

Mark West Area Chamber of Commerce and VISITORS CENTER



BRINGING BUSINESS & THE COMMUNITY TOGETHER!

The Lark

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403
Visitors Center: Mon. - Fri. 10 am - 3 pm

707-578-7975
office@markwest.org

April 2021
Volume XXXV Issue 4

CHAMBER SOCIAL EVENTS RETURN MAY 13!



Junior and Silva at the Grand Opening of the Santa Rosa office and showroom in 2019. (Picture provided by Atlas Pavers)

With Sonoma County's advancement into the Orange Tier, and the easing of restrictions around gatherings and events, the Mark West Area Chamber of Commerce is pleased to announce the return of our regular evening Socials on the second Thursday of every month, following all protocols and with safety in mind.

Atlas Pavers, Inc. is hosting our first in-person Social in over a year on Thursday, May 13, 2021 at 5:30-7:30pm. Socially-distanced and masked, we are looking forward to seeing Chamber members in person and being able to talk and laugh and exchange news with co-owners Junior Morais and Candido Silva, and Santa Rosa showroom representative Anne Barbour. This outside gathering is limited to 50 people, so advance registration is required. Please register at Eventbrite at <https://www.eventbrite.com/e/mark-west-area-chamber-social-may-13-tickets-150796557563>

We are currently taking applications for the 2022 Socials calendar. Contact the Chamber office if you are interested in hosting one of these fun, worthwhile gatherings on the second Thursday of most months in 2022. Hosts typically provide snacks and beverages for up to 50 people, plus have the opportunity for a short presentation about their business. If you do not have a suitable location, perhaps co-hosting is the answer, and the Chamber ambassadors and staff will be happy to help coordinate and create a solution so you can showcase your services and take advantage of the publicity and networking that these evenings provide.

Please take note of our calendar of events for the rest of 2021:

- June 10 – Social at West County Computers
- July 8 – Social at Ancient Oak Cellars
- August 12 – Social at Bisordi Ranch and Vineyards
- September – no Social - Community Faire planned for Sep. 22
- October 14 – Social at Solstice Senior Living
- October 27- Wednesday Luncheon with James Gore

Look for our email announcements with more details, and we hope to see you in person very soon!

Contributed by Beth Henry, VP Membership



RED to ORANGE

SONOMA COUNTY MOVED TO COVID PANDEMIC ORANGE TIER APRIL 7

After just three weeks in the red tier, Sonoma County moved into the less restrictive orange tier on Wednesday, April 7. The State credited Sonoma County with two weeks of maintaining less than 6 cases per 100,000. Now, businesses and stores may open up 25 percent more than in the red tier and additional businesses may resume limited operations. For more information on the County of Sonoma's COVID-19 response and vaccine rollout, go to <https://socoemergency.org/emergency/novel-coronavirus/>



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.

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...
Aggie Maggio
aggiemaggio@
icloud.com



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

PRESIDENT'S MESSAGE

Spring has sprung and this year there is so much more to be excited about.

We are not going into a one-plus-year pandemic, we are coming out of the pandemic. We aren't closing down businesses and social activities, we are opening everything back up! Not all at once, and larger indoor activities are still restricted, but not for long. And the Mark West Area Chamber is also opening up our monthly Socials. The first of our four or five monthly Socials will be at outdoor venues, but we are back and we will be together. Our members can once again highlight their businesses by hosting a Social, which means monthly opportunities for every member to network and promote their business. OK, no hand-shakes or hugs for now, but we will share time together and maybe some food and some Sonoma County wine. Just to be in the proximity of a group of fellow Chamber members is refreshing and exhilarating. We all are deserving of this after a forced year of abstinence.

With nearly 200,000 (40%) of Sonoma County residents fully vaccinated and another 100,000 partially vaccinated, we will continue to see restrictions lifted or loosened until all restrictions caused by the coronavirus are finally a thing of the past.

So go online to the link below and order your free ticket(s) to our upcoming Chamber Social. The tickets are necessary because we are currently limited to 40 guests at the event. It is very simple to do and you will get a confirmation email from Eventbrite. Our May Social will be held at Atlas Pavers in Santa Rosa, from 5:30 PM to 7:30 PM. We will have our 50/50 drawing and the big cash "Pot of Gold" drawing. It will be a great event and I will be there to personally welcome everyone back to this monthly business-to-business networking opportunity.

Register here:

<https://www.eventbrite.com/e/mark-west-area-chamber-social-may-13-tickets-150796557563>

And don't forget about our famous Community Faire coming again this September 22nd. It will be our 31st and like always, there will be many fun things to do and see, including our famous Dunk Tank Event. Information about signing up for a booth at the Faire or to donate a Silent Auction item will be available soon.

I would like to thank all the local businesses and individuals who have donated money or meals to keep the Lunches for Lifesaver program alive and well for over a year. I have lost count of how many meals have been provided to emergency room workers at Sutter Hospital of Santa Rosa since March of 2020. I would also like to thank Stephanie and Rob Bisordi for creating this great program and working hard to keep it going. On May 21st the Bisordis will receive the prestigious Spirit of Sonoma Award at the 20th annual ceremony. If you would like to donate to this community program, contact the Mark West Area Chamber office at 707-578-7975, Monday thru Friday from 10:00 AM until 3:00PM.

Steve Plamann, President



What an amazing springtime display! The trees are in leaf and the bushes are in bloom in our back yard.

COMCAST OFFERS SMALL BUSINESSES OWNED BY PEOPLE OF COLOR FREE TECH MAKEOVERS, MARKETING AND MORE



It's not news that many small businesses are struggling to survive in light of the economic challenges imposed by the pandemic. In fact, research shows small businesses owned by Black, Indigenous and People of Color (aka BIPOC owners) have been hit even harder than others — and many are struggling to survive.



The National Bureau of Economic Research reports that between February and April 2020, the number of active Black-owned businesses declined by 41%, Latinx-owned businesses fell by 32% and Asian-owned businesses dropped by 25%. In comparison, small businesses as a

whole declined 21%. All that is concerning, since small businesses create 1.5 million jobs annually and account for 64% of new jobs created in the U.S., according to the Small Business Administration.

To show support for struggling BIPOC businesses during the crisis, tech leader Comcast has made a three-year commitment to offering them complimentary marketing support, advertising creative, production and media services and technology consulting through an innovative program known as Comcast RISE.

Already, more than 700 companies in the 40 states served by Comcast have received such awards — and many more applications are encouraged, with awards to be announced quarterly.

“Small businesses have long been crucial to U.S. commerce and the healthy functioning of our economy,” explains Teresa Ward-Maupin, VP customer and digital experience for Comcast Business. “Unfortunately, many are struggling just to keep their doors open during this extended pandemic. Comcast is proud to provide the marketing and technology resources that have already helped so many small businesses grow and move forward despite the challenges they’re facing.”

What exactly is being offered? Comcast’s assistance may include any of the following, depending on each recipient’s needs:

Strategic consulting: Comcast’s local marketing, research and creative teams will help businesses form strategies for growth in the current environment.

Advertising assistance: Comcast specialists will help create TV campaigns.

Creative production: Comcast will assist with the turnkey production of a :30 second TV commercials while advising clients on media strategy and media placement schedules.

Technology makeovers: To support business recovery, Comcast experts will install computer equipment and provide Internet, voice and cybersecurity services. Business owners must be 18 or older, actively engaged in daily operations and in business for at least one year. The businesses must be independently owned and operated and employ 25 to 100 people, depending on the service requested.

Comcast Rise is part of a 2020 commitment by Comcast NBCUniversal to allocate \$75 million in cash and \$25 million worth of media in the next three years to fight injustice and inequality against race, ethnicity, gender identity, sexual orientation or ability nationwide. Apply for the program today at <https://www.comcastrise.com/>.

Are you a BIPOC business owner who could use professional, customized help with marketing and operational strategies during this challenging time? Apply for the program today at <https://www.comcastrise.com/apply/>.

Contributed by Brian Bottari, Comcast Government Affairs Director North Bay & North Coast



BUSINESS SPOTLIGHT**ANTONIA GARZA, LDA: HELPING NAVIGATE THE LEGAL WORLD**

The preparation of legal documents can be very intimidating for people who have not studied law. For many, it can seem like trying to translate English into an entirely different language, full of jargon that is difficult to untangle even when the reader has context. And for those who do not speak English, their challenge can lie in figuring out whether the document should be in English or not. Fortunately for all of these cases, there are Legal Document Assistants such as Antonia Garza who are prepared to help navigate the world of legal documents.

For the past 19 years, Antonia has worked as a publicly-available paralegal and legal document assistant (LDA) in Sonoma County in order to help those who might otherwise not receive the help they need. As a paralegal and LDA, Antonia is not a lawyer, though she is able to refer clients to lawyers if needed. Antonia's primary role is instead to assist her clients by preparing legal documents for self-represented cases, or by providing self-help materials created by attorneys that will help clients through their own legal cases. Antonia is also one of the only publicly-available LDAs in Sonoma County who can also provide Spanish-speaking services. More recently, Antonia has entered law school, and is working toward having a law practice of her own one day soon.

Currently, Antonia can be found within the Larkfield Center, where she has operated for the past 14 years. This location allows Antonia to have a perfect launching point for accessing the Courthouse and other locations in Sonoma County. After the Tubbs fire of 2017, Antonia was relieved to hear the shopping center had survived, and her clients were already waiting for her by the time she was able to return. Though she does not directly advertise, word-of-mouth has brought many clients to Antonia over the years.

This year, Antonia also joined the Mark West Area Chamber of Commerce. Though she has been in Larkfield for 14 years, Antonia had to delay joining the Chamber at first due to costs. In the following years, as business picked up, joining the Chamber was something that would often be forgotten in favor of focusing on work. With encouragement from Beth Henry, however, Antonia has now been able to become a Chamber member.

As things begin to return to normal, Antonia will continue to offer her services as a paralegal and LDA to the people of Sonoma County. Though COVID has prevented her from attending in-person Chamber events aside from the 2020 Tree Lighting, Antonia does want to participate more in the future. To the Chamber, Antonia says: "I really do look forward to networking and getting to know more of the great businesses in the area!"

Contributed by Johnathan Williams, Freelance Writer



Antonia celebrating the continuation of her law school studies. Photo courtesy Antonia Garza.



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. Buhrer

Vice President
Branch Manager

707.523.4392

Fax 707.573.8094

Laura.Buhrer@exchangebank.com

Larkfield Office

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

Cell 707.293.5139

NMLS #737972



Update your
home *and*
earn rewards?



It's easy with our special-rate HELOC and accompanying Mastercard®.

If you want to improve your home, our Home Equity Line of Credit can help. A HELOC lets you use the equity in your home to finance all sorts of things. You can even use it to pay off bills. Our spring special makes now the perfect time to get started.

With a Banner Bank spring HELOC you can:

- **Lock in a great fixed rate as low as 2.99% APR*** and no annual fee for 12 months. Offered for a limited time.
- **Access your funds and earn rewards with a HELOC Mastercard®.** The card gives you secure, easy access to your Banner HELOC. Use it online, in stores, and to pay contractors. Qualifying purchases earn TruRewards® points you can redeem for travel, gift certificates, cash and more.
- **Count on us for in-house approvals, fast processing and exceptional client service.**

To apply or learn more:

Visit your local Banner branch or call us at 866-641-5335. We look forward to helping you.

* APR (Annual Percentage Rate) fixed for first 12 months, followed by a floating rate of WSJ Prime plus 0.74% with a floor rate at 3.99%. Rate includes a 0.25% discount with auto-pay **AND** 0.25% for Banner's Best checking account. Annual fee of \$100 is waived the first year. Maximum Loan to Value is 80%. Requires a minimum FICO score of 800. Excludes existing Banner Bank HELOC clients, purchase money and non-owner occupied transactions. Subject to credit approval. Available for applications submitted between April 5, 2021 and May 28, 2021.



FLY 03/21

bannerbank.com | 800-272-9933

Member FDIC



WELCOME TO NEW MEMBERS

Guaranteed Rate, Inc.

We welcome new Corporate Sponsor Tom Huntley with Guaranteed Rate, Inc. Tom is a mortgage specialist with over 20 years in the loan industry, specializing in creative construction and renovation financing.



Although he is licensed to do business throughout California, he and his family live and work right here in our Mark West community. We recently had the opportunity to visit Tom at his lovely home and shoot a video introducing him to the Chamber.

The video can be viewed on our YouTube channel, Mark West Area Chamber at

<https://www.youtube.com/channel/UCNMXTHT0XaWz14hy-2feJ4A>

Tom has extensive loan production, management, and business development experience. If you want to buy a home just like an all cash buyer would, in any condition and fix it up with borrowed money, Tom and his team are there for you. He can train, coach and problem solve to keep your project on track. In his spare time, he's also CA DRE-approved to lead classes as a Continuing Education Teacher for Renovation Lending. Contact Tom and his team at Guaranteed Rate, Inc., for trade-up home purchases, First Time Buyer approval, FHA 203K, Homestyle Renovation, and Jumbo and USDA financing. We look forward to Tom hosting a Chamber Social in 2022!

NEW MARK WEST SPRINGS ROAD SIDEWALK FUNDED

The Mark West Citizens Advisory Council on March 10 approved a grant application from the Mark West Union School District for \$14,000 to help fund the construction of a new sidewalk on Mark West Springs Rd between Riebli Elementary School and Old Redwood Highway. The new sidewalk will flank both sides of Mark West Springs Rd and is being funded by part of the PG&E Sonoma Fire Complex settlement funds secured by Supervisor Gore.



The new sidewalks will improve safety and access for kids and others who walk or navigate wheelchairs along either side of Mark West Springs Road.

The Council would like to thank Superintendent Calloway for presenting this project to our Council and for everyone involved in the development of this new sidewalk. Sonoma County Transportation and Public Works Department will begin design and construction of the new sidewalk this year. Stay tuned for more information.

Contributed by the Mark West Citizens Advisory Council

Don't just bounce back. Bounce Forward™.

We're offering great prices on flexible Internet, Voice and Security solutions.

Because we believe every business deserves the chance not just to bounce back, but to adapt, succeed and thrive.

Learn more at ComcastBusiness.com.

©2020 Comcast. All rights reserved.



**ESTIMATES
VIRTUAL
CONSULTATIONS**

Beautiful your outdoor living space

FREE 3D DESIGN
WITH PROJECT OF 800 SQ. FT. OR MORE
call for details **707.204.0255**

Atlas Pavers

1710 4th Street, Santa Rosa, CA 95404 • www.AtlasPaversCo.com

Want to buy
or refi your
business
space?



Our streamlined loans help you do it with ease.

When it comes to business success, timing is key. At Banner Bank, we're pleased to offer solutions to help your company take the next step when the time is right. If you are looking to purchase or refinance your real estate property, our QuickStep™ Owner-Occupied Real Estate Loan can help you do it in stride.

The QuickStep™ Loan offers a streamlined application and underwriting process to more swiftly meet your capital needs with financing of \$50,000 to \$1 million. Applicants usually receive an answer within a few days of submitting a completed application.

For a limited time, you can lock in a great fixed rate on a QuickStep Owner-Occupied Real Estate Loan, fully amortized for up to 20 years:

- **3.50% for the first five years***
- **3.99% for the first 10 years***
- **Bank pays cost of evaluations*. Borrower to pay other closing costs.**

The QuickStep Loan features:

- Fast, in-house decision-making
- No balloon payment
- No prepayment penalty

To learn more or apply:

Talk to your banker or call us at 800-272-9933. We look forward to helping your business succeed.

*Initial five- and 10-year rate includes 1.00% discount for auto-pay from a Banner Bank Business Checking Account. Rate adjusts to Prime + 1.00% following the five- or 10-year fixed rate. Loan to value up to 80%. Loan fee 0.50%. Appraisal costs not paid for by Bank. Borrower to pay closing costs. Financing subject to credit approval.

Available for applications submitted between April 5 and May 28, 2021.



FLY 03/21

bannerbank.com | 800-272-9933





Member FDIC






HELP FIRST RESPONDERS EVACUATE NEIGHBORHOODS QUICKLY - GET YOUR FREE EVACUATION TAG!

EVACUATION TAG INSTRUCTIONS

Evacuation tags help first responders quickly identify which homes have been evacuated so they can focus their attention on those who still need help.

-  1) Place tag near your front door or on your go bag.
-  2) Add "install tag" to your evacuation to-do list.
-  3) Install tag in a highly visible location when you evacuate, if you have time.
-  4) Remove tag and put back in its place when you return home.

707-565-2650
socoemergency.org
sonomasheriff.org







The Sonoma County Sheriff's Office is giving away evacuation tags to residents living in unincorporated Sonoma County and its contract cities, Sonoma and Windsor. Evacuation tags are a new tool to help first responders quickly ensure that neighborhoods are evacuated during a disaster. Residents tie the tag in a highly visible location when they evacuate. This saves time because first responders don't have to tie their own ribbon on the property and they can immediately check the next home. Seconds can count during evacuations and the Sheriff's Department is excited to bring this new time-saving tool to Sonoma County residents. Each tag comes with a bilingual instruction flyer.


The Sheriff's Department wants to get these tags into the hands of residents in unincorporated Sonoma County, Sonoma, and Windsor. Residents can pick up a tag at the Luther Burbank Center for the Arts (LBC) on Saturday, May 22, 9am-1pm. The LBC is not only a wonderfully convenient location to get your tag, they are also a Chamber member! The LBC is at 50 Mark West Springs Rd., Santa Rosa.

ETIQUETA DE EVACUACIÓN

Las etiquetas de evacuación ayudarán a los oficiales a identificar rápidamente cuáles hogares han sido evacuados para que puedan enfocar su atención en aquellos que aún necesitan ayuda.

-  1) Colóquela cerca de la puerta principal o en su bolsa de emergencia.
-  2) Agregue "instalar etiqueta" a su lista de tareas de evacuación.
-  3) Instale la etiqueta en un lugar muy visible cuando evacue, si tiene tiempo.
-  4) Retire la etiqueta y vuelva a colocarla en su lugar cuando regrese a casa.

707-565-2650
socoemergency.org
sonomasheriff.org



You can also get tags at any of our stations or during one of the drive-through distribution days in May. All the details are here: <https://www.sonomasheriff.org/evac>.

You can contact CSO Karen Hancock at Karen.Hancock@sonoma-county.org for information on getting tags.


Feel free to contact the Sheriff's Department at (707) 565-4490 with any questions. Thank you for continuing to keep our community #sonomastrong!

Contributed by Misti D. Wood, Community Engagement Liaison, Sonoma County Sheriff



Serving the Wine Country Since 1979

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



LESCURE

ENGINEERS, INC.

(707) 575-3427

www.lescure-engineers.com

funding **SOLUTIONS** for residential real estate
purchase • refinance • renovation finance

guaranteed **Rate**®



Tom Huntley
Vice President / Renovation Manager
707 • 337 • 3777

CHAMBER MEMBERSHIP DRIVE: JOIN, REJOIN, REFER YOUR FRIENDS

Membership in the Mark West Area Chamber of Commerce has been growing. The determined spirit that has driven reconstruction of our neighborhoods after the fires and throughout the pandemic has swept the business community along with it.

Perhaps you are already a member. Good for you!

Perhaps you were a member once before. Time to join again and partake of the new growth!

Perhaps you've never been a member, and are wondering what it might be like. Time to come to a Social and get to know us, or just join for a year and try it out!

Membership is good for everyone. The Chamber is a fun, valuable, and AFFORDABLE way to partake the growth and opportunity that the Mark West area provides.

The Chamber is rebuilding as our neighborhoods rebuild, and making a difference in our local economy by bringing businesses, non-profits, and the public together. Join us and ensure your business isn't left behind as we advance the economic well-being of our community in three ways:

Do you want to connect with other businesses in the area?

- Our monthly Lark Newsletter is bigger and better than ever, and we are looking for advertisers to enable us to expand it even further, physically as well as digitally.
- Our well-attended and beloved monthly Socials have always been a fun and profitable way to network.
- But most importantly, our members care about each other and help each other thrive.

Do you want to connect with the people in Mark West?

- Our facebook page and social media are liked by over 700 individuals and organizations, most of them within a 10 mile radius.
- Our annual Faire is a popular and enthusiastically-attended community event, not just a trade show but a celebration of our area (the 2019 event drew over 800 attendees!)
- And of course our membership is made up of business owners and individuals who live and work here in Mark West as well as the broader Sonoma County area.

Do you want to be heard by local government?

- Our Board of Directors selects two representatives to the Mark West Citizens Advisory Council, the ear of our District 4 County Supervisor, James Gore. We are committed to enhancing the communication between the business community and the Council, and by extension, between the business community and the County.
- Our Chamber members include prominent government and quasi-government organizations, like the school district, the airport, the water district, Sonoma County Tourism, and the fire department.
- Many of our elected officials are also dues-paying members and attend our events.

We are small enough to care and we are large enough to make a difference. We are large enough to be worthwhile, and small enough to get to know well. We are not only a reflection of our community, we are a part of our community. We bring business and the community together.

Fill out an application and join us.

<http://www.markwest.org/files/MembershipApplication200718.pdf>

Contributed by Beth Henry, VP Membership



Chamber networking events, like this 2019 Ribbon Cutting for Todd Walling Real Estate, Keller Williams Realty, attract a lot of folks from the local business community. Plus, they're just plain fun.



Jon Stout (right), Airport Manager of the Charles M. Schulz - Sonoma County Airport, was our guest speaker at a 2019 business luncheon. He's shown with Chamber president Steve Plamann. The Chamber is an important point of contact between community leaders and the business community.

Mark West Area Chamber of Commerce

AND VISITORS CENTER



Bringing Business and the Community Together

Membership Application

Join the Chamber at any time. Renewals take place annually in January, and new members' invoices will be prorated to reflect the initial payment. All subsequent renewals will take place in January.

Basic Membership

1-5 Employees \$149
6-10 Employees \$229
11+ Employees \$299

- Plaque
- Website listing
- Ribbon cutting
- Advertising opportunities on web and in print
- Monthly networking opportunities
- Member pricing for Community Faire booths

Corporate Membership \$749

- All Basic benefits
- Sponsor recognition on web and social media, as well as at monthly socials and events
- Business card-sized ad in newsletter
- 8' Community Faire booth
- Community Faire bag-stuffer

Platinum Sponsor Membership \$2499

- All Basic benefits
- Platinum Sponsor recognition on website and social media, in all event advertising and promotional materials, and at all events
- Half-page advertising in newsletter
- Community Faire sponsorship recognition, including all promotional materials and advertising
- 16' Community Faire booth and bag-stuffer

Individual Membership \$99

Individuals may join with no business affiliation.

Non-profit Membership

Organizations with 501(c)(3) status may join with a 10% discount off Basic Membership pricing.

Business Information

Business Name: _____

Date established: _____ Number of employees including owners: _____

Street Address: _____

City: _____ ZIP: _____

Mailing Address: _____

City: _____ ZIP: _____

Business Phone: _____

Business Email: _____

Website: _____

Business Categories for Membership Directory:

Select from existing categories (see website directory) or suggest a new one for your business. First & Second Category are FREE.

1. _____ 2. _____

Contact Name 1: _____

Title: _____

Phone: _____ Cell: _____

Email: _____

Contact Name 2: _____

Title: _____

Phone: _____ Cell: _____

Email: _____

Referred by: _____

Business Description: Please provide a description of your business (up to 500 characters) for your website listing. Email your description and a logo file in any format to office@markwest.org.

We, (I), as the firm or individual indicated above, hereby make application for membership in the Mark West Area Chamber of Commerce and agree to abide by the Bylaws of the Chamber.

Signature: _____

Please indicate your interest in:

- Ribbon Cutting
- Hosting a Business After Hours Social
- Monthly Advertising in the Lark
- Serving on the Ambassador Team
- Serving on the Community Faire Committee

Payment Information

Thank you for your support! Your Chamber investment is non-refundable and normally tax deductible as a legitimate business expense.

We are a 501(c)(6) organization. Fed EIN 68-0004091

Total Enclosed: \$ _____

Type of Payment:

CC#: _____

Name on CC: _____

Billing address: _____

Exp. Date: _____ CVC: _____

Check #: _____ Date: _____

Look for my online payment at markwest.org/payment

If we can help in any way, please call us!

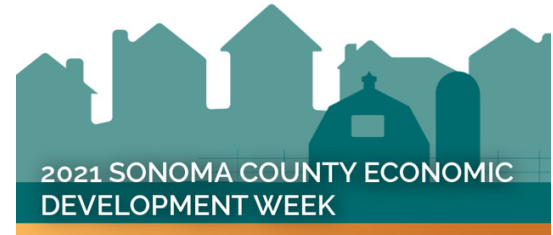
Mark West Area Chamber of Commerce

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

707.578.7975 | office@markwest.org

SONOMA COUNTY ECONOMIC DEVELOPMENT WEEK MAY 3-7: FREE VIRTUAL WORKSHOPS

Join the Economic Development Board (EDB) for 2021 Sonoma County Economic Development Week, May 3-7. Celebrate and learn about the positive contributions of economic development and its important role in our community through a series of free Virtual Workshops and Virtual Corridor Walks with the Board of Supervisors.



Virtual Workshops

- **Market Research and Intro to Digital Marketing:** Featuring Mustafa Tolosa of Createsburg, sharing important beginner tips and tricks into digital marketing. Also Christine Palmer of EDB, outlining market research services available at EDB.
 - o Monday, May 3rd, 12:00 pm | Register
 - o Thursday, May 6th, 3:00 pm (In Spanish only) | Register
- **Start Your Business:** Join the EDB Business Assistance Team as they guide you through 10 critical steps of starting a business in Sonoma County, and important considerations for building a resilient business.
 - o Tuesday, May 4th, 12:00 pm | Register
 - o Monday, May 3rd, 6:00 pm (In Spanish only) | Register
- **Finance Your Business:** Whether you are starting a business or are looking to expand operations, this workshop covers existing funds and the resources available to access funding for your business.
 - o Wednesday, May 5th, 12:00 pm | Register
- **Employee Reskilling and Workforce Opportunities:** EDB Business Services Program Manager Patricia Andrews and the Workforce Investment Board (WIB) discuss resources available to help grow and train your workforce, including existing employee training funds.
 - o Thursday, May 6th, 12:00 pm | Register
- **COVID-19 Financial Relief:** The Small Business Administration (SBA) joins EDB on COVID-19 relief options for businesses of all sizes and types. Learn what financial relief is available, important deadlines, and materials needed to apply.
 - o Friday, May 7th, 12:00 pm | Register
 - o Friday, May 7th, 9:00 am (In Spanish only) | Register

Virtual Corridor Walks with the Supervisors

Each County Supervisor will be hosting a Virtual Corridor Walk to discuss economic development projects and updates in their district. The Larkfield and Mark West area is in District 4.

- District 4 Virtual Corridor Walk with Supervisor Gore
 - o Monday, May 3rd, 10:00 am | Register

Learn more and register: <http://sonomaedb.org/Calendar/Economic-Development-Week/>

GUNSMITHING • GEAR • TRAINING



428 LARKFIELD CENTER, SANTA ROSA, CA 95403

(707) 540-0509

www.g4firearms.com

NOW
LEASING

ASSISTED LIVING ~ MEMORY CARE

OPENING 2021



 **PACIFICA
SENIOR LIVING**
SANTA ROSA



Learn more at:
PacificaSeniorLivingSantaRosa.com

(707) 387-9444

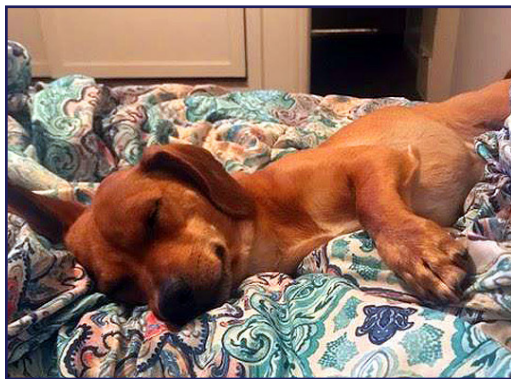


STUDENT CORNER

**HOW TO READ YOUR DOG’S BODY LANGUAGE;
WHAT ARE THEY TRYING TO TELL US?**

As you may be able to tell, I am crazy about animals! In my last article, I wrote about body language in dogs and what you can tell about their mood. Well, I can’t leave out my feline friends. Cats are pretty mysterious by nature, but they, like dogs, also have some telling cues that are a give away for what mood they are in. Because dogs cannot use

language to communicate like we can, they often express their wants and needs through recognizable actions. When a dog whimpers, it might be in pain or hungry. When they wag their tail, they are excited or interested. When they are panting, they are hot or thirsty. When they are curled up



sleeping with their legs pulled into their stomachs, they are protecting their organs. When they are sleeping and their bodies are stretched all the way out, they are fully trusting of their environment. As much as we all would just love to have a conversation with our furry friends, we are just not there yet. That does not mean that we can’t keep an eye out for their quiet cues and be the most connected with them we have ever been.

Contributed by By Kingsley S., 5th Grade Student at San Miguel Elementary

**AMERICA’S
FAVORITE
CHARDONNAY**

EDITORS’ CHOICE
VINTAGE 2015

91
POINTS
JULY 2017*

EDITORS’ CHOICE
VINTAGE 2016

91
POINTS
APRIL 2018*

VINTAGE 2017

90
POINTS
MAY 2019*

VINTAGE 2018

90
POINTS
APRIL 2020*



*WINEENTHUSIAST | JIM GORDON

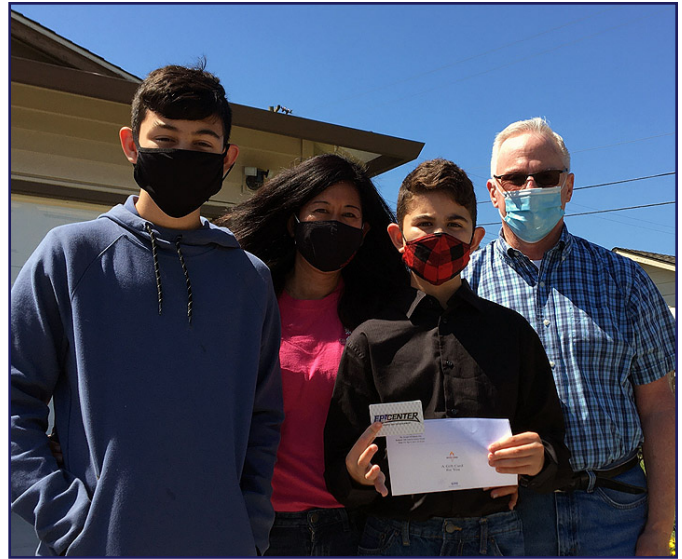
© 2020 Kendall-Jackson Winery, Santa Rosa, CA

COMMUNITY FAIRE RETURNS SEPTEMBER 22

Yes, the Mark West Community Faire returns on Wednesday, September 22, 2021. Our Faire Committee is meeting regularly to plan an appropriate and worthwhile Faire—appropriate for our almost-post-pandemic safety considerations, and worthwhile for our participating businesses and the public to attend. We hope to have more details available quite soon. In the meantime, here is what we know will happen: the Dunk Tank event will be held with brave handful of community leaders as this year's Dunk Tank Heroes. The Silent Auction will be hosted online for almost an entire month, September 1-24, promising lots of opportunities for our donating businesses to be seen. We will once again be putting together sample grab-bags for the public with a variety of promotional items from our members. Molsberry's Market will host the Grand Raffle, our restaurants and wineries will have exposure, and our Kids Raffle will go forward, with one lucky student from MWUSD chosen at random from all the student entries to receive an

Epicenter Gift Certificate. The Kids Raffle is only open to students in the Mark West Union School District with entry forms distributed in student packets at the beginning of the school year and simple instruction on how to return them. The student does not have to be present to win. We are proud to announce that with the recent reopening of the Epicenter, last year's winner, Evan Miller, was finally presented with his raffle prize on April 20. Thank you for being patient, Evan, and we hope to see you at this year's Faire!

Contributed by Beth Henry, VP Membership



On Tuesday, April 4, 2021, Evan Miller, a 4th grade student at Riebli Elementary, is presented his Kids Raffle prize by Doug Williams, nearly seven months after his entry was selected at last year's Faire. This annual raffle is co-sponsored by Steve Plamann, Chamber President, and Doug Williams, VP Community Affairs.



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.


CALIFORNIA
AMERICAN WATER
WE KEEP LIFE FLOWING™



Mark West Community Faire & Business Showcase

Wednesday, September 22, 2021 • 4-8pm

**Online Auction at communityfaire.betterworld.org
Bidding opens Wednesday, September 1 and closes Friday, September 24 at 8pm.**

AUCTION DONATION

BUSINESS / ORGANIZATION INFORMATION:

COMPANY: _____ CONTACT NAME: _____

ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

CURRENT CHAMBER MEMBER NEW CHAMBER MEMBER _____

DONATION INFORMATION:

ITEM: _____ VALUE: _____

PICTURES: Provide a logo and up to 3 jpgs or pngs by emailing to office@markwest.org. Or we can take pictures for you!

DESCRIPTION: _____

PICK-UP INFORMATION:

The Mark West Area Chamber of Commerce is a 501(c)(6) organization. Fed Tax ID# 68-0004091
(707) 578-7975 • 4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403 • office@markwest.org

THANKS TO OUR FAIRE SPONSORS



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

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

FLYER INSERTION: \$35 per issue.

You supply a .pdf version of your 8.5" x 11" flyer to office@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 707-578-7975.

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

MEMBERSHIP SERVICES & DEVELOPMENT

Monday - Friday, 10:00am - 3:00pm
Beth Henry
707-578-7975 office@markwest.org

JOIN THE CHAMBER

Standard Dues

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

Application: <http://markwest.org/files/MembershipApplication200718.pdf>

OFFICERS

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

Past President, VP Community Affairs
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
Millie Gibson Elusik Tax & Accounting
707 575-7755 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 California American Water
707-542-8329 margaret.digenova@amwater.com

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

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 plescure@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 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

accent

PRINTING & DESIGN, INC.



FOR ALL YOUR PRINTING NEEDS

single to full color printing
graphic design • mailing services
posters and banners

707.570.1444 • ACCENTPRINTING.COM

5468 SKYLANE BLVD, SUITE D SANTA ROSA, CA 95403

Mark West Area Chamber of Commerce and VISITORS CENTER



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

COVID 19:
SONOMA MOVES
FROM RED TIER TO
ORANGE TIER --
CHAMBER SOCIAL
EVENTS TO START
UP AGAIN!

AND MORE GOOD
LOCAL BUSINESS
NEWS

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

Thank You to our Platinum Sponsors



...and to our Corporate Sponsors and Media Partners!

