

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

April 2019
Volume XXXIII Issue 4

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

JUNE BUSINESS LUNCHEON SONOMA COUNTY AIRPORT GROWTH

Wednesday, June 5, 2019

11:30 am - 1:00 pm

Speaker: **Jon Stout**, Airport Manager

Location: Best Western Plus Wine Country Inn & Suites
870 Hopper Ave. Santa Rosa CA 95403

Lunch is a low \$15 per Chamber Member or \$25 for non-members.

Includes a delicious box lunch provided by Molsberry Markets!



*Jon Stout, Airport Manager,
Charles M. Schulz - Sonoma
County Airport*

RSVP

to the Chamber office at
707-578-7975

or

online at
www.MarkWest.org

Space is limited to 30!

**We suggest you
RSVP early.**

We will be having our first luncheon of 2019 on June 5, looking at the future of air travel in and out of Sonoma County.

A special presentation will be given by Jon Stout, Airport Manager of the Charles M. Schulz - Sonoma County Airport. Jon will talk about the outlook for additions to the airport and for growth in airline service to and from Sonoma County.

There will be time for questions and answers. It's a great chance to find out about business and tourist travel, which are so important to economic growth in our immediate neighborhood!

*April Social hosted by
Johnson Pool & Spa
See p3*

UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL

Hosted by **The Fountaingrove Club**
1515 Fountaingrove Parkway, Santa Rosa

Thurs. May 9, 2019
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

My family and I have really shifted our thinking and our shopping to support as many local businesses as we can. The food is fresher, the service is more personal, and the money stays in this area. Small locally owned businesses play a vital role in our economy. Businesses with 5 or fewer employees make up 70% of the businesses in our country and businesses with fewer than 20 employees make up almost 90% and are responsible for 63% of all employment growth.

Please shop local and support your fellow Chamber members.

What a great Social we had on April 11th at Johnson Pool and Spa, at their new location in Larkfield. There sure are a lot of good things happening with owners Tina and Matt. Their new location gets five stars for product displays. We were all treated to great food and wine, and many prizes were given away. Shawna De Grange of Cloverleaf Ranch won the Pot of Gold drawing for \$140.

We have a very special event on Friday night, April 26th starting at 5:30, hosted by Bill Boyle at State Farm Insurance. It will be a Ribbon Cutting and a party planned by Bill and his associates. It is at 3775 Brickway Blvd., Suite 120 in Santa Rosa. Don't miss this very fun event!

Our next Business After Hours Social will be at the Fountaingrove Club on May 9th from 5:30 to 7:30 PM. It will be held at 1515 Fountaingrove Parkway in Santa Rosa. As you may have already heard, the Fountaingrove Golf and Athletic Club, which is known for featuring a spectacular and award winning golf course in the heart of Wine Country, sustained major damage from the Tubbs Fire. Let's let them know that the Mark West community supports their rebuilding efforts.

We are honored to welcome Jon Stout, Airport Manager of the Charles M. Schulz-Sonoma County Airport, as our guest speaker at our upcoming Business Luncheon. It takes place on June 5th at the Best Western Plus Wine Country Inn and Suites on Hopper Avenue 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. Jon will be talking about the outlook for additions to the airport and for growth in airline service to and from Sonoma County.

Don't forget to sign up early and save on our yearly trade show extravaganza. The Mark West Area Chamber of Commerce Wine Country Harvest Faire and Business Showcase is hands down the best in the county. It is scheduled for September 26th and will be held again at the Luther Burbank Center for the Arts. Last year we had nearly 1000 people attending to help us support the rebuilding of our community. This year's event will also benefit the community and the rebuilding efforts. We will be giving part of the proceeds from our Silent Auction to the Larkfield Resilience Fund, a new nonprofit helping rebuild the Larkfield area by helping homeowners replant new trees.

Steve Plamann, President



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APRIL 11 SOCIAL REPORT

Our hosts for the April social were Matt Perezchica and Tina Feeney, brother and sister, owners of Johnson Pool and Spa. Last year, this company was rated #37 by Jandy, a pool and spa equipment company that rates the top 50 service companies in the United States and Canada.

So you can imagine the quality of social it was. Not a pool party, rather an indoor gathering where we were welcomed with the kind of hospitality one would expect from a company with a rating like that. They even provided some spectacular barbecued beef tri-tip, provided by Lee Young. The veggie appetizers were likewise delicious!

The company has been a Chamber member since 2016. They offer pool construction and renovation, weekly maintenance, and repairs. They sell Caldera, Jacuzzi, and Freeflow Spas. They also sell energy efficient products and install solar heating and swimming pools.

Their father started the company as a family business 31 years ago. You might say they have come home. The family moved to Larkfield when their dad took a job working for Rapp Construction, building pools. At one time or another, Mom, Matt and one sister worked at Molsberry's Market. Eventually Dad started his own business, Johnson Pool and Spa. He started with pool construction, then added service. In 2005, they opened their store in Windsor. Three years ago, they bought Sunshine Pool and Spa in Larkfield and expanded their line of spas. Now they have two show rooms, one in Windsor and one in Larkfield. With 1200 service accounts and three brands of hot tubs, they are happy to be here.

Our president, Steve Plamann, introduced Peggy Ball, Marketing Manager for the Santa Rosa Original Certified Farmers Market. The market is a returning member. We were also really pleased to see Shawna DeGrange of Cloverleaf Ranch. She brought her daughter Logan Virginia, who is already coming up on one year old!

Donors & Winners

Shawna DeGrange of Cloverleaf Ranch won the Pot of Gold, which was \$140.

KG Phillips of Key Properties, won \$55.00 through the 50/50 drawing.

Pete Lescure of Lescure Engineers won a pool raft, donated by Johnson Pool and Spa.

John Essman of Sonoma CONNECTION and Margaret D'Genova of California American Water, each won tickets for rides to either Oakland or San Francisco Airport, donated by Sonoma County Airport Express, Inc.

The May social will be hosted by the Fountaingrove Club. I look forward to seeing you all there.

Contributed by Aggie Maggio, Realtor @ Coldwell Banker



Left to right: Matt Perezchica (Johnson Pool and Spa), Steve Plamann (Aaction Rents), Pete Lescure (Lescure Engineers), Tina Feeney (Johnson Pool and Spa)



Left to right: Matt Perezchica (Johnson Pool and Spa), Colin Thomas (Cloverleaf Ranch), Steve Plamann (Aaction Rents), Shawna DeGrange and daughter Logan Virginia (Cloverleaf Ranch).



Left to right: Matt Perezchica (Johnson Pool and Spa), Bill Boyle (State Farm Insurance), Rich Ruybalid (State Farm Insurance).



Left to right: M.J. Girard (Girard Realty Enterprises-Affiliated Technologies Inc.) Dave Buhner, Laura Buhner (Exchange Bank, Larkfield Branch)

BUSINESS SPOTLIGHT

RODAN + FIELDS: JUST GETTING STARTED

One of the most difficult things for a newly started business is the process of building trust and finding connections with the community around it. Some potential customers turn down a new business because they are content with their current options. Others are uncertain about the quality of the products or services the business offers. Regardless of the reason, new businesses must endure many rejections before they get their foot in the door and become a firm member of their community. For Rodan + Fields consultants Scott and Tracey Mitchell, these challenges are very familiar, but with the help of the Mark West Area Chamber of Commerce, they hope to further their connections in the community and become a successful, established business.



Rodan + Fields consultants Scott and Tracey Mitchell, also known as the Dermal Duo, at the February Business After Hours Social.

Rodan + Fields is a worldwide skincare brand that was founded in 2002 by Dr. Katie Rodan and Dr. Kathy Fields. Though originally a department store brand, Rodan + Fields soon became a social commerce company, working through consultants such as Scott and Tracey. These consultants are then responsible for reaching out to the community around them in order to sell the products.

The Mitchells were first introduced to Rodan + Fields when Tracey attended a meet-up for her previous business. There, Tracey met Gina Pearson, a level five consultant with Rodan + Fields. Agreeing to try the product for 60 days, Tracey soon saw results and joined the company at a follow-up meeting. Scott would join Tracey shortly afterward, noticing the results while the couple was on vacation together. With both of them on board, the Dermal Duo was born.

Since becoming the Dermal Duo, the Mitchells have worked to reach out to their community in a variety of ways. Working in a cold market, Scott and Tracey began their efforts with farmers markets, and have started to become regulars at these events. “You have to put the time in to become familiar with the community. It’s all about being present,” say the Mitchells.

The Dermal Duo has also recently become a member of the Mark West Area Chamber of Commerce, a resource that has allowed the Mitchells to further expand their relationships with the community and gain valuable knowledge about the process of building trust.

While the Mitchells did not begin their work with Rodan + Fields until after the 2017 fires, they had still felt the effects at their own home. However, the event also helped them see the power of a community that comes together in times of crisis.

Moving forward, the Mitchells hope to expand on their early work with Rodan + Fields so that Scott can retire early from full-time work and freely pursue his passions, including coaching Little League baseball. Part of that expansion includes continued work with the Mark West Area Chamber of Commerce, so that they can help the community that has welcomed them: “Thank you for allowing us to be a part of the community and to do what we can for it.”

Contributed by Johnathan Williams, Freelance Writer

Interested in joining our Ambassador Club?
Contact the Chamber at
office@markwest.org
707-578-7975



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



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

UPCOMING EVENTS

Thursday, May 9, 2019
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **The Fountaingrove Club**
 1515 Fountaingrove Parkway, Santa Rosa

Wednesday June 5, 2019
Chamber Business Luncheon 11:30am-1:00pm
 Topic: Growth at the Charles M. Schulz-
 Sonoma County Airport
 Speaker: Airport Manager Jon Stout
 Hosted at Best Western Plus Wine Country Inn & Suites
 870 Hopper Ave, Santa Rosa

Thursday, June 13, 2019
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **The Mark West Union School District**
 At the Larkfield Garden and Community Learning
 Center, 478 Noonan Ranch Lane, Santa Rosa

Thursday, July 11, 2019
 Chamber Business After Hours Social 5:30-7:30pm
 Co-hosted by **A M Maggio & Associates** and
Aggie Maggio, Realtor, Coldwell Banker
 345 Mayfield Drive, Santa Rosa

Thursday, August 8, 2019
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **Harmony Ag Supply**
 1175 River Road, Fulton

Thursday, September 12, 2019
 Chamber Business After Hours Social 5:30-7:30pm
Open Date - Please contact the Chamber office
 at 578-7975 or email us at office@markwest.org to
 host this social

Wednesday, September 26, 2019
**29th Annual Wine Country
 Business Showcase**
 The Luther Burbank Center
 for the Arts
 50 Mark West Springs Road,
 Santa Rosa



This free event showcases businesses
 while you enjoy complimentary food
 and Sonoma County wines and beverages.

Thursday, October 10, 2019
 Chamber Business After Hours Social 5:30-7:30pm
Open Date - Please contact the Chamber office
 at 578-7975 or email us at office@markwest.org to
 host this social

Friday, October 25, 2019
Chamber 38th Annual Installation Dinner
 6:00 - 9:00pm
 Hosted at Charlie's Restaurant at the Windsor Golf
 Club, 1320 19th Hole Drive, Windsor

Thursday, November 14, 2019
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **Anytime Fitness**
 620 Larkfield Center, Santa Rosa

Wednesday, December 4, 2019
Holiday Tree Lighting - Community Event 6:00pm
 Hosted by Molsberry Markets, Inc.
 522 Larkfield Center, Santa Rosa

Thursday, December 12, 2019
 Chamber Business After Hours Social 5:30-7:30pm
 Co-hosted by **Larkfield Exchange Bank** and
Molsberry Markets, Inc.
 500 Larkfield Center, Santa Rosa



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 CONNECTION**

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IRONMAN TO INJECT OVER \$20M INTO NORTH BAY ECONOMY

Adapted from a story by Cheryl Sarfaty on the North Bay Business Journal website, April 22, 2019

For the tourism industry, the annual Ironman events mean big business. Participating athletes and their cheering squads bring more than a competitive spirit to Sonoma County: Their dollars provide a substantial boost to hospitality businesses, including hotels, restaurants and wineries.

This year's Ironman could be poised to exceed the \$20 million economic windfall it delivered to the city and county last year, according to a newly released report commissioned by the Santa Rosa Metro Chamber.

Ironman 140.6 (full Ironman) will take place on May 11; Ironman 70.3 (half Ironman) on July 27.

Of the \$20 million brought in from Ironman 2018, \$1 million was poured into the wine industry, according to Peter Rumble, Chamber CEO.

Nearly 40 percent of the athletes and their companions visited a winery during their 2018 visit, for a total spend of \$416,500, Rumble said. For the half Ironman, 35 percent visited a winery, for a total spend of \$632,836.

That's a huge win that even transcends the numbers.

When the city of Santa Rosa began hosting the Ironman events in 2017 — the first in a five-year contract that moved the formerly named Ironman Vineman events from Windsor — many of the region's wineries reported lost business because of traffic and roadblocks.

Read the entire story on the North Bay Business Journal website at <https://www.northbaybusinessjournal.com/northbay/sonomacounty/9486597-181/ironman-sonoma-tourism-wine-hospitality>

SONOMA COUNTY MICROLENDING PROGRAM RECEIVES \$1 MILLION IN NEW FUNDING

Adapted from a story by Bill Swindell on the Press Democrat website, April 15, 2019

An innovative Sonoma County lending program for small businesses has received \$1 million in new funding to help local entrepreneurs, especially those still grappling with the fallout from the 2017 wildfires and recent floods.

The Sonoma County Economic Development Board has received an \$800,000 federal grant for its microlending program, which has been in operation for almost four years. That money comes from the Department of Commerce's Economic Development Administration as part of the 2018 budget bill to help areas across the United States recover from natural disasters.

Those funds will be paired with a \$200,000 matching grant from the Tipping Point Community Foundation in San Francisco, said Al Lerma, the board's director of business development and innovation. The \$1 million in new funding should help make 50 loans available and create 175 jobs.

"These funds will provide loans to small businesses who may not otherwise qualify for traditional financing to support recovery and expansion efforts," said Ben Stone, the board's executive director.

Only about 30 percent of eligible businesses were able to get U.S. Small Business Administration-backed loans in the aftermath of the wildfires, Stone said. Meanwhile, traditional bank lending is harder to obtain because underwriting standards were tightened in the aftermath of the Great Recession.

Popular local shops such as the Nectary in Sebastopol and Bow N Arrow Clothing in Cotati have used the microlending program to grow their businesses. The program is administered by Working Solutions, a community development financial institution, and makes low-interest loans up to \$50,000. Before the recent grants, the program had raised \$2 million.

Read the entire story on the Press Democrat website at <https://www.pressdemocrat.com/business/9502026-181/sonoma-county-microlending-program-receives?sba=AAS>

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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*VP Membership
 Position Open*

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Mark West Area Chamber of Commerce and VISITORS CENTER



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Santa Rosa, CA 95403

AFTER HOURS BUSINESS SOCIAL

Thursday May9
5:30 - 7:30 pm

THE FOUNTAINGROVE CLUB

1515 Fountaingrove
Parkway, Santa Rosa

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THE WINDSOR TIMES

