

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

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The Lark

Jan/Feb 2018
Volume XXXII Issue 1

WILDFIRE EFFECT ON SONOMA, NAPA VINEYARDS? GRAPE GROWERS WAIT TO SEE

Adapted from a story by Bill Swindell
on the Press Democrat website,
February 8, 2018

Like other North Coast grape growers, [Russ] Messana [of Bastoni Vineyard on Riebli Road] will not know how much harm has been done to heat-damaged vines until a few weeks after bud break, which should occur by mid-March at the latest.

Vintners then will be able to determine if the shoots are growing normally, or if their vines have suffered significant damage that may force vintners to replant them at considerable expense.

"We don't know what's going to happen," Messana said.

The one saving grace for the industry is that the number of heat-damaged vines is incredibly small.

A recent survey by Sonoma State University's Wine Business Institute found that 99.8 percent of the region's vineyards — or 138,937 of the 139,204 acres of vineyards on the North Coast — were not affected by the October fires.

But any damage can add up quickly on the North Coast, which yielded \$1.5 billion of grapes in 2016. Preliminary figures for the size and value of the 2017 crop will be released Friday.

Most of the vines that were damaged are within regions where the blazes quickly plowed through vegetation, such as the Fountaingrove district, the Sonoma Valley and Napa County's Atlas Peak area.

But even in the areas struck hardest by the October wildfires, there is reason for hope, said Mark Greenspan, president of Advanced Viticulture Inc. of Windsor.

"It's pretty hard to kill a vine," said Greenspan, who has examined several vineyards that suffered heat and fire damage. "Even if you kill the top part, there's a good chance the root system is still alive."

Read the entire story on the Press Democrat website at <http://www.northbaybusinessjournal.com/northbay/sonomacounty/7970166-181/sonoma-napa-vineyard-wildfire-damage?artslide=0>



Grape grower Russ Messana examines a fire-damaged vine. Photo by Kent Porter, the Press Democrat.

*January Social
See p3*

*February Social
See p6*

UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL

Hosted by

Postal Plus

422 Larkfield Center, Santa Rosa

Thursday March 8, 2018

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:

Happy New Year! WOW 2018. No, I'm not really excited; I'm just shocked to realize how old I am. I hope that you and your business had a prosperous 2017 and that you are off to a fast start in 2018. Last year saw a lot of changes to our area, many of which were not for the better. Many businesses are suffering from a much lower customer count as residents who lost their homes in the fire have temporarily moved out of the area. Promoting your business in a wider variety of places and in a larger geographic area may be the solution to help bring people from out of the area to shop. We also can help our neighboring businesses by doing all our shopping locally. So please shop locally and support our area first.

I'd like to take a moment and thank all of our members for their continued support of the Chamber, with a special thanks to the members who hosted a Business Social last year. I would also like to give a special thanks to Molsberry's Markets, Inc. for hosting the Christmas tree lighting and to Best Western Plus Wine Country Inn & Suites for hosting all of our Business Luncheons.

I also want to express my appreciation to all the members of our Board of Directors and to our Ambassadors. Without their efforts we would not be the well managed and "fun chamber" that we are known to be. I know there are many good things on the horizon for 2018. Besides our monthly Socials, we also host informative Luncheons. This April 25th our guest speaker will be James Gore, Fourth District County Supervisor. He will give us an update on the fire recovery efforts. We also host a yearly Installation Dinner when all the officers are sworn in. This is a very fun evening event and we are honored by our special guest, Miss Sonoma County.

I would like to thank Todd Anderson and his fine crew at Best Western Plus Wine Country Inn & Suites for doing a great job hosting our January Social and New Year Party. We had a great turnout, excellent food and many valuable prizes. It was really a fun time. I would also like to thank Eric Thomson from Survival CPR & First Aid, (our newest chamber member), for hosting the February Social. It was a beautiful warm evening with excellent food and wine. Everyone had many opportunities to network. Eric was really informative relating his experiences and the changes in the first responder industry.

Our next Social will be hosted by Postal Plus in Larkfield Center on March 8.

We are always looking for volunteers to help out in the Chamber office or to become an Ambassador of the Chamber and help coordinate events and canvass for new members.

Don't hesitate to get more involved with the Mark West Area Chamber; it is a good way to further promote yourself and your business.

Please support your local merchants whenever you can. With the effects of the fires still haunting us, they really need your support. Check out the Chamber's online business directory to find your fellow Chamber member who provides the product or service you need. <http://www.markwest.org>.

Steve Plamann, President



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JANUARY 11 SOCIAL

"Happy New Year Everybody!" from Todd Anderson and his crew at Best Western Plus Wine Country Inn & Suites.

Todd welcomed us in a festive way with hats and horns and a really positive upbeat attitude. He's sporting a new look with a nice thick, full beard.

He was happy to report that the Inn survived the fire -- obviously. A couple rooms under renovation burned about six hours after the initial firestorm. These upgrades were delayed but they are now getting ready to open the rooms, and are just waiting on carpet.

Todd introduced our guests. Brenda Lynch and Evelyn Smith represent Mutt Lynch Winery, and they are hosting a mixer with the Windsor Chamber at the end of March. This winery is dog friendly, so bring your pooch if you have one! Their location is 9050 Windsor Rd, Windsor.

Paul Peck, Marketing Director of Carlton Senior Living, says they are hoping to start building their new Larkfield facility around the end of March. After some discussion with the community and county planners, the top height of the building has been set at 35 feet. The Carlton Senior Living facility will be one of three community pillars in Larkfield, along with the Luther Burbank Center for the Arts and Sutter Hospital. They are planning on a 14-month build and the result will be 138 rooms for assisted living and memory care.

Donors & Winners

The pot of gold was \$480. The winner was not present. In February, it will be \$500. Can you believe it? Believe it!

Laura Buhner, Assistant Vice President and Branch Manager of Larkfield Exchange Bank, won the 50/50 drawing. She generously donated her \$82 winnings back to the Chamber to support the Sonoma County Spirit Awards. Thank you Laura! Later on, she also won a two-night stay at any Best Western during our bingo game. Yes, Todd had us play a fun game of bingo. I think we all enjoyed it.

Todd donated rooms at Best Western Plus Wine Country Inn & Suites. Lori Rooney of NorthBay Biz Magazine won a two-night stay in any Best Western Hotel, also donated by host Todd Anderson.

Pete Lescure, Lescure Engineers, won the use of a meeting room at Best Western Plus Wine Country Inn & Suites.

Sally Crain, Century 21, won a bottle of wine donated by me, Aggie Maggio, Realtor, Coldwell Banker.

Our trade show has been rescheduled to Saturday, July 28. It is going to be a Community Healing event, co-hosted by Supervisor Gore. Look for information coming out about this event as it will be a great combined effort with activities for all ages. There are many fluctuating circumstances around the fires, rebuilding, and trying to organize a fund raiser for the community, so the attractions and nature of the Trade Show are likely to fluctuate.

Watch your emails for the location of our next social.

Contributed by Aggie Maggio, Realtor @ Coldwell Banker



Louee wishes everyone a very happy new year, with assistance from Lori Rooney of NorthBay biz Magazine.



Left to right: Brian Molsberry (Molsberry's Markets, Inc.) Aggie Maggio (Realtor @ Coldwell Banker) and Todd Anderson (our host from Best Western Plus Wine Country Inn & Suites). Happy New Beard!



Nancy Wheeler and Doug Williams at the front table, ready to welcome members and guests.



Brenda Lynch (left) and Evelyn Smith (right), representing Mutt Lynch Winery. Brenda and Evelyn are hosting a mixer with the Windsor Chamber at the end of March, so watch for announcements. This winery is dog friendly, so bring your pooch!

VOLUNTEERS REUNITE LOST CATS WITH THEIR PEOPLE

Have you noticed the blue pop-up canopy on the corner of Old Redwood Highway and Pacific Heights Drive? It has pictures of unclaimed cats found since the wildfires in the Mark West area. There is a second one in the Coffey Park area. We are a group of volunteers searching for pets lost during the fires. Your Chamber President and his wife -- Steve and Jill Plamann -- are volunteers with us. We have reunited almost 200 pets with their owners, and we are still actively feeding and searching.

We have been featured on national and local news, including a New York Times article on January 1st.

You can find us on Facebook at "Sonoma & Napa Fires Pet Rescue and Reunification."



Another successful reunification!

We will be searching for "fire" cats in occupied neighborhoods. If you have an outdoor cat, we can help you protect against him or her getting lost. Please text Ellen a picture at 707-486-5866. We can provide a red breakaway collar to help identify cats that have already been identified and recorded. The collars are "breakaway" to help prevent your cat becoming trapped while doing what cats do -- crawling through hedges and scaling fences.

If you see folks in red t-shirts with Pet Rescue and Reunification emblazoned on the front, introduce yourself! If you would like to volunteer with us, please email me.

We would like to thank Carlton Senior Living for allowing us to put up our canopy on their property and Molsberry's Market for pinning up our first batch of rescued fire cat photos in their store.

Contributed by Leigh Ann Ross, Volunteer Coordinator, Mark West/Larkfield.



Drive past the intersection of Old Redwood Highway and Pacific Heights Drive and you'll see this kiosk. There's a second one in Coffey Park. Volunteers are reuniting pets found after the fires with their human caretakers.

MARCH 2 CONFERENCE ON ECONOMIC TOLL OF FIRES

The Business Journal's 25th annual Outlook Conference, March 2, in collaboration with the Sonoma State University School of Business and Economics, will focus on the North Bay fire recovery, including the first assessment of the full economic impact of the fires and local stories of resilience and rebuilding.

The event will be at the Doubletree Hotel in Rohnert Park. Tickets are \$70 and a table of 10 with company sign is \$715. To register go to nbbj.news/outlook18 or call 707-521-5261. Sponsorship information is also available.

Read More: <http://www.northbaybusinessjournal.com/events/7913851-181/journals-outlook-conference-focuses-on>

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



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



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

UPCOMING EVENTS

Thursday, March 8, 2018
Chamber Business After Hours Social 5:30-7:30pm
Hosted by **Postal Plus**
422 Larkfield Center, Santa Rosa

Thursday, April 12, 2018
Chamber Business After Hours Social 5:30-7:30pm
Hosted by **Vineyard Commons**
3585 Round Barn Blvd, Santa Rosa

Wednesday April 25, 2018
Chamber Business Luncheon 11:30am-1:00pm
Topic: Fire Recovery Update & Other County
Business News
Speaker: Fourth District Supervisor James Gore
Hosted at Best Western Plus Wine Country Inn & Suites
870 Hopper Ave, Santa Rosa

Thursday, May 10, 2018
Chamber Business After Hours Social 5:30-7:30pm
Hosted by **Fulton Crossing**
1200 River Road, Santa Rosa

Thursday, June 14, 2018
Chamber Business After Hours Social 5:30-7:30pm
Hosted by **Mark West Union School District**
305 Mark West Springs Road, Santa Rosa

Thursday, July 12, 2018
Chamber Business After Hours Social 5:30-7:30pm
Hosted by **Central Fire Authority
of Sonoma County**
45 Lark Center Drive, Santa Rosa

Saturday July 28, 2018
**28th Annual Wine Country Business
Showcase**

Details to be Announced

For information call the Chamber: 707 578-7975
<http://www.markwest.org/contactus.cfm>



Thursday, August 9, 2018
Chamber Business After Hours Social 5:30-7:30pm
Hosted by **Aaction Rents and
Friendly Feed & Supply**
1000 River Road, Santa Rosa

Thursday, September 13, 2018
Chamber Business After Hours Social 5:30-7:30pm
Hosted by **Hilton Garden Inn Sonoma County
Airport**
417 Aviation Blvd., Santa Rosa

Thursday, October 11, 2018
Chamber Business After Hours Social 5:30-7:30pm
Hosted by **Sutter Santa Rosa Regional Hospital**
30 Mark West Springs Road, Santa Rosa

Thursday, November 8, 2018
Chamber Business After Hours Social 5:30-7:30pm
Hosted by **Anytime Fitness**
490 Larkfield Center, Santa Rosa

Wednesday December 5, 2018
Holiday Tree Lighting - Community Event - 6:00pm
Hosted by **Molsberry's Markets, Inc.**
522 Larkfield Center, Santa Rosa

Thursday, December 13, 2018
Chamber Business After Hours Social 5:30-7:30pm
Hosted by **Larkfield Exchange Bank and
Molsberry's Markets, Inc.**
500 Larkfield Center, Santa Rosa



**Sonoma
CONNECTION**

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FEBRUARY 8 SOCIAL

Those of us who attended February's Business After Hours Social were glad to meet our hosts and newest members, Eric and Kelly Thomson, at Survival CPR & First Aid. Although they have a retail storefront where they also teach and provide support, much of their work and service is out in the field. They teach all kinds of emergency first aid and CPR training to individuals, organizations and businesses

Thomson, formerly a Sonoma County Deputy Sheriff, worked many years in law enforcement and emergency medicine where he performed life-saving roles in helicopters and other unique environments. He leads courses and lectures in both public and private settings. He also teaches a variety of subjects in police academies at Santa Rosa and Napa Valley Colleges. He trains police officers around the Bay Area in CPR and tactical first aid.

Kelly was a Registered Dental Assistant for over thirty years in both public and private health care. Understanding medical offices, her main roll is organizing office workflow, infection control, and sterilization techniques.

Mark West Area Chamber President Steve Plamann of Aaction Rents had a few announcements for us.

The quarterly luncheon will be on April 25, at the Best Western Plus Wine Country Inn & Suites. Supervisor James Gore will be the speaker. Doors open at 11:30 for networking and the program will begin at noon. Go to www.markwest.org to sign up and get your tickets early. This will fill up quickly.

The Windsor Chamber of Commerce Trade Show is Saturday, March 10, at the Mary Agatha Furth Center.

Our trade show has been rescheduled to Saturday, July 28. It is going to be a Community Healing event, co-hosted by Supervisor Gore. Look for information coming out about this event as it will be a great combined effort with activities for all ages.

Donors & Winners

The Pot of Gold was \$500. Charles M. Schulz - Sonoma County Airport would have been the winning business, but no one was present. The March Pot of Gold will be \$520.

Ken Moholt-Siebert (Ancient Oak Cellars) won \$50.00 in the 50/50 drawing.

Dave Skarr (Realtor, Coldwell Banker) and Margaret DiGenova (California American Water) each won a CPR mask and bottle of Deux Amis Zinfandel, donated by our hosts.

Paul Peck (Carlton Senior Living) won a water conservation calendar and a Sonoma Strong T-shirt, donated by California American Water.

The March social will be at Postal Plus in Larkfield Center, hosted by Paul and Millie Gibson. You won't want to miss that.

Contributed by Aggie Maggio, Realtor @ Coldwell Banker



Eric Thomson, proprietor of Survival CPR & First Aid, LLC (right) receives his Mark West Area Chamber of Commerce membership plaque from President Steve Plamann of Aaction Rents.



Dave Skarr of Coldwell Banker (left) and David Mohle of Accent Printing & Design (right) enjoy a beer as a Winter Olympian receives his score on the big screen in back.



Left to right: Larry Gilbert (Legal Shield), Steve Plamann (Aaction Rents), Bob Lanier (Robert Lanier Insurance, a Farmers Insurance agency), and John Essman (SonomaCONNECTION).



Showing off prizes are from left to right: Margaret DiGenova (California American Water) Paul Peck (Carlton Senior Living), Steve Plamann (Aaction Rents) and Eric Thomson (Survival CPR & First Aid, LLC, and our host for the evening.)

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 Public Relations
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Mark West Area Chamber of Commerce and VISITORS CENTER



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AFTER HOURS BUSINESS SOCIAL

Thursday March 8
5:30 - 7:30 pm

POSTAL PLUS
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THE WINDSOR TIMES

