

Mark West Area Chamber of Commerce and VISITORS CENTER

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4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403
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707-578-7975
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The Lark

August 2021
Volume XXXV Issue 8

CALIFORNIA SMALL BUSINESS COVID-19 RELIEF GRANT PROGRAM

CAMEO is California's statewide micro-business network made up of over 300 organizations, agencies, and individuals dedicated to furthering Micro-Business development in California with small and micro-business financing such as loans and credit, technical assistance and business management training.

The State of California and CalOSBA are committed to ensuring small businesses have access to the support, resources and capital they need – and this support is fundamental to California's COVID-19 response.

If you're a small business owner looking for an organization that can help you with your California Relief Grant application, please scroll down to find a list of CAMEO members that can do so.

General Information

For information about the California Small Business COVID-19 Relief Grant program, please visit Careliefgrant.com (<http://careliefgrant.com/>) or send your application directly (<https://cameo.mylendistry.com/login>).

Lendistry Call Center for Rounds 1-3 and 5-7, and 9: 888-612-4370.

Owners of multiple businesses, franchises, locations, etc. will be considered for only one grant and are required to apply for their business with the highest revenue.

The following application rounds are in various stages of execution. They may or may not apply to your situation.

Round 7: Waitlisted applicants from certain previous rounds

Selection window: Tuesday, August 3 through Thursday, September 16.

Round 8: Nonprofit cultural institutions only

Application window: Friday, August 27 through Wednesday, September 8.

Round 9: New applicants and waitlisted applicants from certain previous rounds.

Application window: Thursday, September 9 through Thursday, September 30.

Application Certification Downloads

For for-profit businesses: <https://careliefgrant.com/wp-content/uploads/2021/03/CRG-Extension-Business-Certifications-for-profit-FINAL-Fillable-1.pdf>

For non-profits: <https://careliefgrant.com/wp-content/uploads/2021/03/CRG-Extension-Business-Certifications-nonprofit-FINAL-Fillable-1.pdf>

For complete information: <https://careliefgrant.com/>.

California Small Business COVID-19 Relief Grant Program



HOST A SOCIAL, PROMOTE YOUR BUSINESS

We are filling our 2022 monthly schedule with Business After Hours Socials and Ribbon Cuttings. Reserve your spot now!

By hosting a Business After Hours Social, your business and your event are promoted in Chamber publications and the website the month before and the month after, and on the Chamber calendar. You'll get a crowd of people active in the local business community, and be able to make your pitch or tell your story. There's no charge, but hosts are expected to provide food and drink, and door prizes are a good gesture and a good promotion. Reserve your spot today: office@markwest.org





Steve Plamann
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
office@markwest.org*



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

PRESIDENT'S MESSAGE

Communities, chambers and many other organizations are all about banding together, working together, sharing goals, and accomplishing things that make all our lives better. And with many groups it is not just to make things better for group members, but also for others in the area. So why are we so drawn to belong and participate in and with things like clubs, nonprofits, and neighborhood coalitions? And why do we want to feel a part of where we live, our community? Well, all these ways of joining people together, especially where our whole community is concerned, do many things to make us all feel good. "Man is by nature a social animal... Society is something that precedes the individual." Aristotle understood this almost 2400 years ago. This feeling of wanting to be part of something, to belong and to be with others, is ingrained in our nature. Our common feelings of needing to be a part of something and to share interests with others unites us and are the building blocks for our communities. It is a rewarding feeling to belong to something bigger than ourselves, to connect with others and share common goals. This empowers us and makes us feel safer. This is our sense of community. We get to share common experiences with others, support others, build bonds, form meaningful relationships, and feel like we belong. It may be a geographic space, but it is really based more on common interests and common needs with the expectation that some of our needs will be met, because of this togetherness with a common commitment. Forming a community results in us having an opportunity to give, support, encourage, learn, and improve our environment. We feel empowered and more in control of our lives on this spinning ball in space. The word community is, without question, central to human experience.

Well, that is what our Community Faire is all about: giving our members an opportunity to contribute to their community and get some good publicity and appreciation. It is also an amazing opportunity to bring the whole community together in support of our local merchants and the entire Mark West Area and beyond. The Mark West Area Chamber of Commerce is a community, and our yearly Community Faire is produced by us for a larger community that we are also members of. We do this every year to benefit Chamber members by providing them a chance to showcase what they do and providing a fun and meaningful event for all community members. We have a goal of everyone benefitting from our event and having lots of fun in the process.

Sadly, once again, the coronavirus is creating an unsafe environment to hold a large public event. We don't want to contribute to the further spread of this determined virus, even if the grip of the delta variant may be loosening. We will go on with many parts of what we had planned, but it will not be a live-and-in-person event. We will do it as a virtual event and take advantage of all the other ways we can share a common experience and still benefit our community. See pages 8 & 9 of this newsletter for information.

I would like to thank all businesses who have already donated items to the Community Faire Silent Auction. For every donation we will name the sponsoring business every time we promote the Silent Auction on social media, which we are going to do for a month. They will be credited for helping our chamber and our community. If you would like to donate, please contact us at office@markwest.org. Thank you again!

Join us to celebrate our 31st Community Faire and help us support our community from September 22nd through October 20th.

Steve Plamann, President



Aristotle (right), being a social animal, hangs out with his mentor Plato (left), at a pre-Covid Chamber social (note the lack of masks and social distancing.) (Fresco "The School of Athens", 1509-1511, by Rafael. Public domain.)

AUGUST SOCIAL REPORT

A pleasantly warm August evening in the middle of a walnut grove served as a perfect backdrop for the August 12 Social. With freshly-grilled hot dogs and burgers, wine from their vineyards, and a ton of other great food, Bisordi Ranch & Vineyards was able to demonstrate their support for the Chamber to both fellow members and guests.

After a brief introduction by Paul Peck of Solstice Senior Living, the Bisordi family was able to provide an overview of the history of Bisordi Ranch & Vineyards. Originally purchased in 1898 by Eugenio Bisordi, the ranch



Chamber President Steve Plamann speaks to the Chamber and guests at Bisordi Ranch & Vineyards.

has since passed down through the family, and is currently operated by three generations of Bisordis: Henry and Barbara; their son Robert and his wife Stephanie; and grandchildren Robbie and Lori. Robert and Robbie are also firefighters with the Sonoma County Fire District, and were out of town helping to combat the Dixie Fire on the night of the social. Henry, Barbara, Stephanie, and Lori, along with Lori's husband Kyle, were able to serve as hosts while Robert and Robbie continued working to save lives.

After a chance for everyone to grab a bite to eat and enjoy each



Stephanie Bisordi speaks at the August Social.



Henry Bisordi (left) speaks to the Chamber alongside Barbara Bisordi, Lori and Kyle, and Stephanie Bisordi.

other's company, Paul announced the winners of the 50/50 Drawing, the Pot of Gold, and the Business Card Drawing. The 50/50 Drawing was won by longtime member Pete Lescure of Lescure Engineers, who went home \$100 richer. For the second month in a row, the Pot of Gold was worth \$300, a prize that was missed out on by Tacos el Angel. The Business Card Drawing had a plethora of prizes from Bisordi Ranch & Vineyards (including fresh eggs!), C. A. Wiggins Metals, Myriad Coffee, Key Properties, the Sonoma County Sheriff's Office, Ancient Oak Cellars, and Mr. Gibby's Soap. Winners of these prizes included Tim from Friendly Seed & Supply, Ericka from Solstice Senior Living, Ector from Bay Alarm, Anca from Boylan Point, Zachary from Mr. Gibby's Soap, KG Phillips from Key Properties, Gloria Lew-Peck, Andrew Ryan, and Laurie Pellman. Congratulations to the winners, and a reminder to every Chamber member to always bring your business card to socials for a chance to win some great prizes.

Our next social

takes place Thursday, October 14, hosted by Solstice Senior Living at 3585 Round Barn Boulevard. Just before that, starting on September 22 we will host a month-long Community Faire & Business Showcase Silent Auction online, in place of the in-person event which we had to cancel because of the Covid situation. The Silent Auction is an important fundraiser for the Chamber. See pages 8 & 9 of this newsletter for information on the auction and how to contribute. Also in October, we will host our first Business Luncheon in many months, featuring guest speaker James Gore, 4th District County Supervisor. The luncheon takes place Wednesday October 27, starting at 11:30am, at Best Western Plus Wine Country Inn & Suites. Check our calendar of events for more detail, and the Chamber website for registration information.

We look forward to seeing everyone next month, online and in person!

Contributed by Johnathan Williams, Freelance Writer. Photos provided by John Nelson.



A tractor at rest in the vineyards at Bisordi Ranch & Vineyards.

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POINTS
JULY 2017*

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91
POINTS
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90
POINTS
MAY 2019*

VINTAGE 2018

90
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APRIL 2020*

*WINEENTHUSIAST | JIM GORDON

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IN MEMORIAM: PETE FOPPIANO

Pete Foppiano, a longtime friend and supporter of the Mark West Area Chamber of Commerce and our Santa Claus at our yearly tree lighting event, passed away on June 30th, at age 68. Pete lived his entire life in Healdsburg and attended school there until he continued his academic education at U C Berkeley and later graduated with an MBA from Sacramento State.

Pete spent much of his life giving back to his community in many ways. He was a multi-term Healdsburg city councilmember and a two-term Healdsburg mayor. He was the Chairman of the Healdsburg Community Redevelopment Agency, a member of the Healdsburg Planning Commission, and served as Commissioner for the Metropolitan Transportation Commission. He also helped Healdsburg become a world class destination by rallying local businesses and getting their financial support to make improvements to the downtown plaza. He became a driving force behind the town's economic growth, was honored by the California Legislature in 1996



Pete was our chamber's 2010 Spirit of Sonoma Award winner.

for his public service, and ran for County Supervisor in 1994 (losing by a narrow margin). He was a Spirit of Sonoma Award winner in 2010, nominated by the Mark West Area Chamber of Commerce. He cared deeply about the environment and worked hard to protect it, especially the Russian River. He was a political analyst and commentator on KSRO radio's "The Drive", and for many years he was Santa Claus to the students of the Mark West School District and to the members of the Mark West Area Chamber of Commerce. His wife of his last 17 years, Marian, was Mrs. Claus.

I first met Pete as Santa Claus and Marian as Mrs. Claus. I can't tell you who was happier and more excited: the kids, to see Santa Claus, or Pete, giving that excitement and happiness to all those kids. For many Christmases, Santa and Mrs. Claus were driven to the Christmas tree lighting event at Molsberry's Market in a fire truck, which was the icing on the cake for many of those attending. He brought candy for the children and took as much time as needed to have the children sit on "Santa's lap" and divulge their special



Santa and Mrs. Claus arriving at Molsberry Market for the chamber's annual Christmas tree lighting.

Christmas wishes. You knew when you met him that his kindness and generosity toward others was genuine. It came from his heart.

Pete was the son of second-generation Italian immigrants and a mortgage broker by trade. Marian describes him as a fabulous cook and said, "he was loved by so many people and he was selfless and kind and honest."

Sonoma County, our community, our school district, and the Mark West Area Chamber, lost a very good man and he will be missed the entire year 'round and for many years to come. But whenever I am standing by a Christmas tree I will honor my friend, Pete Foppiano, as a civic hero and as someone who showed me that giving wasn't just for December 25th, it was for every day, all year long, and all your life.

Details of Pete's career were provided by articles in the Press Democrat (<https://www.pressdemocrat.com/article/news/former-healdsburg-mayor-remembered-as-dedicated-public-servant/> July 5, 2021) and the SoCoNews website (https://soconews.org/scn_healdsburg/obits/peter-carl-foppiano/article_b6fa2990-f156-11eb-ae98-5b2ee009c0ec.html July 30, 2021)

Contributed by Steve Plamann, Chamber President



Pete and Marian at Anytime Fitness during a chamber Social

STUDENT CORNER WELCOME BACK!

Hello Mark West students and families! We hope you are doing well and had a restful summer break. As we come back to campus, we understand there are many mixed emotions surrounding our return to school, we know there is a ton of excitement but also some anxiety about what to expect. These feelings are shared by many students and families not only throughout Sonoma County but nationwide.

It is totally normal to feel a bit uneasy about the return to school. I can assure you that as a school staff member, we want to make sure your child feels comfortable at school as much as possible. We truly understand a child can experience difficulty learning if they don't feel safe. As a counselor, we want to remind you of counseling services being offered at every school site.

Also, we will be resuming our in-person counseling sessions (both individual and group) this school year during the school day. Our counseling practices will be consistent with our current school policies and procedures. For example, masks must be worn indoors during each session by both the counselor and student(s). If you are interested in your child receiving counseling services please reach out to us. You can reach out to Lionel Cooper at lcooper@mwusd.org or Antonio Garcia at agarcia@mwusd.org.

Contributed by Lisa Warne, Mark West Union School District



HELP SHAPE OUR REGIONAL ECONOMY: SONOMA COUNTY ECONOMIC DEVELOPMENT BOARD ONLINE COMMUNITY THINK TANK



Sonoma and Mendocino counties are building an 'economic roadmap' and need community input! Join us to share your thoughts on what is most important to you whether it be housing, workforce opportunities, sustainability, healthcare access, or anything else needed for a strong and healthy economy.

Thursday, September 9th, 6:00 pm. Online only.

Register in advance: https://us02web.zoom.us/webinar/register/WN_FuHXfRPfSbW_sqjm4H9LNA?utm_medium=email&_hsmt=150340040&utm_content=150340040&utm_source=hs_email

GOVERNOR NEWSOM SAYS MANDATORY WATER RESTRICTIONS COULD BE COMING SOON

Adapted from an article by Eric Ting on the SFGate.com website, August 19, 2021

California Gov. Gavin Newsom has already issued an executive order calling on Californians to voluntarily cut their water use, and now the governor says mandatory restrictions could be coming soon.

"At the moment, we're doing voluntary," he said at a public appearance Tuesday. "But if we enter into another year of drought — and as you know our water season starts Oct. 1 — we will have likely more to say by the end of September as we enter potentially the third year of this current drought." When announcing his initial order calling for a voluntary 15% reduction in water use, the governor went out of his way to say, "I'm not here as the nanny state, I'm not trying to be oppressive," and expressed some optimism mandatory restrictions may not be necessary.

Read the entire article on the North Bay Business Journal website: <https://www.northbaybusinessjournal.com/article/news/gov-newsom-says-mandatory-water-restrictions-could-be-coming-soon/>

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Born and raised in Sonoma County, Jeff Kowell always loved the outdoors. So when he started working for a local tree service at age 23, it was a natural fit. In 1995, Jeff founded Image Tree Service, Inc. His in-depth knowledge of native species and how to maintain and nurture their healthy growth, combined with his personable approach to doing business, has since made it one of the most successful tree companies in Sonoma County. Licensed and insured, Image Tree Service serves all of Northern California with a safety-conscious work ethic and a high degree of customer satisfaction.

Whether you need land clearing, vegetation management or tree preservation, the company will selectively remove unwanted growth, shrubs, brush and trees. Jeff and his team have more than two decades of tree experience including preserving fire-damaged trees and replanting where trees are unsalvageable. Call to find out more about all their tree and vineyard services or to schedule an estimate.

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**Mark West Area
Chamber of Commerce
AND VISITORS CENTER**

ANNUAL AUCTION...GOES ONLINE!

With the health and safety of our community in mind, we are forgoing our in-person Community Faire and Business Showcase this year; however, the auction must go on...line!

The annual auction features fantastic packages donated by local businesses and raises much-needed funds to support the Mark West Area Chamber of Commerce and Visitor Center.

The funds raised through the auction allow us to continue 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.

DONATE TODAY!

Businesses that donate auction lots will receive a variety of promotional opportunities, such as: social media spotlights, print and digital ad placement, as well as highlighted in The Lark!

Want to be featured in the Chamber's auction?

DONATE



or email

events@markwest.org

GET READY TO BID!

We invite you to join us in supporting our local businesses by bidding on the incredible packages they've donated!



ONLINE BIDDING STARTS 9/22 AT:

www.markwest.org/communityfaire



THANK YOU TO OUR PLATINUM SPONSORS!





**Mark West Area
Chamber of Commerce
AND VISITORS CENTER**

ANNUAL AUCTION...GOES ONLINE!

With the health and safety of our community in mind, we are forgoing our in-person Community Faire and Business Showcase this year; however, the auction must go on...live!

We invite you to join us as a donor in the upcoming Mark West Area Chamber of Commerce Online Auction, which will be shared within the community to promote local businesses participating and to raise much-needed funds that support MWACC efforts!

All donations are welcome! Some examples of those that we have found to be most popular include:

Staycations & Travel | Family Party or Adventure | Health & Wellness Packages | Pet-Friendly Items
Party Packages (Birthdays, Dinner Party, etc.) | Amusement Parks & Entertainment | His & Hers Shopping Spree
Local Sporting Experiences & Autographed Merchandise: Warriors | Giants | A's | Sharks | 49ers | Raiders
Wine, Beer, Spirits Tasting Experiences | Dining Certificates & Chef Dinners | Local Art | Music & Theater

AUCTION DONATION FORM

Donations received by September 17th will be included in the online auction when it goes live for bidding on September 22nd!

Donations can be added after the deadline; however, confirming your auction lot early ensures the greatest level of promotional value pre-auction & over the course of the month!

To donate an auction lot, please share the following details:

Company Name: _____

Contact Name: _____

Mailing Address: _____

Phone Number: _____

Email Address: _____

Donation Description: Please describe the item(s)/package(s) being donated

Donation Value: Please share the value of the donated item(s)/package(s)

Donation Restrictions: Expiration Date, Blackout Dates, Age Limitations, etc.

*Sign Up
Online:*

DONATE



*or submit donation
details via email:*

events@markwest.org



DON'T FORGET TO CHECK OUT THE ONLINE BIDDING ONCE THE AUCTION OPENS ON 9/22

WWW.MARKWEST.ORG/COMMUNITYFAIRE

UPCOMING EVENTS

Wednesday, September 22 - October 20, 2021

31st Annual Community Faire and Business Showcase

Like last year, due to the Coronavirus, this month-long event will be wholly online/virtual. We will still have our Grand Prize Drawing and the Epicenter Drawing for the



Mark West School district kids. Our Silent Auction will be online for a month at betterworld.org. After 31 years this event continues to support

our members and community, as our neighborhoods continue to rebuild and grow stronger. Check out all the fun on our Facebook page and our YouTube channel.

Thursday, October 14, 2021

Chamber Business After Hours Social 5:30 – 7:30pm

Hosted by **Solstice Senior Living**

3585 Round Barn Blvd., Santa Rosa

Wednesday October 27, 2021

Luncheon with **Supervisor James Gore** 11:30am

Best Western Plus Wine Country Inn & Suites

870 Hopper Avenue, Santa Rosa

Also via Zoom; watch for details.

Thursday, November 11, 2021

Chamber Business After Hours Social 5:30 – 7:30pm

Hosted by **Anytime Fitness**

620 Larkfield Center, Santa Rosa

Wednesday, December 1, 2021

Holiday Tree Lighting & Community Event 6:00pm

Hosted by **Molsberry Markets, Inc.**

522 Larkfield Center, Santa Rosa

Thursday, December 9, 2021

Chamber Business After Hours Social 5:30 – 7:30pm

Hosted by **Exchange Bank & Molsberry Markets, Inc.**

500 Larkfield Center, Santa Rosa

HOST A SOCIAL -- 2022 DATES ARE STILL AVAILABLE!

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



GOT LEAKS?

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.

Content Coordinator: Johnathan Williams
jdww1993@aol.com

Editor: Peter Loughlin, Loughlin Marketing
707-704-6498 peter@loughlinmarketing.com

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

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OFFICERS*President*

Steve Plamann
707-838-4373

Aaction Rents

stevep@aactionrents.com

Past President, VP Community Affairs

Doug Williams
707-696-8244

dougw1955@aol.com

Corporate Secretary

Alicia Mills
707-524-2970

Mark West Union School Dist.

amills@mwusd.org

Corporate Treasurer

Millie Gibson
707 575-7755

Elusik Tax & Accounting

millie@elusiktax.com

VP Business Services

Todd Anderson

Best Western Plus

Wine Country Inn & Suites

707-545-9000 tanderson@heritagehotelgroup.com

VP Community Services

Margaret DiGenova
707-542-8329

California American Water

margaret.digenova@amwater.com

VP Membership, Publicity, & Public Relations

Position Open

VP Government Affairs

Willie Lamberson

Lamberson Tile

707-483-0784 willielamberson24@gmail.com

DIRECTORS

Laura Buhrer Exchange Bank, Larkfield Branch
707-523-4392 laura.buhrer@exchangebank.com

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

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

Jason Riggs Extended Child Care Coalition
707-545-2402 jason@extcc.org



**Sonoma
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John Essman

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