

# Mark West Area Chamber of Commerce and VISITORS CENTER



*BRINGING BUSINESS & THE COMMUNITY TOGETHER!*

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

707-578-7975  
office@markwest.org

**The Lark**

April 2017  
Volume XXXI Issue 4

## SANTA ROSA DUBBED 'MICROBREW CAPITAL OF THE U.S.'

Reprinted from the SFGate Website, April 19, 2017

By Alyssa Pereira, SFGATE

While many other U.S. metropolitan regions might be known as more obvious beer meccas than the greater San Francisco Bay Area, there's one section of the craft beer landscape where one of our cities apparently thrives: microbreweries.

A researcher named Russell Goldenberg with a visual data website called The Pudding scoured some data from RateBeer.com, a beer rating site, as well as census and map information, and deduced the city with the best microbrewing culture in the United States: Santa Rosa, California. Santa Rosa beat out such high profile beer hubs as San Diego, Denver, Portland, and Chicago, primarily due to the quality of Santa Rosa area breweries Russian River Brewing, Bear Republic Brewing Co., Shady Oak Barrel House, Moonlight Brewing Company and Cooperage Brewing Company, as scored by RateBeer.com users.

Goldenberg notes that the findings might seem subjective because an area's ranking is weighted 80 percent on "quality" and a 20 percent on "quantity" (which lands Santa Rosa at the top of the list), but a user who values diverse brewery options can change that by adding more weight to the "quantity" field (which drops Santa Rosa down the list).

There is one thing to note for staunch craft beer advocates: the breweries highlighted in Goldenberg's data aren't necessarily "microbreweries," at least according to the definition put forth by the Brewers Association. The BA, on their site, defines a microbrewery as one that produces "less than 15,000 barrels of beer per year with 75 percent or more of its beer sold off-site." Absent from the BA's list of U.S. microbreweries is Healdsburg's Bear Republic, cited in Goldenberg's study. (Russian River, also noted in Goldenberg's study, may also now be too large to be considered "micro.")

Read the article on the SFGate website:

<http://www.sfgate.com/beer/article/Santa-Rosa-dubbed-microbrew-capital-of-the-U-S-11084669.php>



*The Mark West Area Chamber of Commerce is proud that Bear Republic Brewing Co. of Healdsburg is a member. They are called out as one of the microbreweries that make the Santa Rosa Area truly great for beer & ale!*

April Social hosted by  
Hilton Garden Inn  
Sonoma County Airport  
See p3

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

Hosted by

**Vineyard Commons**

3585 Round Barn Boulevard, Santa Rosa

Thursday May 11, 2017

5:30 PM - 7:30 PM



Steve Plamann  
Aaction Rents  
President

*Our Mission:  
The Mark West Area  
Chamber of Commerce  
is organized to advance  
the economic well-  
being and uniqueness  
of the Mark West Area  
so that its citizens and  
all areas of its business  
community shall prosper.*

## CHAMBER MEETINGS

### Board of Directors

Second Tuesday  
Of Each Month  
11:30 am - 1:00 pm at  
Best Western Plus Wine  
Country Inn & Suites  
870 Hopper Av. S.R.

### Ambassadors Mtg.

Second Thursday  
Of Each Month  
4:00 pm - 5:00 pm  
At the Chamber offices

## PRESIDENT'S MESSAGE:

As required by the Chamber By Laws, we are announcing elections for Chamber Board Members. There are several qualified candidates and incumbents. Additional qualified candidates may be nominated by petition, which must bear the signatures of at least ten (10) active members. Such petitions shall be filed with the judging committee by April 30, 2017. See page 4 of this newsletter for a full official announcement of the Right to Petition.

The Sonoma County Economic Development Board released an interesting look at our county. Their conclusions are as follows: All signs point towards a continued vibrant economic recovery. The unemployment rate fluctuated around 4% over the last year and the county continues to add jobs and business establishments. Furthermore, the county remains a high quality place to live and has a low cost for operating a business, which helps attract more businesses and workers. Sonoma County demography shows an increasingly aging population. The White population of the County remains the most populous ethnicity, yet the Latino population is continually growing as the largest minority group. Strong employment gains in multiple industry clusters and a continuing trend of low unemployment are positive indications of a sustainable economic recovery. Our county ranks highest in air quality compared to other North Bay counties and has also reached a 15-year low in greenhouse gas emissions. Employment generated by destination spending and total direct spending both continue to grow, which highlight Sonoma County's growing popularity as a tourist destination.

This sounds like a good time to grow an existing business or to open a new one. We can also help our own growth by shopping local. Several studies have shown that when you buy from an independent, locally-owned business, rather than a nationally-owned business, significantly more of your money is used to make purchases from other local businesses, service providers, and farms continuing to strengthen the economic base of the community.

Our yearly Installation Dinner will be held again at Charlie's Grill in Windsor on July 28th. This is a date change to accommodate Supervisor James Gore, our guest speaker. The starting time is 6:00 pm. Bring your date or staff and have a fun and entertaining time. This is a once per year event that you shouldn't miss. We will be entertained by Miss Sonoma County and Miss Sonoma County's Outstanding Teen. Registration and tickets will be available on the Chamber website.

Our guest speaker for the next Mark West Chamber Luncheon will be State Senator Mike McGuire. The event will be on August 2nd and held at and sponsored by the Best Western Plus Wine Country Inn & Suites. Start time is 11:30 am. A lunch from Molsberry's Market will be served. Registration and tickets will be available on the Chamber website. Seating will be limited so sign up early for this special event.

And our annual Wine Country Harvest Faire and Business Showcase, the best trade show in the county, is October 24. Remember to reserve your booth early!

Please shop local and support your fellow Chamber members.



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522 Larkfield Center, Santa Rosa  
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David Hartman

15 Lark Center Drive  
Santa Rosa, CA 95403

707-546-5717  
FAX 707-546-0902

**APRIL 13 SOCIAL SPONSORED BY HILTON GARDEN INN SONOMA COUNTY AIRPORT**

What a great Social we had on April 13th, hosted by Hilton Garden Inn Sonoma County Airport. Erin McCauley, Director of Sales, provided us with a great food arrangement and fine Sonoma County wines. It was a nice spring night and we had a good turnout of members and visitors.

The Hilton Garden Inn Sonoma County Airport opened nine years ago, and has been very successful. The website TripAdvisor, which collects reviews of travel destinations from actual travelers and everyday people, consistently rates the hotel at #1 in the County, occasionally dropping to #2 behind a local high-end destination. Not bad! One interesting statistic is that they still employ about 80% of the housekeeping staff that originally joined the Hotel back in 2008. This is a very good indicator of worker satisfaction, which is a direct reflection on the quality of management.

The Hilton Garden Inn Sonoma County Airport is conveniently located just off 101 at the very northern edge of Santa Rosa, and about a mile from the airport. Trees abound, and views include vineyards and the famous Sonoma County hills. It's a great atmosphere. If you have guests coming into town, or need somewhere for a business meeting, you're sure to find what you want.

**Donors & Winners**

The pot of gold was \$320 and the winning business was not present. So next month it will be \$340. It hasn't gotten this high in a very long time! Remember, you must be present to win so come on out!

The 50/50 drawing was \$42.00, won by Erin of Hilton Garden Inn Sonoma County Airport. She turned right around and donated it back to a fund we had set up to help one of our Chamber members who is experiencing some medical difficulties.

North Bay Stage Company, based at the Luther Burbank Center for the Arts, donated three pairs of tickets to performances of Guys & Dolls. Winners were Brian Molsberry of Molsberry Markets, Inc., Lori Rooney of NorthBay Biz Magazine, and Nancy Wheeler of Better Homes Realty. Nancy is a past Chamber Board member who is re-joining. Welcome back Nancy!

Please join us for our next month's Social, to be hosted by Vineyard Commons at 3585 Round Barn Blvd., Santa Rosa. It will be held on May 11th from 5:30pm until 7:30pm. Come out and enjoy networking and refreshments. You are always welcome to bring a guest interested in joining our chamber or bring a friend.

*Contributed by Peter Loughlin, Loughlin Marketing*



*We had a good turnout, with members old and new mingling in the Sonoma Room and enjoying some of the delicious appetizers prepared by the on-site restaurant.*



*Larry Gilbert of Legal Shield and Lauren Hull of Best Version Media. This was Lauren's first visit to a Mark West Area Chamber Social.*



*President Steve Plamann of Aaction Rents presents one of three door prizes to Nancy Wheeler of Better Homes Realty. Nancy is a past Chamber member who is re-joining. How appropriate that we should welcome her back with a fun prize like these tickets to Guys & Dolls put on by North Bay Stage Company!*



*At right, left to right: Erin McCauley of Hilton Garden Inn Sonoma County Airport (our evening's host), Brian Molsberry of Molsberry Markets, Inc., and Nancy Wheeler of Better Homes Realty.*

## RIGHT OF PETITION FOR SEATS ON THE MARK WEST AREA CHAMBER OF COMMERCE BOARD OF DIRECTORS

As required by the Chamber By Laws, the President appointed a nominating committee of three Directors who have nominated a slate of candidates to fill expiring Board of Directors positions. Each candidate will fill a two-year term and needs to be an active member. The slate of recommended candidates is as follows:

Member / Business	Term
<b>TO BE ELECTED</b>	
Todd Anderson, Best Western Plus Wine Country Inn and Suites	2017 – 2019
Marnie Cameron, Mark West Union School District	2017 – 2019
Tony Geraldi, Sonoma County Airport Express	2017 – 2019
Erin McCauley, Hilton Garden Inn Sonoma County Airport	2017 – 2019
Doug Williams, Central Fire Authority of Sonoma County	2017 – 2019
<b>HOLD OVERS</b>	
Laura Buhner, Exchange Bank	2016 – 2018
Sally Crain, Broker @ Century 21 Alliance	2016 – 2018
Margaret DiGenova, California American Water	2016 – 2018
Peter Lescure, Lescure Engineers	2016 – 2018
Brian Molsberry, Molsberry Markets, Inc.	2016 – 2018
Steve Plamann, Aaction Rents	2016 – 2019

### Right of Petition:

Additional qualified candidates may be nominated by petition, which must bear the signatures of at least ten (10) active members. Such petitions shall be filed with the judging committee by April 30, 2017. The determination of the nominating committee as to the legality of the petitions shall be supervised by the judging committee. Petitions should be mailed to the Chamber office at the address indicated below.

If no petition is filed within the designated period, the nominations will be closed, and the slate of candidates shall be elected at the regular May Board of Directors Meeting.

If one or more petitions are received with additional candidates, the names of all candidates will be presented on a ballot in alphabetical order and, with instructions for voting for the correct number, shall be mailed to all active members.

The ballots must be returned to the Mark West Area Chamber of Commerce, 4787 Old Redwood Highway, Santa Rosa, CA 95403, no later than 3 pm, May 31, 2017.

The Board of Directors will declare the candidates with the greatest number of votes elected at the June Board of Directors meeting.

Sincerely,

Mark West Area Chamber of Commerce and Visitors Center

## UPCOMING BUSINESS SOCIALS

Thursday, May 11, 2017  
Chamber Business After Hours Social 5:30-7:30pm  
Hosted by **Vineyard Commons**  
3585 Round Barn Blvd., Santa Rosa

Thursday, June 8, 2017  
Chamber Business After Hours Social 5:30-7:30pm  
Hosted by **Mark West Lodge**  
2520 Mark West Springs Rd., Santa Rosa

Thursday, July 13, 2017  
Chamber Business After Hours Social 5:30-7:30pm  
Hosted by **Cloverleaf Ranch**  
3892 Old Redwood Hwy., Santa Rosa

Friday, July 28, 2017  
**Chamber 36th Annual Installation Dinner**  
6:00-9:00pm  
Hosted at Charlie's Restaurant at the Windsor Golf Club  
1320 19th Hole Drive, Windsor

Wednesday August 2, 2017  
**Chamber Business Luncheon** 11:30am-1:00pm  
Topic: Legislative update  
Speaker: State Senator Mike McGuire  
Hosted at Best Western Plus Wine Country Inn & Suites  
870 Hopper Ave, Santa Rosa

Thursday, August 10, 2017  
Chamber Business After Hours Social 5:30-7:30pm  
OPEN DATE  
Contact the Chamber to schedule for this date!

Thursday, September 14, 2017  
Chamber Business After Hours Social 5:30-7:30pm  
OPEN DATE  
Contact the Chamber to schedule for this date!

Thursday, October 12, 2017  
Chamber Business After Hours Social 5:30-7:30pm  
Hosted by **Mark West Union School District**  
305 Mark West Springs Road, Santa Rosa

Wednesday, December 6, 2017  
**Holiday Tree Lighting - Community Event**  
Hosted by Molsberry's Market  
522 Larkfield Center, Santa Rosa

Thursday, December 14, 2017  
Chamber Business After Hours Social 5:30-7:30pm  
Hosted by **Larkfield Exchange Bank and Molsberry's Market**  
500 Larkfield Center, Santa Rosa

## DON'T SAY "YES"

There's a new phone scam going around, in which a recorded voice tricks you into saying "yes". The scammers record your voice as you say "yes" and they then use that recording to authorize credit or debit card charges or withdrawals from checking or similar accounts.

Typically, you'll receive a phone call from a number you don't recognize. When you answer, there's a pause... and then a friendly-sounding female voice says something like "Oh, I'm sorry! [giggle, giggle] I didn't expect to catch you. Can you hear me?"

We, being decent human beings are inclined to answer "Yes!"

However, you are not talking to a real human being. You are talking to a recording. And it's a really good recording so it's not obvious that this is a robo-call.

Problem is, they are recording your voice as you say "yes" and the scammers then use this to conduct phone transactions, withdrawals, etc. in your name.

As operators of small businesses, it's in our best interest to be friendly to any stranger who phones. With that in mind, I've taken to saying "Is there something I can help you with?" And I am NEVER going to say "yes" on the phone until I know precisely whom I am speaking with and for what purpose.

Here's a link with more information: <http://fortune.com/2017/03/28/yes-scam-phone-call/>

*Contributed by Peter Loughlin, Loughlin Marketing*

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



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



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

**CLOVERLEAF RANCH OPEN HOUSE APRIL 23 - BRING THE KIDS!  
PROFITS TO BENEFIT CHARM'S PLACE**

Join Mark West Area Chamber member Cloverleaf Ranch this Sunday April 23 for a chance to see their facilities and participate in numerous activities including swimming, horseback riding, face painting, and more!

Lunch will be available for purchase, or bring your own and have a picnic! You'll be able to get all of your questions about camp answered and get the kiddos enrolled while you're there!

To RSVP: Phone (707) 545-5906 or email support@cloverleafranch.com.

Note that rain will cancel the event, but at the time of publication it looks clear!

All profits from this event will support Charm's Place, a non-profit dedicated to giving children the opportunity to experience the wonder of camp.

Find out more about Cloverleaf Ranch at <http://www.cloverleafranch.com/>



**SPRING ECONOMIC FORECAST BREAKFAST  
PRESENTED BY SONOMA COUNTY ECONOMIC  
DEVELOPMENT BOARD**

April 28, 2017 from 7:15 – 9:00 AM  
DoubleTree Hotel Sonoma Wine Country  
One DoubleTree Drive  
Rohnert Park, CA 94928



Keynote Speaker: Dr. Steve Cochrane, Moody's Analytics

While our local economy is thriving now, dynamic national and international economic factors may indicate changes ahead. Ever popular Dr. Steve Cochrane, of Moody's Analytics, has tracked Sonoma County's economy for many years, and is back to show you how your business can prepare for and get in front of the changes to come.

\$75 per person.

Get more information and contact the EDB at <http://sonomaedb.org/Calendar/2017-Spring-Economic-Forecast/>



**Sonoma  
CONNECTION**

**John Essman**

P O Box 1381  
Healdsburg, CA 95448  
**(707) 433-8774**

[john@sonomaconnection.com](mailto:john@sonomaconnection.com)  
[www.sonomaconnection.com](http://www.sonomaconnection.com)

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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 Hiwy, Suite 101, Santa Rosa, CA 95403

ADVERTISING: 6 months \$107.50; 1 year \$200  
 FLYER INSERTION: \$35 per issue.  
 You supply a .pdf version of your 8.5" x 11" flyer to info@markwest.org  
 You can pay online at <http://markwest.org/payment>

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

Editor: Peter Loughlin, Loughlin Marketing  
 707-704-6498 peter@loughlinmarketing.com  
 Photography Credits: John Essman, Sonoma CONNECTION  
 707-433-8774 john@sonomaconnection.com

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

*Promote your business with  
 your flyer in the Chamber newsletter.  
 You supply the flyers - We do the work!*

**CHAMBER MEMBERSHIP DUES**

*Effective May 1, 2006*

Standard Dues		Non-Profit Dues
\$125.00	Business (1-5 Personnel)	\$110.00
\$175.00	Business (6-10 Personnel)	\$155.00
\$245.00	Business (11+ Personnel)	\$215.00
\$625.00	Corporate Sponsor	
\$ 95.00	Individual (no business affiliation)	

You can pay online at <http://markwest.org/payment>

**OFFICERS**

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

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

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

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

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

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

*VP Membership*  
 Position Open

*VP Public Relations*  
 Position Open

*VP Building Services (Temporary)*  
 Steve Plamann Aaction Rents  
 707-838-4373 stevep@aactionrents.com

**DIRECTORS**

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

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

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

Erin McCauley Hilton Garden Inn  
 Sonoma County Airport  
 707-545-0444 Erin.McCauley@Hilton.com

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

**HEAD AMBASSADOR**

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

**OFFICE VOLUNTEER**

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

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 email us at [Larkfield@amwater.com](mailto:Larkfield@amwater.com).**



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

## AFTER HOURS BUSINESS SOCIAL

Thursday  
May 11, 2017  
5:30 - 7:30 pm

VINEYARD  
COMMONS  
3585 Round Barn Blvd.  
Santa Rosa

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THE WINDSOR TIMES



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