

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 2020
Volume XXXIV Issue 4

REGIONAL CHAMBERS UNITE TO ADVOCATE FOR SMALL BUSINESS COVID-19 RELIEF

The following letter was drafted by the Santa Rosa Metro Chamber and signed by Mark West Area Chamber of Commerce leadership and a coalition of Sonoma County Chambers. It is being used as a template to help shape the response of our state and county government to the crisis faced by small businesses. We share this with you to show in part what your Chamber is doing to advocate on your behalf.

To:

State Senators Dodd and McGuire
State Assemblymembers Aguilar-Curry, Levine,
and Wood
Sonoma County Board of Supervisors
Marin County Board of Supervisors
City Councilmembers of Petaluma, Cotati, Rohnert
Park, Santa Rosa, Windsor, Healdsburg, Cloverdale,
Sonoma, Sebastopol and Novato

Honorable representatives,

Covid-19 presents a terrible threat to our communities. As we have seen in prior pandemics, and the early path of this one, this virus is not something that we can afford to take lightly.

Unfortunately, misinformation and a lack of preparedness gave this pandemic a dangerous head start impacting our communities. Thankfully, we have recently become far more educated, and forthright leadership from our elected leaders has made great strides in preventing the spread of Covid-19. Although the health order currently in place presents disruption in all of our lives, we all agree that we have a shared responsibility of protecting the public's health and safety. We thank you for your leadership in responding as you have to protect public health and safety.

It is critical that we are as forthright with you on the impacts that these actions are having on our economy, small business, and ultimately the same individuals who are being protected from Covid-19. In short, without similar swift and significant action to insulate businesses from financial ruin caused by the Shelter in Place order, we will soon experience a host of catastrophic impacts due to an economic collapse.

Although they might take longer to materialize, the economic impacts have the potential to disrupt the health, safety and security of our society as much as the virus we are working so hard to contain.

Read the full letter on the Mark West Area Chamber site here:
<http://markwest.org/files/EconomicRevitalizationLetter2020.pdf>



Lunches for Lifesavers
Want to help fight
against COVID-19 in our
neighborhood?
See p3

UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL
Hosted by
Solstice Senior Living at Santa Rosa
3585 Round Barn Blvd., Santa Rosa

Thurs. May 14, 2020
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 Tuesday
Of Each Month
1:30 pm - 3:00 pm at
Best Western Plus Wine
Country Inn & Suites
870 Hopper Av. S.R.

PRESIDENT'S MESSAGE

Once again, we have been asked to endure a hardship we have not brought upon ourselves. We sprang back from the 2007 to 2012 recession, the 2017 Tubbs Fire, and the 2019 Kincade Fire, and now we're facing the smallest opponent and the deadliest disaster, the CoVid-19 Pandemic. It's over a decade of challenges that might have brought a less determined people to their knees. Resilience is too small a word for our current struggle. We are used to saying we are "fighting something" when we describe overcoming our problems. So it makes no sense to us to "shelter at home" and close our doors when we're either consumers trying to support local business, or business owners trying to support our community. A life of not doing, not spending, not going to work five days a week? What kind of fight is that? Not going out to eat or for a drink, not hanging out with friends, no kids playing outside, no school, no church, no Chamber Socials, no hugs or handshakes? This is new and completely different for us. It is getting harder to remember that life is not like this!

Now what do we do to make this better? Well, we don't have an immediate solution. We wait today knowing that someday we will go back to life as it was and have to pick up the pieces. The mounting concern is that with every additional day of "sheltering in," the pieces to pick up get bigger. So maybe this time the rallying cry should be True Grit, because we are going to have to reach deep. We must keep marching with a steely resolve -- an unstoppable desire to put things right. Our passion and perseverance must not falter until we realize the return of our lives back to normal. "Normal" ... wow, what a pleasant thought.

I want to let you all know that despite the tragedy of COVID-19, the Mark West Area Chamber of Commerce is here, actively helping in the community in every way we can. We have helped disseminate information regarding:

- Federal and State assistance grants and other supportive programs for businesses
- How and where to apply for Small Business Loans
- A list of local businesses that are still open and what hours and services they are still offering
- Support for our local Sutter Hospital and their emergency room workers with our Lunches for Lifesavers program.

We are here, we are working, and we will continue to help and support our members and this community until we are once again happy, healthy and prosperous.

As you may have already been aware, we have cancelled all our events through April. We will update you if more further cancellations are necessary. I am very glad we managed to slip the March Social in under the wire. Thank you to Todd Walling Real Estate, Keller Williams Realty!

Continued on page 5



Serving Sonoma County Since 1959
Family Owned and Operated
We offer more to our shoppers.
Stop by our Gourmet Cheese Counter and
Sample Imported and Domestic Cheese
522 Larkfield Center, Santa Rosa
707/546-0307



Laura L. Buhner
Vice President
Branch Manager

707.523.4392
Fax 707.573.8094

Cell 707.293.5139
NMLS #737972

Laura.Buhner@exchangebank.com

Larkfield Office

500 Larkfield Center, Santa Rosa, CA 95403
exchangebank.com



LUNCHESES FOR LIFESAVERS

We have seen the stories from Italy and now from New York where medical workers and hospitals are fighting a courageous battle to save lives, and they might be stricken themselves at any moment. How can we help them, while we are under shelter-in-place orders? We are told we need to do nothing, that staying at home and not going out into the community is how we can best help in this war against COVID-19. How can we say “thank you” to the people who are fighting for us?

On March 23, Chamber President Steve Plamann received an email from Stephanie Bisordi of Bisordi Ranch and Vineyards, LLC asking for some help in gathering donations to bring meals to the Sutter Emergency Department to express gratitude to the front-line medical workers who are under so much stress during this pandemic. Stephanie knows first-hand about supporting first responders — she is married to veteran fire captain Rob Bisordi. She says, “I have never been one to sit around and do nothing when I could be helping. I always do what I can.” During the fires, she not only made meals and delivered them to the firefighters on the front lines, but she was a VIP for CalFire (Volunteer In Prevention) working long hours staffing their phone lines and talking to the public. And she is currently a VIP for the Sheriff’s Department (Volunteer In Policing) with similar duties surrounding large incidents. After the shelter-in-place order was issued, she says Rob came home from work one day and related how the ED at Sutter was gearing up to be overwhelmed and overworked. He suggested she could bring them a meal or two, and she might contact the Chamber to get some help from local businesses.

Stephanie took the idea and ran.

First, she spoke with a friend who works in the ED who put her in touch with Sukie Gill, who does volunteer coordinating and community outreach at Sutter Santa Rosa Regional Hospital, and she put together a calendar for every Monday, Wednesday, and Friday from March 27 through the end of May. Then she started filling it. The initial email sent out to the Chamber Board got an immediate response from Erin McCauley at the Hilton Garden Inn Sonoma Sonoma County Airport off Airport Boulevard. Erin volunteered that their restaurant would cook the first lunch drop, and Steve Plamann of Aaction Rents coordinated with Stephanie and Sukie to make the first delivery.

Success! Lisa Amador, Assistant Administrator and Director of Philanthropy, was there to meet Steve and bring the food to the grateful staff. More drops followed in the next weeks: pre-packaged snacks pooled from several different sources, sandwiches from Molsberry’s Market, pizza purchased by Aaction Rents from Home Run Pizza, dinner delivered by the Burgess family, energy bars donated by Momentum Nutrition, paella purchased by Vintage Tree Care, lunch ordered from Charlie’s Grill with pooled donation money, meals from Mountain Mike’s, burritos from Mi Ranchito, sandwiches from Chick-fil-A, and on and on and on.

Continued on page 4



Here’s just a part of the ED team at Sutter that’s benefitting from the Lunches for Lifesavers program.



Molsberry Markets, Inc. is once again an instrumental supporter of the community, and of the Lifesavers. Steve Plamann (Aaction Rents) is at left, ready to load his truck and make a delivery.



March 27: Chamber President Steve Plamann (Aaction Rents) picked up donated food from the restaurant at Hilton Garden Inn-Sonoma County Airport.



Arriving at Sutter, Steve was greeted by Lisa Amador, Assistant Administrator and Director of Philanthropy. Appropriate distancing and safety practices were observed at all times.

Lunches for Lifesavers, continued from page 5

Want to help in the fight against COVID-19 in our neighborhood? The calendar has been extended through the end of May, and Stephanie is prepared to go longer if necessary. We are actively seeking participation from either companies or individuals. Call to make a donation and/or reserve a spot on the calendar. Food should be catered from a restaurant or a grocery store.

Nothing homemade can be accepted. Purchasing from local businesses is especially encouraged. Pre-packaged food for snacks is particularly welcome, such as single-serving bags of nuts, jerky, cookies, chips, popcorn, granola bars etc. It is all appreciated by the doctors, nurses, ambulance drivers, and techs who work long hours in an uncertain and stressful environment. You can help to brighten the mood of our hospital heroes every Monday, Wednesday, and Friday while at the same time supporting our beleaguered local merchants. It's a win-win!

For more information, contact either Stephanie Bisordi at (707) 542-9882, or Beth Henry of the Mark West Area Chamber of Commerce at (707) 360-8027.

Contributed by Beth Henry, VP of Membership, Publicity and Public Relations



Stephanie Bisordi (Bisordi Ranch and Vineyards, LLC) at work organizing Lunches for Lifesavers.



**WE
KEEP
COMMUNITIES
FLOWING**

At California American Water, we offer tools and tips to help customers conserve water so we can keep life flowing. Visit californiaamwater.com and click on "Conservation" for water-saving information.



WE KEEP LIFE FLOWING™

1-888-237-1333
californiaamwater.com

UPCOMING EVENTS

Schedule Subject to Change Due To COVID-19 Health Emergency

The times, dates, and locations of all Mark West Area Chamber events are subject to change, depending upon governmental guidelines. For the latest event information, check the Chamber website at <http://www.markwest.org/>

May 14, 2020
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by Solstice Senior Living at Santa Rosa
 3585 Round Barn Blvd., Santa Rosa

Thursday June 11, 2020
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by Bisordi Ranch and Vineyards, LLC 1350
 River Road, Fulton

Thursday July 9, 2020
 Chamber 39th Annual Installation Dinner
 6:00 - 9:00pm
 Hosted at Charlie's Restaurant at the Windsor Golf
 Club, 1320 19th Hole Drive, Windsor

Thursday August 13, 2020
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by Atlas Pavers Co.
 1710 4th Street, Santa Rosa

September 17, 2020
 30th Annual Community
 Faire & Business Showcase
 4:00-7:00pm at the
 Luther Burbank Center for
 the Arts

This is truly a community faire with games and activities for kids and adults, silent auction, rebuild and public services information, food and wine sampling, Grand Raffle, and representatives from our amazing local businesses.



Thursday October 8, 2020
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by Extended Child Care Coalition
 1745 Copperhill Pkwy #5, Santa Rosa

Thursday, November 12, 2020
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by Anytime Fitness
 490 Larkfield Center, Santa Rosa

Wednesday, December 2, 2020
 Holiday Tree Lighting - Community Event 6:00pm
 Hosted by Mark West Elementary School
 4600 Lavell Road, Santa Rosa

Thursday, December 10, 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

President's Message, continued from page 2

I want to personally thank all those helping and contributing food to our Lunches for Lifesavers program in support of Sutter Hospital's Emergency Department workers. Read all the details starting on page 3. I am so proud we are doing this. My special thanks to Stephanie and Robb from Bisordi Ranch & Vineyards LLC for initiating the program and helping set up many of the donations; Mark West Area Chamber VP Membership, Publicity, & Public Relations Beth Henry; Erin McCauley of Hilton Garden Inn Sonoma County Airport; Brian, Joe, and Dean from Molsberry Markets, Inc.; Cynthia from Homerun Pizza; Marcin from Bear Republic Brewing Co. Inc.; Fred, Nicole, and Emma from Vintage Tree Care; Aaction Rents; KIN restaurant in Windsor; Kaffe Mocha; Gerard's Paella; and Chick-fil-A. The program will continue through May and longer if needed.

Steve Plamann, President

Sonoma CONNECTION
 John Essman
 P O Box 1381
 Healdsburg, CA 95448
 (707) 433-8774
 john@sonomaconnection.com
 www.sonomaconnection.com

Web Site Design • Search Engine Optimization
 Digital Photography • Photoshop • Graphic Design

www.sonomaconnection.com

Serving the Wine Country Since 1979

- Project Planning
- Land Surveying
- Civil Engineering
- Wastewater Specialists

LESCURE
 ENGINEERS, INC.
 (707) 575-3427

www.lescure-engineers.com

BUSINESS SPOTLIGHT POSTAL PLUS, INC. – SHIPPING AND MORE

With our current need for social distancing, much discussion has been had about what counts as an “essential service.” While arguments can be made for and against certain businesses, one service has become more essential than ever: the postal service. Mailing, packing, and shipping allow people to maintain a safe distance from others, while still being able to both send and receive other essential items such as masks, clothes, and even food. Postal Plus Inc., located in the Larkfield Shopping Center, provides a local option for these services and more, saving residents and businesses a trek to Santa Rosa or beyond.

Postal Plus has been a part of the Larkfield Shopping Center for many years, but it was only five years ago that Paul and Millie Gibson, the current owners, reopened the store at its current location. With more space than ever, Postal Plus was able to expand the services it offers. The store retains its base function of sending packages and mail via the United States Postal Service, UPS, FedEx, and internationally via DHL; the sender can bring in the package and

pay, or bring the item being shipped and have it packaged at the store. Other services include notary public, which is offered daily; live scan, an electronic fingerprinting system for law enforcement and background checks; computers that can be rented for those who need access to the internet or printing services; and general business services, from scanning, to shredding, to lamination. Postal Plus also rents out mailboxes. Both traditional and virtual mailboxes are available, allowing renters to choose how they want to manage their mail. The virtual mailbox, operated through ipostal1.com, allows the user to keep track of their mail and parcels through most internet-accessing devices.

Since they have owned Postal Plus, Paul and Millie have also been a part of the Mark West Area Chamber of Commerce. In 2015, when Postal Plus moved to its current location, the Chamber celebrated with a ribbon-cutting ceremony, and Paul and Millie’s involvement has only increased since. In addition to hosting mixers, they have also had the chance to have a table at the Mark West Community Faire & Business Showcase at the Luther Burbank Center for the Arts. The Gibsons enjoy being active and involved with fellow Chamber members, and Millie is a recent appointee to the Chamber board.


Postal Plus is also active locally, providing support during the shelter-in-place orders. The Mark West Union School District is able to send out homework via Postal Plus, and ships nearly 800 packages every two weeks. During the Tubbs fire and ensuing recovery process, the store was also able to provide significant discounts and services, as well as a supportive ear to those who had lost their homes.

All in all, Postal Plus has provided Larkfield and the Mark West area with a significant, essential service, and that service has only become more important during our current situation. As members of the Chamber, Paul and Millie are thankful for the opportunity to know fellow business owners, and hope to continue that relationship for years to come.

Contributed by Johnathan Williams, Freelance Writer



Paul Gibson with his and Millie's daughter Rowen, in the Postal Plus store.

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



To host a Ribbon Cutting, contact...
Aggie Maggio
aggiemaggio@icloud.com
707-486-1303



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 Hwy, 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 online newsletter.
 You supply the flyer - We do the work!*

CHAMBER MEMBERSHIP DUES

Standard Dues - *Effective January 1, 2020*

\$149.00	Business (1-5 Personnel)	Non-profits get a 10% discount off Basic pricing
\$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)	

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

**California American Water offers
 free rebates, home water surveys
 and more.**

**Give us a call at (707) 542-1717 or
 email us at Larkfield@amwater.com.**



OFFICERS

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

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

Corporate Secretary
 Alicia Mills Mark West Union School Dist.
 707-524-2970 amills@mwusd.org

Corporate Treasurer
 John Essman Sonoma CONNECTION
 707-433-8774 john@sonomaconnection.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 InterChamber Events
 Erin McCauley Hilton Garden Inn
 Sonoma County Airport
 707-545-0444 Erin.McCauley@Hilton.com

VP Community Affairs
 Doug Williams
 707-696-8244 dougw1955@aol.com

VP Membership, Publicity, & Public Relations
 Beth Henry
 707 360-8027 ehenry@sonic.net

DIRECTORS

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

Sally Crain
 707 636-1629 sallycrain@hotmail.com

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

Millie Gibson Elusik Tax & Accounting
 707 575-7755 millie@elusiktax.com

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

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

AMBASSADOR COORDINATOR
 Aggie Maggio Realtor @ Coldwell Banker
 707 486-1303 aggiemaggio@icloud.com

OFFICE VOLUNTEER

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

Mark West Area Chamber of Commerce and VISITORS CENTER



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

LUNCHES FOR LIFESAVERS

Want to help fight
against COVID-19 in our
neighborhood?

Mark West Area Chamber
members are coordinating
bringing snacks and meals
to the hard-working staff at
Sutter Hospital Emergency
Room.

Find out more:

- See article, page 3
- Chamber Website:
<http://markwest.org/>

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

Thank You to our Platinum Sponsors



...and to our Corporate and Media Partners!



THE WINDSOR TIMES