

# Mark West Area Chamber of Commerce and VISITORS CENTER



**The Lark**

July 2017  
Volume XXXI Issue 7

*BRINGING BUSINESS & THE COMMUNITY TOGETHER!*

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403  
Visitors Center: Mon. - Fri. 9 am - 4 pm

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## 36TH ANNUAL INSTALLATION DINNER JULY 28

It's right around the corner! Don't miss this chance to relax with friends and colleagues at Charlie's Restaurant. Sign up online at <http://markwest.org/payment/> or send us the form at right along with your payment.



Mark West Area  
Chamber of Commerce  
and VISITORS CENTER



Mark West Area Chamber of Commerce and Visitors Center

*Cordially Invites You to Attend*

## Our 36th Annual Installation Dinner

**Friday, July 28, 2017**

**6:00 p.m. Reception**

**6:45 p.m. Dinner**

**Charlie's Restaurant at the Windsor Golf Club**

1320 19th Hole Drive, Windsor

### Buffet Menu

*Brandy Peppercorn Tri Tip ~ Chef's Choice Vegetarian Pasta  
Baby Spinach & Arugula w/Mango, Candied Walnuts, Ricotta Salata  
& Mango Raspberry Vinaigrette  
Roasted Red Potatoes ~ Fresh Vegetables ~ Rolls ~ Dessert  
Red & White Wines ~ Coffee, Tea*

**Presentations 7:30 p.m.**

*James Gore, 4th District Supervisor*

*Kristina Schmuhl, Miss Sonoma County 2017*

*Installation of Officers ~ Annual Achievement Awards*

**Please RSVP and Pay by July 26, 2017**

**Cost is \$50 per person (includes gratuity and tax)**

Business Name \_\_\_\_\_ Total Number in Party \_\_\_\_\_

Make checks payable to: MWACC Mail to: 4787 Old Redwood Hwy, Ste. 101, Santa Rosa, CA 95406

June Social hosted by  
Mark West Lodge  
See p3

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

Hosted by

**Safari West**

3115 Porter Creek Rd., Santa Rosa

Thursday August 10, 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

I am a true believer in being involved in my community, specifically local chambers of commerce. There are many great reasons to belong to a local chamber, not only for increasing the success of your business, but also for all that you gain as an individual from helping shape your little area of the world. Most consumers think that being active in the local chamber of commerce is an effective business strategy overall. It's also effective for communicating to consumers that a company uses good business practices and that their business is reputable. If a company shows that it's highly involved in its local chamber (e.g., sits on the chamber board), consumers are much more likely to think that its products stack up better against its competition. This is because he or she infers that the company is trustworthy, involved in the community and is an industry leader. Membership brings credibility to your business. You can increase positive perception among consumers and business owners when you're identified as a member of a chamber of commerce.

You will also increase your visibility in your community because as a new member of the chamber of commerce you will be listed in the chamber newsletter, e-newsletter, on Facebook, in a directory and have the opportunity to be highlighted in other chamber publications. You also can grow your business by advertising with the chamber and sponsoring events. The chamber may also promote your grand opening/ribbon-cutting ceremony and assist with any public relations efforts. You can also sponsor one of the monthly "Socials" and get many other business owners and members of the community to your business.

Participating as a Board member or volunteering as an Ambassador creates additional networking opportunities as well as helping in professional leadership development. You can build your business while promoting developments of keen interest to local businesses and the community at large.

Small businesses represent the largest segment by number of most local chamber membership rolls. Results in the research study by The Shapiro Group, Inc. and Market Street (<http://www.americanbusinessmag.com/2012/05/why-join-your-local-chamber-of-commerce/>) indicate the impact of local chamber membership on small businesses is very powerful. If a consumer knows a small business is a member of its local chamber, the business enjoys a 44 percent increase in its consumer favorability rating, a 51 percent increase in consumer awareness, a 57 percent increase in its local reputation and a 63 percent increase in the likelihood that consumers will patronize the business in the future.



*Continued on page 4*



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## JUNE 8 SOCIAL SPONSORED BY CLOVERLEAF RANCH AND CALIFORNIA AMERICAN WATER

Shawna DeGrange of Cloverleaf Ranch and Margaret DiGenova of California American Water were our hosts. The event was held in the big barn at Cloverleaf Ranch. That building dates from the 1860s and is a truly wonderful location for a gathering on a summer evening. Sunlight poured through the big barn door and horses grazed nearby. CalAm Water provided the delicious finger foods from Molsberry's Market, and Cloverleaf Ranch provided the beer and wine to soothe parched throats.

Cloverleaf Ranch is celebrating its 70th year of serving Sonoma County kids and families. Shawna is now the third generation owner, and grew up with the place. It's a summer and day camp, and the kids come from all walks of life. Special programs help low-income kids have a great summer experience. Some of the kids are in foster care, some are there as a reward for having made huge improvements in their school grades, and some are simply from low-income families who would never otherwise have been able to afford a week or even a day at a summer camp. Cloverleaf Ranch sells its own special barbecue sauce, the profits from which benefit their Charms Place program, a safe environment where children can build relationships, increase their confidence, learn new skills, and build a respect/appreciation of our environment.

Margaret DiGenova of California American Water reminded us all that although the drought is technically over, the California government is still enforcing certain water restrictions and is continually reminding people that they need to conserve. The state SGM (Sustainable Groundwater Management) act has established a framework for sustainable, local groundwater management, and aims to manage groundwater in much the same way as river water is currently managed. This one is worth watching.

### Donors & Winners

The pot of gold was \$380 and AGAIN the winning business was not present. So next month it will be a ridiculous \$400! If you think you're worthy of such riches, come to the August mixer. You must be present to win!

The 50/50 drawing was won by Derby, a longtime Cloverleaf Ranch camp kid turned counselor. She's been part of the Cloverleaf Ranch community for 18 years and took home \$50.00.

Four door prizes for the business card drawing consisted of various snacks and water-saving gadgets provided by CalAm Water. They were won by Ken Moholt-Siebert of Ancient Oak Cellars, Dave Skarr of Coldwell Banker, Peter Loughlin of Loughlin Marketing, and Sally Crain, Broker @ Century 21 Alliance

*Contributed by Peter Loughlin, Loughlin Marketing*



*The July Social was held in the Cloverleaf Ranch barn, a great place with a real Western atmosphere. Here's the Cloverleaf Ranch crew, who did a great job of putting on a very fun event, along with Margaret DiGenova of California American Water (not pictured).*



*Left to Right: Paul Erickson (Paul Erickson Real Estate Appraisals), Colin, Shawna, and Derby (Cloverleaf Ranch), and Doug Williams (retired, formerly Chief, Central Fire Authority of Sonoma County).*



*Left to right: Steve Plamann (Aaction Rents and President of Mark West Area Chamber of Commerce) Derby (Cloverleaf Ranch, and winner of the 50/50 drawing, and co-host Margaret DiGenova (California American Water).*



*Left to right: Ignacio (Aaction Rents), Laura Buhner (Exchange Bank, Larkfield Branch), and Steve Plamann, (Aaction Rents).*

## PRESIDENT'S MESSAGE, CONTNUED FROM PAGE 2

Their research also indicates that Chamber membership stimulates business-to-business commerce in the local community. Other businesses in town are more likely to do business with you and your company if you are a member of the local chamber. Because a major part of small business income typically comes from business-to-business services, it is essential to maintain a positive standing within the local business community.

### Events and Other Reminders

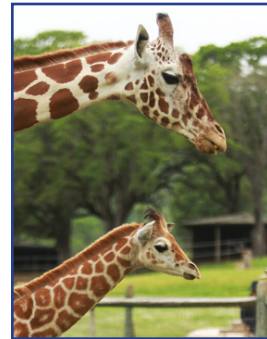
**July Social:** I'd like to thank Shawna from Cloverleaf Ranch and Margaret from California American Water for hosting our July Social. The food and wine were great and the setting was unique and charming. Those attending had many chances to win money and gifts and also could tour the 160 acre property set in the beautiful hills of Sonoma County. This was an amazing experience and if you stuck around long enough you could have gotten "line dancing" lessons from Shawna.

**Next month's Social:** On Thursday August 10, Safari West will host our monthly Social. Don't miss this authentic African adventure. Enjoy networking, sightseeing, great refreshments and visit with James Gore, 4th District County Supervisor. We will be given a tour of this beautiful tourist delight. This will be a very special event with great tasting wines and food. It will be a unique and relaxing time with many networking opportunities. Our "Pot of Gold" drawing will be for \$400.00.

**Installation Dinner:** The Mark West Chamber's 36th annual Installation Dinner will be held at Charlie's Grill on Windsor Golf Course on July 28th. The starting time is 6:00pm. Bring your date or staff and have a fun and entertaining time. This is a once per year event that you shouldn't miss. Sonoma County 4th District Supervisor James Gore, and Miss Sonoma County 2017 Kristina Schmuhl, will be our guest speakers. Don't miss this very special event!

**Luncheon:** Our next business luncheon, with speaker Mike McGuire (Second District State Senator representing one million people in the North Coast & North Bay), will be on August 2nd at the Best Western plus Wine Country Inn and Suites. Mike will fill us in on what is going on in his state senatorial district. The start time is 11:30. Sign up online and order your food at the same time. The sandwiches are from Molsberry's Market and they come with a drink. We have limited seating, so sign up early. Tickets are \$20.00 for members, \$30.00 for non-members and that includes the sandwich.

**Harvest Faire & Business Showcase:** The Mark West Area Chamber's 28th Annual Wine Country Harvest Faire & Business Showcase will again be at the Wells Fargo Center for the Arts at 50 Mark West Springs Road, Santa Rosa, on Wednesday October 24, from 4:00 pm - 7:00 pm. Booths are still available at very good prices. 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. This will be my 16th year attending this event. It is well worth the time and investment. This free event for the public showcases your business while everyone enjoys complimentary food and Sonoma County wines and other beverages. Sign up early for a discounted rate on a booth and help support the Mark West Area Chamber of Commerce.



Steve Plamann, President

## UPCOMING BUSINESS SOCIALS

Friday, July 28, 2017

**Chamber 36th Annual Installation Dinner**

6:00-9:00pm

Hosted at Charlie's Restaurant at the Windsor Golf Club  
1320 19th Hole Drive, Windsor

Wednesday August 2, 2017

**Chamber Business Luncheon 11:30am-1:00pm**

Topic: Legislative Update

Speaker: State Senator Mike McGuire

Hosted at Best Western Plus Wine Country Inn & Suites  
870 Hopper Ave, Santa Rosa

Thursday, August 10, 2017

Chamber Business After Hours Social 5:30-7:30pm

Hosted by **Safari West**

3115 Porter Creek Rd., Santa Rosa

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

## CARLTON SENIOR LIVING UPDATE

The president of Carlton Senior Living, Dave Coluzzi, made a presentation to the Mark West Citizens Advisory Council about their proposed senior housing facility on Old Redwood Highway adjacent to the Larkfield Center shopping center.

The neighbors approved of the project in general but want more on-site parking and a two-story height restriction.

Mr. Coluzzi responded with a promise that Carlton would be a good neighbor, and said they were trying to comply as much as possible. They are going through the design review and zoning process. They have to make it economically feasible before building.

The community asked the Council to recommend *not* approving the project as it stands now, but to recommend approval if the requested changes are made.

*Contributed by Aggie Maggio, Realtor @ Coldwell Banker*



*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/>*

**LARKFIELD/WIKIUP TOWN HALL MEETING REPORT**

On June 28, 4th District Supervisor James Gore presided over a Town Hall meeting in Larkfield.

This definitely was not your everyday town hall meeting. As advertised, it was more like a civic trade show. Tables were set up all around the room with representatives from various county departments and service organizations, ready with flyers and eager to share what they do. The Supervisor left plenty of time for this so everybody had the opportunity to visit everywhere.

Entities represented at the meeting included Sonoma Clean Power, Parks, CAO, Windsor Police Department, Cal Am Water, SCWA, Sonoma County Energy Sustainability, TPW, IOLERO, CTE, Sutter, PRMD, Sheriff, LBC, Mark West Unified School District, Legal Aid, and the Mark West Chamber of Commerce. There were so many neighbors, it was a social gathering as well.

Supervisor Gore explained the format and introduced each and every table. He took the time to familiarize the group with the Mark West Citizens Advisory Council and encouraged people to participate.

Then he opened it up, answering questions about everything from the SMART train to crime. He gave progress reports on SMART and on transportation. A big issue locally is SMART quiet zones in Fulton. It's expensive, as it requires some rerouting of roads. Transportation and Public Works is involved in that.

He said he would work on more monitoring of some of the roads, such as Mark West Springs Rd. in front of Sutter, going over the 101 overpass, and the Fulton corner. He will gather



*There was a good crowd of interested citizens at Riebli School for the Town Hall meeting. Tables for various County and City departments and other organizations lined the walls.*

facts in order to push for improvements.

Many people pushed him to deal with Old Redwood Highway around Pacific Heights and in front of Molsberry's Market. They are concerned that it's bad now and will be worse if the Carlton Senior Living project goes forward.

Another big issue was crime. He and community members praised the Sheriff's Department for the good job they are doing but also validated that neighborhood crime is becoming a bigger issue here. They are taking it seriously and encouraging people to report when they see or are aware of possible crime.

Supervisor Gore wrapped it up by asking people to take their concerns to the Mark West Citizens Advisory Council and asked the Council members to come up with a comprehensive list of wants and needs. Together, he and they will work on prioritizing and planning.

*Contributed by Aggie Maggio, Realtor @ Coldwell Banker*



**Sonoma CONNECTION**

**John Essman**

P O Box 1381  
Healdsburg, CA 95448  
**(707) 433-8774**

[john@sonomaconnection.com](mailto:john@sonomaconnection.com)  
[www.sonomaconnection.com](http://www.sonomaconnection.com)

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**MARK WEST AREA COMMUNITY INFORMATION**

AREA POPULATION - within a 3 mile radius - 20,000  
 ELEVATION - 160 feet above sea level  
 BOUNDARIES - Area approximately bounded by:  
 Shiloh Road - North Piner Road - South  
 West Olivet Road - West Lodge on Mark West Springs Rd - East

*The Lark Newsletter is published monthly under the direction of:*  
 The Mark West Area Chamber of Commerce & Visitors Center  
 4787 Old Redwood Hwy, Suite 101, Santa Rosa, CA 95403

ADVERTISING: 6 months \$107.50; 1 year \$200  
 FLYER INSERTION: \$35 per issue.  
 You supply a .pdf version of your 8.5" x 11" flyer to info@markwest.org  
 You can pay online at <http://markwest.org/payment>

The Lark Newsletter is emailed to member businesses each month.  
 For more information, contact the Chamber office at 578-7975.

Editor: Peter Loughlin, Loughlin Marketing  
 707-704-6498 peter@loughlinmarketing.com  
 Photography Credits: John Essman, Sonoma CONNECTION  
 707-433-8774 john@sonomaconnection.com

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

*Promote your business with  
 your flyer in the Chamber 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) |                 |

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**OFFICERS**

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

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

*Corporate Secretary*  
 Marnie Cameron Mark West Union School Dist.  
 707-524-2970 mcameron@mwusd.org

*Corporate Treasurer*  
 Sally Crain Broker at Century 21 Alliance  
 707-636-1629 sallycrain@hotmail.com

*VP Business Services*  
 Todd Anderson Best Western Plus  
 Wine Country Inn & Suites  
 707-545-9000 hixtodd@sbcglobal.net

*VP Community Services*  
 Margaret DiGenova California American Water  
 707-542-8329 Margaret.DiGenova@amwater.com

*VP Membership*  
 Position Open

*VP Public Relations*  
 Position Open

**DIRECTORS**

Laura Buhler Exchange Bank, Larkfield Branch.  
 707-523-4392 laura.buhler@exchangebank.com

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

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

Erin McCauley Hilton Garden Inn  
 Sonoma County Airport  
 707-545-0444 Erin.McCauley@Hilton.com

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

**HEAD AMBASSADOR**

John Essman Sonoma CONNECTION  
 707-433-8774 john@sonomaconnection.com

**OFFICE VOLUNTEER**

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

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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  
August 10, 2017  
5:30 - 7:30 pm

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