

# 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

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**The Lark**

April 2018  
Volume XXXII Issue 3

## PULITZER PRIZE AWARDED TO PRESS DEMOCRAT FOR WILDFIRE COVERAGE

Adapted from a story by Bill Swindell on the Press Democrat website, April 16, 2018

The Press Democrat was awarded the Pulitzer Prize on Monday [April 16, 2018], the highest award in American journalism, for its coverage of the most devastating wildfires in California history.

The newspaper was honored in the category of Breaking News for its online and print coverage of the October fires, which killed 40 people and destroyed 6,190 homes in the region.

The Pulitzer Committee lauded the paper "for lucid and tenacious coverage of historic wildfires that ravaged the city of Santa Rosa and Sonoma County, expertly utilizing an array of tools, including photography, video and social media platforms, to bring clarity to its readers — in real time and in subsequent in-depth reporting."

The newsroom on Mendocino Avenue erupted in cheers and hugs as the awards were announced shortly after noon. While the paper has won several other journalism awards for its fire coverage, snaring a Pulitzer is the pinnacle of American journalism.

"This is such a proud day for our newsroom. Our staff headed directly toward the flames to bring powerful and continual reporting of this story, even as they sent their families to safety," Executive Editor Catherine Barnett said.

"So many of our friends and families lost their homes and so much more on that October night. While we celebrate today with journalism's highest prize, we keep them in our hearts."

Press Democrat publisher Steve Falk, who took the helm of the paper after its 2012 acquisition by Sonoma Media Investments, said he couldn't be prouder of the newsroom. "The real test of a newspaper is in a disaster, and our journalists rose to the occasion when our community needed them most," Falk said.

Read the entire story on the Press Democrat website at <http://www.pressdemocrat.com/news/8229358-181/pulitzer-prize-awarded-to-press>

*The staff and membership of the Mark West Area Chamber of Commerce thanks the Press Democrat for its outstanding coverage, and congratulates the whole staff on their well-deserved award.*



Photo: Kent Porter, The Press Democrat

*The staff of the Press Democrat broke into celebration at the announcement of their Pulitzer Prize on April 16. Photo by Kent Porter, the Press Democrat.*

*March Social hosted by  
Vineyard Commons, A Solstice  
Senior Living Community  
See p3*

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

*Hosted by*

**Fulton Crossing**

1200 River Road, Santa Rosa

Thursday May 10, 2018

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:

Shopping locally is an important ingredient in a healthy local economy for many reasons. I want to remind you of just a few, as you can make a difference in your own community.

Small locally owned businesses play a vital role in our economy. Businesses with five or fewer employees make up 70% of the businesses in our country and businesses with less than 20 employees make up almost 90% and are responsible for 63% of all employment growth. Also, when you shop at locally owned independent businesses, more money is kept in the community because local businesses more often purchase from other local businesses, service providers, and farms. So buying locally helps grow other local businesses as well as increasing our area's tax base. And because local businesses are owned by people who live in this community they are more invested in the community's future.

Please shop local and support your fellow Chamber members.

What a great Social we had on April 12th at Vineyard Commons, a Solstice Senior Living Community. We enjoyed exceptionally good food from their newly remodeled kitchen, and great wine. We had a big winner in the 50/50 raffle drawing. No one, however, won the Pot of Gold drawing, so next month the prize will be \$560. Lesley Alkire, the new Director of Sales and Marketing for Vineyard Commons, a Solstice Senior Living Community, provided the business card drawing prize: a big picnic basket full of goodies. Lesley also told us about the exciting specials they are now offering to new tenants. It is a very beautiful place which offers seniors a great environment to live in and really enjoy their golden years.

We are honored to have James Gore as our guest speaker at our upcoming luncheon on April 25th at the Best Western Plus Wine Country Inn and Suites, on Hopper Drive in Santa Rosa. The start time is 11:30. We have limited seating so if you would like to attend, please go to our website and sign up. James will be talking about the progress in the rebuilding of our area 6 months after the Tubbs fire.

Next month we have several great events coming up. Our May Social is a joint chamber mixer with four other chambers. It is on May 10th at Fulton Crossing, the fabulous art gallery and artists' space at 1200 River Road in Fulton. The event is from 5:30 p.m. until 7:30 p.m. This will be a great opportunity to really expand your networking with other local business owners.

On May 19th you are all invited to walk the route for this year's Luther Burbank Rose Parade and Festival with us. 4th District Supervisor James Gore will lead our procession as we pass by thousands of onlookers. Bring a sign or wear a company shirt and promote your business to the crowd. The Parade is from 10:00 a.m. to 12:00 p.m., and the Festival is from 11:00 a.m. to 4:00 p.m. If you would like to join us, you can email or call the Chamber office and as soon as we get more information we can pass it on to you.

Visit us at <http://www.markwest.org/> to find out more about each event.

Steve Plamann, President



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David Hartman

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**MARCH 8 SOCIAL**

We had a fun social at Vineyard Commons, a Solstice Senior Living Community. Our hostess was Lesley Alkire, Director of Sales & Marketing. She has been with the company for seven weeks.

Though their facility suffered some damage during the October fires, all residents were safely evacuated via city busses and personal cars. Most have returned but some were just too frightened to come back. Some seniors who lost their homes in the fire are now living at Solstice and enjoying it. Leslie says that some intended to stay only temporarily while they rebuilt but have decided to stay for good!

Vineyard Commons, a Solstice Senior Living Community, is the only truly independent senior living in Santa Rosa. It's a place where one can age-in-place. They don't provide any medical care, but they will help facilitate arrangements for anyone who wants to stay in their home and bring in private medical or assistance care.

This independent community is very active. Residents not only enjoy lots of activities, but many participate in planning and running the activities. All meals, utilities, and activities are included in the price of the apartments.

They are temporarily offering Mark West Area Chamber members a \$1,500 referral fee for referring a senior who moves in. Contact Leslie for details at 707-578-8400.

**A Few Announcements**

The next social will be a joint social, including the Mark West, Windsor, Hispanic, Healdsburg and North Bay Black chambers. It's on May 10 at Fulton Crossing.

We heard that the plans for Carlton Senior Living have been approved, barring any appeals. They will break ground ASAP and expect to be finished building about 14 months after that. They've hired a local architect and engineer and will be hiring many local personnel in time.

It was great to see Shawna De Grange, Cloverleaf Ranch, again, at our social. They are working hard at bringing the ranch back. There will be open houses on April 22 and May 20 and. Shawna also happily announced that her baby girl, due May 27, will be named Logan Virginia.

**Donors & Winners**

Shawna De Grange, Cloverleaf Ranch, won \$52.00 in the 50/50 drawing.

Accent Printing would have won \$540 in the Pot of Gold drawing had one of their representatives been present. The pot rises to \$560 for the May 10 Social at Fulton Crossing.

Our hosts at Vineyard Commons, a Solstice Senior Living Community, donated a loaded picnic basket that also contained a gift certificate for dinner for six. The basket and certificate were won by Pete Lescure, Lescure Engineering.

*Contributed by Aggie Maggio, Realtor @ Coldwell Banker*



*Lesley Alkire (far right), Director of Sales and Marketing at Vineyard Commons, a Solstice Senior Living Community, welcomed everyone.*



*Left to Right: Nancy Wheeler, Better Homes Realty; Pete Lescure, Lescure Engineers; Brian Molsberry, Molsberry's Markets, Inc.*



*Holly Hansen, Marketing Consultant representing Carlton Senior Living (left) and Steve Plamann, Aaction Rents (right). Our social events are great opportunities to announce your news or special event, and to share insights about the local business climate.*



*Pete Lescure, Lescure Engineers, won a basket full of goodies, donated by our hosts at Vineyard Commons, a Solstice Senior Living Community. Sales Manager Lesley Alkire is at right.*

## RETAIL SUCCESS SUMMIT MAY 2

Join national industry experts and leading local businesses as they reveal new ways to successfully compete with national chain and online retailers:

- Gain insight into trends shaping the future of retail
- Learn strategies to give your business a unique edge and grow your bottom line
- Expand your network in retail and supporting industries

### Who Should Attend

Local retail business owners and professionals supporting retail

### When

Wednesday May 2, 7:00 AM-11:30 AM

### Where

DoubleTree Sonoma Wine Country  
1 Doubletree, Rohnert Park, CA 94928

### Cost

\$20.00 per person, or \$10.00 if you are a member of any local chamber of commerce

### Presented by

The Sonoma County Economic Development Board

### Registration Required. Visit:

<http://sonomaedb.org/Calendar/2018-Sonoma-County-Retail-Success-Summit/>

The 2018 Sonoma County

## Retail Success Summit

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**NATIONAL SMALL BUSINESS WEEK**

April 29 - May 5, 2018 | Save the date!



## SPRING ECONOMIC FORECAST BREAKFAST MAY 10 - SONOMA COUNTY EDB

Attend the Spring Economic Forecast Breakfast hosted by the Sonoma County Economic Development Board to learn about new action plans for Strategic Sonoma, the newly completed five-year strategic plan for our local economy.

It addresses some of our region's most pressing problems around workforce, economic resilience, innovation and entrepreneurship, and economic inclusion for all Sonoma County's residents.

The plan also includes a short-term 6-12 month disaster recovery plan that was developed in the wake of the October 2017 fires as part of the Board of Supervisor's recovery plan.

Registration opens at noon on April 9 on the EDB Events page:  
<http://sonomaedb.org/Calendar/2018-Spring-Economic-Forecast/>



Keynote Speaker

Dr. Steve Cochrane  
of Moody's Analytics

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/>

UPCOMING EVENTS

Thursday, May 10, 2018  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by **Fulton Crossing**  
 1200 River Road, Santa Rosa

Thursday, June 14, 2018  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by **Mark West Union School District**  
 305 Mark West Springs Road, Santa Rosa

Thursday, July 12, 2018  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by **Central Fire Authority of Sonoma County**  
 45 Lark Center Drive, Santa Rosa

Saturday July 28, 2018  
**28th Annual Wine Country Business Showcase**  
 Details to be Announced  
 For information call the Chamber: 707 578-7975  
<http://www.markwest.org/contactus.cfm>



Thursday, August 9, 2018  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by **Aaction Rents and Friendly Feed & Supply**  
 1000 River Road, Santa Rosa

Thursday, September 13, 2018  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by **Hilton Garden Inn Sonoma County Airport**  
 417 Aviation Blvd., Santa Rosa

Thursday, October 11, 2018  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by **Sutter Santa Rosa Regional Hospital**  
 30 Mark West Springs Road, Santa Rosa

Friday, October 12, 2018  
 37th Ann. Mark West Area Chamber of Commerce  
**Installation Dinner 6:00-9:00pm**  
 At Charlie's Restaurant at the Windsor Golf Club  
 1320 19th Hole Drive, Windsor

Thursday, November 8, 2018  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by **Anytime Fitness**  
 490 Larkfield Center, Santa Rosa

Wednesday December 5, 2018  
 Holiday Tree Lighting - Community Event - 6:00pm  
 Hosted by **Molsberry's Markets, Inc.**  
 522 Larkfield Center, Santa Rosa

Thursday, December 13, 2018  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by **Larkfield Exchange Bank and Molsberry's Markets, Inc.**  
 500 Larkfield Center, Santa Rosa

**MAY 9 DISCUSSION OF THE BUSINESS CASE FOR AGE-FRIENDLY HIRING**



In Sonoma County, there's a group of workers that offers experience, skills, flexibility in work hours and high job performance to fill the need – older adult job seekers.

Employers and human resources professionals in all fields are invited to learn more at a breakfast meeting discussing Sonoma County's New Workforce: Older Adults – The Business Case for Age-Friendly Hiring, on Wed., May 9, 7-10 a.m., at Vintners Inn, 4350 Barnes Road, Santa Rosa. \$25.00. (707) 525-0143, ext. 100

[eventbrite.com/e/sonoma-countys-new-workforce-older-adults-tickets-43634670474](http://eventbrite.com/e/sonoma-countys-new-workforce-older-adults-tickets-43634670474)



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## **PUBLIC INPUT NEEDED ON WATER SUPPLY, FLOOD PROTECTION, AND SANITATION DISASTER PLANNING**

The Sonoma County Water Agency has released a draft of its updated Local Hazard Mitigation Plan (LHMP) that creates a blueprint for reducing the damage to the Water Agency's infrastructure from natural disasters, such as floods, droughts, fires, and earthquakes. Members of the public are invited to submit comments on the draft LHMP during the 30-day public comment period that opens on April 18, 2018. To review the LHMP and provide input, visit: [www.sonomacountywater.org/secureourwater/](http://www.sonomacountywater.org/secureourwater/).

An LHMP forms the foundation for a community's long-term strategy to reduce disaster losses and break the cycle of disaster damage, reconstruction, and repeated damage. The planning process includes public and stakeholder involvement. The Sonoma County Water Agency is working with its stakeholders to complete an update of the 2013 LHMP.

The Water Agency must update its LHMP every five years to ensure it remains relevant to current events and system conditions and to meet requirements set forth by FEMA. In particular, staff has reviewed the Water Agency's vulnerabilities and risks, as well as the prioritized listing of hazard mitigation actions.

LHMPs are public documents that create a framework for risk-based decision making to reduce damage to lives, property, and the economy from future disasters, such as earthquakes, fires, and floods. The Federal Emergency Management Agency (FEMA) utilizes LHMPs to issue grant funding for pre-disaster and hazard mitigation actions.

In 2004 the Sonoma County Water Agency initiated a natural hazard assessment, which was instrumental in creating the Water Agency's first LHMP in 2008. This LHMP was updated in 2013, and includes a priority listing of hazard mitigation actions.

If you are interested in following the LHMP preparation, approval, and adoption process or providing input, visit: [www.sonomacountywater.org/secureourwater/](http://www.sonomacountywater.org/secureourwater/). All LHMP drafts for public review, staff reports, public hearing notices, hazard maps, etc., will be posted for public review on this page.

You can submit questions or comments by sending an email to [LHMP@scwa.ca.gov](mailto:LHMP@scwa.ca.gov).

## **SONOMA COUNTY WINE AUCTION RAISES OVER \$840,000**

Adapted from a story on the Northbay Business Journal website, April 23, 2018

The fourth annual Sonoma County Barrel Auction raised \$840,700, a 6 percent increase over the previous year.

About 500 people attended the event held Friday at MacMurray Estate Vineyards in Healdsburg. Included in the total amount raised was \$99,000 to assist those who were affected by the October wildfires, the announcement by Sonoma County Vintners stated.

That included two special 20-case "Sonoma Rising" barrel lots benefiting the Sonoma County Vintners Emergency Relief Fund. Sonoma Rising "Resilience" — a pinot noir produced with fruit from Russian River Valley and Sonoma Coast and crafted by the winemakers from AldenAlli, Arista Winery, Benovia Winery and Williams Selyem — fetched \$70,000. Sonoma Rising "Fortitude" — a 2016 cabernet sauvignon from Aperture, Lambert Bridge Winery, Laurel Glen Vineyard and Mauritsen Wines — was sold for \$29,000.

The 2018 Sonoma County Barrel Auction sponsors included MacMurray Estate Vineyards, American AgCredit, Silicon Valley Bank, G3 Diam Enterprises, Tonnellerie Cadus, Kosta Browne, MacRostie Winery & Vineyards, Martin Ray Vineyards & Winery and Francis Ford Coppola Winery.

Supporting sponsors included BPM, Carle Mackie Power & Ross, ETS Laboratories, Out the Bottle, Pack n' Ship Direct, Paragon Label, Tonnellerie Tremeaux, and Sonoma Millworks Design.

Read the entire story on the Northbay Business Journal website: <http://www.northbaybusinessjournal.com/northbay/sonomacounty/8253629-181/sonoma-barrel-auction-fundraising>

**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.

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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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## AFTER HOURS BUSINESS SOCIAL

Thursday May 10  
5:30 - 7:30 pm

## FULTON CROSSING

1200 River Road  
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**BRINGING BUSINESS & THE COMMUNITY TOGETHER!**

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THE WINDSOR TIMES

