

Mark West Area Chamber of Commerce and VISITORS CENTER



BRINGING BUSINESS & THE COMMUNITY TOGETHER!

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403
Office Hours: Tues. - Thurs. 10 am - 3 pm www.markwest.org

707-578-7975
office@markwest.org

The Lark

August 2015
Volume XXIX Issue 8

Wine Country Harvest Faire

TRADE SHOW & SILENT AUCTION

Mark West Area
Chamber of Commerce
and VISITORS CENTER



Wednesday
October 7
4-7 p.m.

Join us at

WELLS FARGO
CENTER FOR
THE ARTS



- FREE ADMISSION
- OPEN TO THE PUBLIC
- FREE FOOD & BEVERAGES
- FREE TICKET FOR \$200 GRAND RAFFLE PRIZE*!

**Need not be present to win*

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**BOOTHS
AVAILABLE
NOW!**


CALIFORNIA
AMERICAN WATER
SHOW SPONSOR



ANNUAL WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE:

- OCTOBER 7
- FREE ADMISSION
- PUBLIC WELCOME

How can a business trade show be this much fun? Dozens of local businesses will be on hand to show you what they have to offer and to talk about your needs. They'll be giving away good advice, demonstrations, and free samples.

Business Owners: See page 2 to reserve your table!

It's quite the family event. You'll find...

- \$200 Grand Raffle Shopping Spree
- Free food from Molsberry Markets, Inc.
- Local vintners & breweries giving away samples.
- Huge silent auction: Over 40 items!
- One FREE raffle ticket. Buy more raffle tickets for \$5.00 each or less, depending on quantity.

August Social
hosted by
Coldwell Banker -
Aggie Maggio... p3

UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL

Hosted by
PRESTON PROPERTY SHOP
1303 College Ave., Santa Rosa

Thursday September 10, 2015
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

It was a beautiful warm night for our last Business After Hours Social. It was an outdoor event at Coldwell Banker in Santa Rosa, hosted by Aggie Maggio.

We had a large crowd with many old and new faces. The food and wine were tasty and much appreciated by all attendees. After the Social many of us went to the Civic Center to Senator Mike McGuire's Town Hall Meeting.

With the summer winding down and fall just around the corner, it is time to take advantage of a great promotional opportunity for you and your business.

Yes, I'm talking about the Mark West Area Chamber's annual Wine Country Harvest Faire and Business Showcase. This year it is on October 7th from 4 to 7pm. It will be held at the Wells Fargo Center for the Arts. With close to 100 businesses and our silent auction and raffle, this is truly a fun family event. We always attract a big local crowd. These are your friends, neighbors, and customers, so sign up for a table and be where your customers are! This event offers you a relaxed and fun atmosphere to show your product or service as customers slowly stroll through the event and enjoy all the free food, drinks and promotional gifts. Use the form below to sign up for your booth now and help us support and enhance our community!

Steve Plamann, President

26th Annual Wine Country Harvest Faire Business Showcase & Silent Auction



*Please call the Chamber at 578-7975 or
visit www.MarkWest.org to participate.*

Company _____
 Contact _____
 Address _____
 City/State/ZIP _____
 Phone/FAX _____
 Email _____
 Check payable to: Mark West Chamber
 Pay Online: MarkWest.org
 Please charge my VISA/MASTERCARD
 Card # _____
 Exp Date _____ Ver # _____
 Signature _____

*YES, I will donate to the silent Auction:
item _____ value \$ _____
 Corporate Sponsorships Available.
 Ask for Details.*

	Members	*Non-Members
4' Table	\$250	\$375 ±
8' Table	\$350	\$475 ±
		* includes 1 Year Membership

Booth Fee includes display space, table, 2 chairs, tablecloth, and exhibitor ribbons.
Electricity available on request, at no additional charge.

Reserve Your Space NOW!

Table Location
1st Choice _____ 2nd Choice _____

- 4' Table 8' Table
 Check if table not needed
 (see back for height restrictions)

Join us at

**WELLS FARGO
CENTER FOR
THE ARTS**



**AUGUST SOCIAL SPONSORED BY
COLDWELL BANKER - AGGIE MAGGIO**

This month's social was hosted by Aggie Maggio, Realtor at Coldwell Banker. It was held on a warm and very pleasant afternoon outside the Coldwell Banker building on Bicentennial Way, with plenty of either sun or shade according to your desire. Aggie provided trays of delicious cold cuts and vegetables for us to snack on. Chilled wine and other drinks were available as well

Aggie is a full time Realtor with Coldwell Banker. Her job is to know the current local real estate market and to negotiate on behalf of her clients. Whether she is representing buyers or sellers, it is important for her to understand their emotional and logical reasons for wanting to make a move, what they are looking forward to, and why. With this in mind she works closely with the client, either finding a new home or preparing and marketing their existing home. She negotiates for her clients and works towards a successful close. The goal is always to have a happy client during and after closing an escrow.

This event was held a little earlier than usual, starting at 5:00 and ending at 6:30. This allowed time for several of the attendees to go to Senator Mike McGuire's Town Hall Meeting at 6:30 at the nearby Board of Supervisors' Chambers.

Volunteer of the Year:

President Steve Plamann was pleased to present Ed Whitt of Valley Yellow Pages with his plaque for the Volunteer of the Year Award. Ed was not present to receive it at last month's Installation Dinner.

Winners for the Evening:

It certainly pays to come to the socials. The Pot of Gold was \$160.00, and was won by Jim Boulter of the Mark West Community Services Committee. Jim is a familiar face around the Mark West Chamber of Commerce. And the 50/50 raffle was won by Jim Bajgrowicz, another longtime friend and member of the Chamber.

Doug Williams of Central Fire Authority of Sonoma County won tickets for Sonoma County Airport Express.

Paul Gibson of Postal Plus won a bottle of wine.

Sally Crain, Broker @ Century 21 Alliance went home with a bag of goodies from Starbucks.

Tim Campbell of Friendly Feed won a gift basket of locally grown fruits, vegetables, and other specialties.

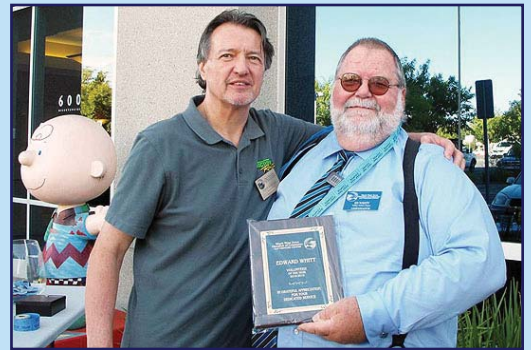
Pete Lescure of Lescure Engineers won a 6-pack of energy drinks.

Aggie expresses her gratitude to all who came out to this event and looks forward to seeing you at the next one.

Contributed by Peter Loughlin, Loughlin Marketing



Aggie Maggio (Realtor @ Coldwell Banker) welcomed us to her social. Shown with her are Sarah Preston (left, Preston Property Shop) and Margaret DiGenova (right, Cal American Water).



Steve Plamann of Aaction Rents (and Chamber President) presents Ed Whitt of Valley Yellow Pages with his Volunteer of the Year award. Charlie Brown (far left, of PEANUTS Worldwide, LLC) had no comment but seemed optimistic about his own chances for winning the award next year.



It pays to come to our socials! Ed Whitt (Valley yellow Pages) congratulates Jim Boulter of the Mark West Community Services Committee for winning \$160 in the Pot of Gold drawing.



It was a very pleasant August afternoon. The event was held on the sidewalk outside the Coldwell Banker building . We adjourned early so everyone could get over to Senator Mike McGuire's Town Hall Meeting.

ANNUAL TOURISM REPORT NOW AVAILABLE

The Sonoma County Economic Development Board has announced the release of its Annual Tourism Report. It covers the outlook for the local tourism sector, one of our most important industries.



Included is a forecast by Moody's, a local progress report from the state Travel and Tourism Commission, and an industry survey conducted by the Economic Development Board (EDB).

Highlights include:

- Moody's predicts that the long-term outlook for tourism is strong here, with the improved local airport and our growing reputation as a premier tourist destination driving expansion.
- TOT tax receipts, industry earnings and the like are at record highs in Sonoma County; and occupancy rates are very strong.
- The EDB Industry survey reveals that local lodging owners are very positive for the upcoming year, and more lodging businesses are expanding their operations

Read the document online through the Economic Development Board website:

http://edb.sonoma-county.org/documents/2015_Annual_Tourism_Report.pdf

RIBBON CUTTING FOR POSTAL PLUS

There's a new Postal Plus in Larkfield. The owners Millie and Paul Gibson hosted a Ribbon Cutting with the Mark West Area Chamber of Commerce on Friday evening, July 31. What a warm friendly gathering it was! There were family members, friends, business associates, and other Chamber members, all wishing Paul and Millie great success in their new venture.



Millie and Paul Gibson, new owners of Postal Plus in Larkfield (left of center, in front of balloons) hosted a ribbon cutting on July 31. They welcome you to drop in!

Postal Plus offers mailbox rentals, packing/shipping services, (postal & FedEx) Notary, FAX services, copies, office supplies and more. Along with the traditional business services of Postal Plus, Millie has a bookkeeping service, based right there in the same store. Both Paul & Millie look forward to meeting the community and working with their new customers. Their goal is excellent customer service.

Paul and Millie encourage you to stop in, just to meet them and say "Hi". They are a very friendly and likeable couple. You will enjoy having them in our community.

Contributed by Aggie Maggio, Realtor @ Coldwell Banker



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



David Hartman

15 Lark Center Drive
 Santa Rosa, CA 95403

707-546-5717
 FAX 707-546-0902

UPCOMING BUSINESS SOCIALS

Thursday, September 10, 2015
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Preston Property Shop, Tim and Sarah Preston, ReMax Full Spectrum**
 Location: 1303 College Ave., Santa Rosa

25TH ANNUAL WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE

Wednesday, October 7, 2015
 4:00-7:00pm
 Hosted by 60+ Local Businesses
 Location: **Wells Fargo Center for the Arts**
 50 Mark West Springs Road, Santa Rosa



Wednesday, October 28, 2015
 Chamber Business Luncheon
Matt Stevens, Community Education & Outreach
 Topic: **SMART Train Status Update**
 Location: Best Western Plus Wine Country Inn & Suites, 870 Hopper Ave. Santa Rosa
 Cost: \$10 for members, lunch included. \$15 for non-members, lunch included. Free w/o lunch.
 RSVP: Required. See www.markwest.org.

Thursday, November 12, 2015
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Anytime Fitness**
 Location: 490 Larkfield Center, Santa Rosa

HOLIDAY TREE LIGHTING
 Wednesday, December 2, 2015 6pm
 Location: **Molsberry Market**,
 522 Larkfield Center, Santa Rosa

Thursday, December 10, 2015
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Exchange Bank, Larkfield Branch**
 and
Molsberry Markets, Inc.
 Location: 500 Larkfield Center, Santa Rosa

HOST A RIBBON CUTTING!



Hi Members:

I am setting a goal to have one Ribbon Cutting a month until everyone who is interested has had one.

As a reminder, a Ribbon Cutting can be had by anyone who is new, or changes something about their business or location. Or perhaps just sooo much time has passed.

At a Ribbon Cutting the Ambassadors and some members come to your place of business and welcome you. You provide a few refreshments and beverages if you like and invite family, friends, and other business associates... frankly, whoever you like. We'll take a group photo with you cutting a red ribbon and I write an article about it, which is published in the Windsor Times. It's also written up in the Lark, our Chamber newsletter.

The whole affair can take about an hour. We've found that Friday evenings are a good time to have them, about 5:30. We are flexible though. It's a great networking event and inexpensive advertising for the host.

If you are interested in having a Ribbon Cutting please let me know. We'll get you on the schedule

All the best,

Aggie Maggio, Realtor @ Coldwell Banker

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

Interested in joining our Ambassador Club?

Contact Ed Whitt
 Valley Yellow Pages
 707-322-8770
edward.whitt@myyp.com



Want to keep abreast of important information pertinent to local business issues? Visit: Sonoma-county.org/edb



Sonoma CONNECTION

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**OCTOBER BUSINESS LUNCHEON
SMART TRAIN STATUS UPDATE**

Wednesday, October 28, 2015
11:30 am - 1:00 pm

Speaker: **Matt Stevens**, Community Education & Outreach

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

Lunch is a low \$10 per Chamber Member or \$15 for non-members.
Includes a delicious box lunch provided by Molsberry Markets!
FREE Admission (for Mark West Area Chamber members) without lunch!



Matt Stevens, SMART Train Community Education & Outreach. Matt has worked for SMART since 2001 designing and facilitating community outreach programs. He has a Masters Degree in Organizational Psychology and long experience as a consultant.

RSVP
to the Chamber office at
707-578-7975
or
online at
www.MarkWest.org

Space is limited!

**We suggest you
RSVP early.**

We will be having our second luncheon of 2015 on October 28th with an update on one of the most significant and contentious transportation issues in the county. All members and guests are invited.

A very special presentation will be given by Matt Stevens of SMART Train's Community Education & Outreach section. He will be telling us about phase 1 passenger service for 2016, progress on construction, funding, ongoing testing of the train sets, and other key issues.

There will be plenty of time for questions and answers so don't hold back!

HOST A BUSINESS AFTER HOURS SOCIAL IN 2016 AND GET...

- PUBLICITY
- CUSTOMERS
- THE APPRECIATION OF YOUR PEERS

You know those fun "Socials" we're always going on about? They're a great way to showcase your business, your services, and your products. Sign up now, and your event will appear on the Mark West Area Chamber of Commerce website and in this newsletter for months on end. It's "searchable" text which means it can help online shoppers find you! Plus, you'll get an enviable reputation as a party-thriller *par excellence*, which can't be bad. There is no cost except for whatever food and beverage you choose to provide. Contact ambassador Ed Whitt, Valley Yellow Pages, at 707 322-8770 or edward.whitt@myyp.com to schedule.



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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 707-433-8774 john@sonomaconnection.com

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

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

CHAMBER MEMBERSHIP DUES

Effective May 1, 2006

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

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

**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

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Mark West Area Chamber of Commerce and VISITORS CENTER



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

AFTER HOURS BUSINESS SOCIAL

Thu. September 10
5:30 - 7:30 pm

PRESTON PROPERTY
SHOP, TIM AND
SARAH PRESTON,
REMAX FULL
SPECTRUM

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Santa Rosa

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THE WINDSOR TIMES



Sonoma
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