

# Mark West Area Chamber of Commerce and VISITORS CENTER



**BRINGING BUSINESS & THE COMMUNITY TOGETHER!**

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403  
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707-578-7975  
office@markwest.org

**The Lark**

August 2017  
Volume XXXI Issue 8

## Wine Country Harvest Faire

TRADE SHOW & SILENT AUCTION

Mark West Area  
Chamber of Commerce  
and VISITORS CENTER

**Tuesday  
October 24  
4-7 p.m.**

Join Us At  
**LUTHER BURBANK  
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

**707.578.7975  
markwest.org**

BOOTHS  
AVAILABLE  
NOW!

SHOW SPONSORS

### ANNUAL WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE:

- OCTOBER 24
- 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 6 to reserve your table!

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

- \$200 Grand Raffle prize
- 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.

**REGISTER NOW TO RESERVE AN EXHIBITION TABLE FOR YOUR  
BUSINESS AT THE HARVEST FAIRE & BUSINESS SHOWCASE.**

**SEE PAGE 6**

August Social hosted by  
Safari West  
See p3

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

Hosted by  
**Extended Child Care Coalition**  
1745 Copperhill Pkwy #5, Santa Rosa

Thursday September 14, 2017  
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:

### The Value of Participating in your Local Chamber

Well, I am heading for Wyoming to see the total solar eclipse. Actually, by the time you read this I will be there with my plastic eclipse-protective glasses on. This is the first solar eclipse to cross the entire 48 contiguous states since 1918 and we won't see another one like it until the summer of 2045. So I hope you all get a chance to view this incredible solar event.

We held our annual Installation Dinner on July 28th at Charlie's Grill. It was truly a memorable night. The Chamber Board Members were sworn in by 4th District Supervisor James Gore, who was also our keynote speaker. James is a very dedicated leader and he spoke passionately about all the things he is working to improve in this area. Miss Sonoma County 2017, Kristina Schmuhl, was a guest speaker and she gave an amazing and inspiring talk.

I would also like to thank Senator Mike McGuire for being the guest speaker at our August 2nd Luncheon. He is a great speaker and gave us an informative update on what is going on in Northern California.

I'd like to thank Safari West for hosting our August Social. See the writeup on page 3. We had a big turnout of Chamber members and because it was such a beautiful warm night, many people stayed beyond our normal 7:30 PM ending time. This was an amazing experience!

Our next monthly Social will be hosted by Extended Child Care Coalition on Thursday September 14th. They're always really good hosts and provide great food and wine. This will be a fun evening with many networking opportunities. We will have our business card drawing, the 50/50 drawing and our "Pot of Gold" drawing which will be for \$420.00. Don't miss your chance to win.

The Mark West Area Chamber 28th Annual Wine Country Harvest Faire & Business Showcase will be at the Wells Fargo Center for the Arts at 50 Mark West Springs Road, Santa Rosa on Wednesday October 24, from 4:00pm-7:00pm. Don't miss this great opportunity to get your business in front of hundreds of local residents and share in this evening of good old local fun and community togetherness. It is well worth the time and investment. This free public event showcases your business while everyone enjoys complimentary food and Sonoma County wines and other beverages. Sign up early to get a great location for your booth and help support your Chamber. If you want additional promotional opportunities you can donate a silent auction item. Contact John Essman ([john@sonomaconnection.com](mailto:john@sonomaconnection.com)) and he will make arrangements for you to donate an item or gift certificate and we will advertise your business throughout the event. To sign up or learn more about the Harvest Faire & Business Showcase, go to <http://markwest.org>.

Come out and see us at any of our events! We would love to get to know you better and help you market your business or products.

Steve Plamann, President



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*Stop by our Gourmet Cheese Counter and*

*Sample Imported and Domestic Cheese*

**522 Larkfield Center, Santa Rosa**

**707/546-0307**



**David Hartman**

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Santa Rosa, CA 95403

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FAX 707-546-0902

## AUGUST 10 SOCIAL SPONSORED BY SAFARI WEST

Our host in August was Safari West, the well-known authentic African adventure right here in Sonoma County. We all gathered on a covered patio with tables and chairs, next to a pond full of exotic flamingos and in full view of a miniature savannah stocked with African herd animals. The wine and *hors d'oeuvres* were delicious. What an evening!

Safari West covers 400 acres of hills and valleys east of Mark West. The environment closely resembles the African savannah, with its hot summer days, cool winters, and cool nights. The animals seem quite at home.

Safari West was founded by Peter Lang in 1992 to breed animals for movies, but soon became a destination in itself. They now have over 1,000 animals of 98 species, mostly from Africa and some from Brazil. Some of our group got a tour to see the new baby giraffe, the latest of 51 born at the facility. We took a tour of their aviary, a screened-in area where we strolled along right next to cranes and storks. We got a good look at a cheetah who was snoozing just a few feet away from us behind wire screening. Monkeys climbed about in their enclosures and dwarf antelope foraged in their large and lush habitats.

We thank Safari West Executive Director Keo Hornbostel for hosting us, and we thank John Menth, director of their Safari West Wildlife Foundation, for explaining how they help raise money to bring underprivileged kids here on field trips from all over the region. Under one program, a donation of \$500 will bring an entire school field trip to Safari West. For some of these kids, it's the first time they've ever seen a tree that is not surrounded by concrete or a wild animal roaming freely.

Safari West offers individual and group tour packages, business meeting facilities, and overnight accommodations. Approximately 75,000 people visit each year.

Among the announcements made that evening was the presentation of the Board Member of the Year award to Erin McCauley of Hilton Garden Inn Sonoma County Airport. Congratulations Erin and thank you!

### Donors & Winners

The Pot of Gold was \$400 but the winning business was not present. Next month it will be an outrageous \$420! This is getting boring, folks! You must be present to win, so come on out to the next Social on September 14 and maybe YOU will go home slightly richer!

The 50/50 drawing was won by Ty McDonald of Aaction Rents. He took home \$92.00.

There was one door prize, provided by our hosts at Safari West. It was a zebra wine bottle holder, which you have to see to appreciate. This was won by guest Lauren Hull, Publisher at Best Version Media.

*Contributed by Peter Loughlin, Loughlin Marketing*



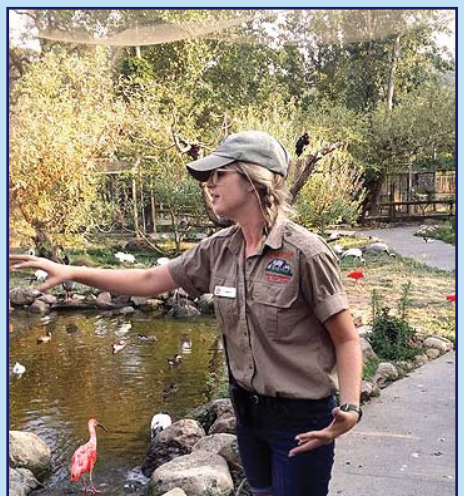
*Some of the leadership of Safari West, left to right: Keo Hornbostel, Aphrodite Caserta, Tom Croft, and John Menth.*



*It was a beautiful evening and a gorgeous setting. The outdoor pavilion had sweeping views of Sonoma County savannah and was close to trees and a pond full of flamingos.*



*Steve Plamann of Aaction Rents presented Erin McCauley of Hilton Garden Inn Sonoma County Airport with her Board Member of the Year Award*



*At right, tour guide Katelyn guided us through the aviary. There are dozens of birds in here, and they have right of way so steer around them as you walk. At the top of this photo you can see some of the netting that keeps the inhabitants from flying off to colonize other parts of Sonoma County.*

## INSTALLATION DINNER REPORT

The Mark West Area Chamber of Commerce held its 36th annual installation dinner at Charlie's Grill on Friday, July 28. The Board Members were sworn in and Steve Plamann of Aaction Rents accepted another year as President. He did so because he believes it's a worthwhile endeavor and that the Chamber can make a difference. All the members feel very fortunate to have him as a leader.

Kristina Schmuhl, the 71st Miss Sonoma County, gave a great talk about the quality of the program and how the people involved "encourage girls to be the best themselves."

She also talked about her passion and platform in the Miss Sonoma County Pageant, Mental Health Matters. She battled her own challenges with anxiety and depression and said that except for the good health care she had, she "would be a shell of the person she is today."

The key speaker for the evening was 4th District Supervisor James Gore.

He reminded us of how the past perpetuates the future and that we ought to look at situations as they affect the present and the future. He said 90% of the people are not confident in the future.

Supervisor Gore will be the Chair at the Board of Supervisors. He's excited about working with everyone there. There is a generational shift happening in Sonoma County as younger people are moving in and many are ready to change the world.

The Sonoma County Budget is focused on roads, pensions and parks. \$20 million is being put into roads this year, including a substantial sum for River Road.

In the future, Mr. Gore is looking towards innovative efforts in the area of water and health. What he faces is a lack of collective impact. What he needs and will work towards is a strategic alignment. The goal is to make sure the Russian River is swimmable and drinkable.

Supervisor Gore says we need to have a plan for land use. There is a 5% vacancy in housing. We have a huge need for low income and agricultural workers housing.

Supervisor Gore also swore in the new and continuing Board of Directors.

Seven members were present. Erin McCauley, Pete Lescure, Steve Plamann, Margaret DiGenova, Doug Williams, Tony Gerald and Brian Molsberry

Two honors were awarded to two very deserving members. Chamber Member of the Year went to Supervisor James Gore. He was surprised and obviously grateful. The award for Board Member of the Year went to Erin McCauley of Hilton Garden Inn Sonoma County Airport. Unfortunately she was not there to receive it but accepted it at the next chamber social. She is a very involved, hard working, and proactive board member.

*Contributed by Aggie Maggio, Realtor @ Coldwell Banker*



Board Members installed at the Installation Dinner included from left to right: Erin McCauley (Hilton Garden Inn Sonoma County Airport), Pete Lescure (Lescure Engineers), Steve Plamann (Aaction Rents), Margaret DiGenova (California American Water), Doug Williams, Anthony Gerald (Sonoma County Airport Express, Inc.) and Brian Molsberry (Molsberry's Markets, Inc.) Sonoma County Fourth District Supervisor James Gore (not pictured) swore them in.

Interested in joining our Ambassador Club?  
Contact the Chamber at  
[office@markwest.org](mailto:office@markwest.org)  
707-578-7975



To host a Ribbon Cutting,  
contact...  
Aggie Maggio  
[aggiemaggio@icloud.com](mailto:aggiemaggio@icloud.com)



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

**UPCOMING BUSINESS SOCIALS**

Thursday, September 14, 2017  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by **Extended Child Care Coalition**  
 1745 Copperhill Pkwy #5, Santa Rosa

Thursday, October 12, 2017  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by **Mark West Union School District**  
 305 Mark West Springs Road, Santa Rosa

Tuesday, October 24, 2017  
**28th Annual Wine Country Harvest  
 Faire & Business Showcase**  
 4:00pm-7:00pm



This free event showcases businesses while you enjoy complimentary food and Sonoma County wines and beverages. For information call the Chamber: 707 578-7975 <http://www.markwest.org/contactus.cfm>

Thursday, November 9, 2017  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by Anytime Fitness (at Epicenter)  
 3215 Coffey Lane, Santa Rosa

Wednesday, December 6, 2017  
**Holiday Tree Lighting - Community Event**  
 Hosted by Molsberry's Market  
 522 Larkfield Center, Santa Rosa

Thursday, December 14, 2017  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by **Larkfield Exchange Bank and Molsberry's Market**  
 500 Larkfield Center, Santa Rosa

**SONOMA COUNTY  
 EDB ANNOUNCES FALL  
 ECONOMIC FORECAST**



This event will take place Friday, October 13, 2017 from 7:00 – 9:00 AM.

Registration will open at 8:00am on Tuesday, September 5, 2017. Seating will be available on first-come, first-served basis, until sold out. No pricing information has been provided yet. A link to the registration page will be available on the Sonoma County Economic Development Board website. Watch for further announcements.

The keynote speaker will be economist Dr. Chris Thornberg, Founding Partner of Beacon Economics



An expert in economic forecasting, regional economics, labor markets, economic policy, and real estate analysis, Dr. Thornberg was one of the earliest and most adamant predictors of the subprime mortgage market crash that began in 2007, and of the global economic recession that followed. Dr. Thornberg holds a Ph.D in Business Economics from The Anderson School at UCLA and in 2015, was named to California State Treasurer John Chiang's Council of Economic Advisors, the body that advises the Treasurer on emerging strengths and vulnerabilities in the state's economy.

Join a diverse audience as he shares his wit and wisdom over breakfast!



**Sonoma CONNECTION**

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# 28th Annual Wine Country Harvest Faire Business Showcase & Silent Auction



## Tuesday, October 24, 2017 4-7 PM

presented by  
the Mark West  
Area Chamber  
of Commerce &  
Visitors Center



Exhibits, Entertainment, Networking  
**FUN, FOOD & WINE**

Please call the Chamber at 578-7975 or  
visit [www.MarkWest.org](http://www.MarkWest.org) to participate.

	Members	*Non-Members
4' Table	<b>\$250</b>	<b>\$375 =</b>
8' Table	<b>\$350</b>	<b>\$475 =</b>

\* includes  
1 Year Membership

Booth Fee includes display space, table,  
2 chairs, and tablecloth.  
*Electricity available on request.*

### Reserve Your Space NOW!

Table Location

1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_

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

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Phone/FAX \_\_\_\_\_

Email \_\_\_\_\_

Check payable to: Mark West Chamber

Pay Online: [MarkWest.org](http://MarkWest.org)

Please charge my VISA/MASTERCARD

Card # \_\_\_\_\_

Exp Date \_\_\_\_\_ Ver # \_\_\_\_\_

Name on Card \_\_\_\_\_

YES, I will donate to the Silent Auction:  
item \_\_\_\_\_ value \$ \_\_\_\_\_

Corporate Sponsorships Available.  
Ask for Details.

Join us at



**LUTHER BURBANK  
CENTER FOR  
THE ARTS**

Mail: MWACC, 4787 Old Redwood Hwy, Suite 101, Santa Rosa, CA 95403

707.578.7975

**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)	

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

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*VP Membership*  
 Position Open

*VP Public Relations*  
 Position Open

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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

Thursday  
September 14, 2017  
5:30 - 7:30 pm

EXTENDED CHILD  
CARE COALITION  
1745 Copperhill Pkwy #5,  
Santa Rosa

**BRINGING BUSINESS & THE COMMUNITY TOGETHER!**

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Sonoma  
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THE WINDSOR TIMES







Business Managers - Office Managers – Hotel Concierge Services –  
Chamber of Commerce Serving Sonoma County and all Businesses

**You are cordially invited to join us for an Open House Luncheon  
here at Wikiup Tennis and Swim Club.**

**Wednesday September 13<sup>th</sup> from 11:30-1:30 pm  
(Lunch will be provided)**

**Wikiup Swim & Tennis Club  
500 Wikiup Drive  
Santa Rosa, CA 95403**

Come tour the premises and acquaint yourselves with the arrangements and amenities we can provide your business, employees, guests and members.

Host your next event in our beautiful facility, nestled in the middle of Wine Country with gorgeous views of the Santa Rosa Hills.

Wikiup offers first class **pool amenities** and dedicated pools for all ages and activities. We also offer six (6) professional **Tennis Courts**: Whether you are participating in a tennis program, league match, or looking to play a pick up match with a friend or your child, if you are visiting Sonoma County from out of town and want to play, our tennis courts are readily available and always well maintained for your entertainment.

**Event Site Rental:** Let us host your next event and take care of your planning needs.

**Want to become a Member?** Membership Information will be available.

***Please RSVP at (707) 544-2330 and bring your business card for admittance.***