-8329, extension 0.

The screenshot shows the website amwater.com/caaw/Conservation/report-water-waste. The page has a blue header with the California American Water logo and navigation links: Customer Service & Billing, Conservation, News & Community, Water Quality, About Us, Pay My Bill, Alerts, Report Emergency, and Login. The main content area is titled 'REPORT WATER WASTE' and includes a paragraph about water conservation efforts. Below the text is a form with three input fields: 'Name:', 'Address: *', and 'City *'.

The California American Water website has an interactive form where you can report water waste. Visit <https://www.amwater.com/caaw/Conservation/report-water-waste>

As we move forward into the warmer months, California American Water will continue to monitor the situation and dry conditions. Additional actions may be required to meet the challenges of this latest drought, but our approach is always one of education over enforcement and working in partnership with our customers. Please use water wisely and reach out to us for help at 707-542-8329, extension 0, or visit our website at www.californiaamwater.com and the Sonoma Marin Saving Water Partnership at www.savingwaterpartnership.org for more information. These websites are continually updated, so check back often.

Contributed by Margaret DiGenova, Operations Superintendent, California American Water

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STUDENT CORNER

HOW TO MAKE DELICIOUS AND MOUTH-WATERING BAKED GNOCCHI

For this awesome recipe you will need:

- 1 lb of ground Italian sausage
- 2, 1 lb packages of gnocchi
- 8 oz of ricotta cheese
- 1 tsp of salt
- 1 tbsp of fennel seeds
- 1 large jar (25.5 oz) of marinara sauce
- 8 oz of grated mozzarella (block or fresh)
- And 2 tbsp of fresh parsley.



1. Preheat your oven to 400°F and leave for about 5-10 min.
2. Put the brown Italian sausage in a large ovenproof skillet over medium or high heat until it's cooked through, for around 5 minutes. Then remove the pan from the heat.
3. Add the marinara, ricotta, uncooked gnocchi, fennel seed, and salt to the pan with the cooked sausage, and stir gently until the gnocchi is coated with the sauce and the sausage is spread evenly. Top with mozzarella and bake on the center rack for about 30 minutes or until the gnocchi is soft enough to eat.
4. Top finished baked gnocchi with a little bit of fresh parsley and serve warm.

Contributed by By Hiruki W, 6th Grade Student at Riebli Elementary

AMERICA'S FAVORITE CHARDONNAY

EDITORS' CHOICE
VINTAGE 2015

91
POINTS
JULY 2017*

EDITORS' CHOICE
VINTAGE 2016

91
POINTS
APRIL 2018*

VINTAGE 2017

90
POINTS
MAY 2019*

VINTAGE 2018

90
POINTS
APRIL 2020*

*WINEENTHUSIAST | JIM GORDON

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IN MEMORIAM: SALLY CRAIN

The Mark West Area Chamber of Commerce and our community lost one of the great ones, Sally Crain, to cancer. Sally was the person you would always pick to be on your team, if you had that chance. She was a longtime member of the Mark West Area Chamber and she was on the Board of Directors for many years. Her insight, clarity, kindness and understanding of all issues were blessings to us all.

In addition to all she did for this chamber, Sally was also very involved in our community in many other organizations.

She was a member of the North Bay Association of Realtors since 1975 and was considered a champion of the Realtor organization and its members. She served a long time on the Board of Directors and was President in 2015. Sally also served on many committees over her 45-year association with them. She was voted by her colleagues as Realtor of the Year, was President of the Woman's Council of Realtors, and received the first North Bay Association of Realtors Lifetime Achievement Award in 2020. Sally was also a recipient of the prestigious Spirit of Sonoma Award in 2010 and was on the Board of Directors of the Sonoma County Hispanic Chamber of Commerce for several years.

A friend of mine wrote this when she too was dying of cancer: "A flower lives for a moment and becomes a metaphor for our own lives. In a balance between determination and fragility they thrill and enchant the senses in a celebration of life and finally embrace death in the most natural way. This is our origin and our fate, with only the mystery of it all to guide us".

Sally Crain dedicated her time and expertise in so many ways for our community. She was truly a beautiful flower and left us many reasons to celebrate her life. She was an example of how we should live our own lives.

Sally is survived by her husband of over sixty years, Earl.

Contributed by Steve Plamann, President



Sally and Earl



At California American Water, we're here to help you conserve water INDOORS so you can use less and save water and money on your water bill. Here are some simple tips:



Install aerators on kitchen and bathroom faucets: Check for worn washers and gaskets that might cause drips. Aerators add air into the water stream so you can use less water noticing a difference in water flow.



Replace old, non-efficient toilets with a new, high-efficiency models: A leaking toilet can double the total monthly water usage by the whole household. Save water and money with every flush.



Regularly check your toilet, faucets and pipes for leaks: Download our free leak detection kit at californiaamwater.com > Conservation > Detecting Leaks. If you find a leak, have it fixed as soon as possible.



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

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The Lark Newsletter is emailed to member businesses each month.
For more information, contact the Chamber office at 707-578-7975.

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Deadline for publication is the 3rd Wednesday of the month.
Please email your materials to office@markwest.org

MEMBERSHIP SERVICES & DEVELOPMENT

Monday - Friday, 10:00am - 3:00pm

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\$149.00	Business (1-5 Personnel)	<i>Non-profits get a 10% discount off Basic pricing</i>
\$229.00	Business (6-10 Personnel)	
\$299.00	Business (11+ Personnel)	
\$749.00	Corporate Sponsor	
\$2499.00	Platinum Sponsor	
\$ 99.00	Individual (no business affiliation)	

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Application: <http://markwest.org/files/MembershipApplication200718.pdf>

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