

# Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

July 2019  
Volume XXXIII 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 [www.markwest.org](http://www.markwest.org)

707-578-7975  
[office@markwest.org](mailto:office@markwest.org)

## COMMUNITY SOIL FOUNDATION FUNDRAISER NEEDS YOU

Community Soil Foundation hosts one vibrant fundraising event each year to gather community, celebrate health, and recognize their accomplishments. All are invited to attend. There will be garden tours, a freshly prepared meal, live music and dancing, meaningful conversations with leaders such as Senator McGuire, Supervisor Gore, and Superintendent Calloway, and libations from local wines and brews. Save the date for the 2019 Garden Benefit on Saturday, August 17 at the Larkfield Community Garden & Learning Center!



Community Soil Foundation is a non-profit organization that raises awareness about practices and methods of regenerative farming and gardening including the benefits to individual, communal, and ecological health. Their mission is to cultivate the wellness of Sonoma County communities by offering land-based education, creating access to organic produce, and regenerating habitat and natural resources. Their projects optimize overall functionality of land by integrating as many community benefits as possible such as placing school gardens and community gardens on underutilized public park space. Since 2015, they have been teaching environmental stewardship to youth and adults through sustainable, organic gardening practices and volunteer-driven fieldwork. They offer many other outreach programs and community initiatives.

What: Community Soil Annual Benefit Party **Get Tickets Now!**

Date & Time: Saturday August 17, 2019 | 4pm-8pm

Location: Larkfield Community Garden & Learning Center

450 Noonan Ranch Ln., Santa Rosa, CA 95403

Suggested Entry Donation: \$25.00. \$50.00 for VIP Seating & Drink Tickets

Full Information: <https://www.communitysoil.org/annualbenefit>



### Sponsors and Donations Needed

Community Soil Foundaton is reaching out to local businesses in the community to help support the event and the cause. Your generous support would be recognized via event signage, print materials, announcements from the stage, as well as in pre- and post-event marketing campaigns. Contact Executive Director Kristin Maharg Suarez at [kristin@communitysoil.org](mailto:kristin@communitysoil.org) if you're interested in donating food, beverages, auction items, supplies, volunteers, or financial contributions.

July Social Co-hosted by  
A M Maggio & Associates and  
Aggie Maggio, Realtor,  
Coldwell Banker  
See p3

**UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL**  
Hosted by **Harmony Ag Supply**  
1175 River Road, Fulton  
Thurs. August 8, 2019  
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

I think we need an all-points bulletin to find our coastal breeze, which used to keep us cooler. This summer I've lost count of the number of days that have been over 90 degrees. I love the fact that the nights are warmer and I have enjoyed my backyard much more the last few years than in the first 20 years of living here, but it is too hot during the day. I'm hoping all these pleasant evenings are getting more folks out at night and into restaurants and shops to help our strong economy continue to grow.

Here's a big Chamber "Thanks again!" to Aggie and Anthony Maggio for hosting our July Social in their beautiful back yard! We have a great Social coming up August 8th from 5:30 to 7:30 PM. It will be hosted by Harmony AG Supply at 1175 River Road in Fulton. This will be a great opportunity to find out all that Harmony does and to meet the owners and staff.

The Community Soil Foundation is having a fund raiser on August 17th from 4 to 8 PM at 450 Noonan Ranch Lane in Lakefield. Senator McGuire and 4th District County Supervisor James Gore will be there to show their continued support of the garden learning center. Please attend the event if you can and help support this valuable program. For more information email [kristin@communitysoil.org](mailto:kristin@communitysoil.org). To get your tickets for the event go to <https://www.communitysoil.org/annualbenefit>.

We still have booths available for our yearly business trade show extravaganza. The Mark West Area Chamber Board has decided to formally change the name of this event from *Harvest Faire and Business Showcase* to **Community Faire and Business Showcase**. This event has always been about our Mark West community as well as the businesses in the area. However, since the Tubbs Fire, we have also used this event to give even more support and recognition to many organizations involved in the healing and rebuilding of our community. Last year we had nearly 1000 people attend this event to help us support the rebuilding efforts in our community. This year we will be working with Supervisor James Gore to commemorate the second anniversary of the Tubbs Fire. A portion of the silent auction proceeds will be donated to the Larkfield Resilience Fund.

So please help us support our community as it continues to rebuild from the devastation caused by the fire. This event is hands-down the best business trade show in the county. This year we will have booths available outside on the new patio. It is scheduled for September 26th and will be held at the Luther Burbank Center for the Arts from 4 – 8 PM. Sign up for your booth and come out for a night of community engagement and business promotion.

And here's a reminder that our yearly Installation Dinner will be held at Charlie's Grill in Windsor on October 25th, starting at 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. James Gore, 4th District County Supervisor, will be our guest speaker and we will be entertained by Miss Sonoma County. Sign up early as seating is limited.

Steve Plamann, President



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David Hartman

15 Lark Center Drive  
Santa Rosa, CA 95403

707-546-5717  
FAX 707-546-0902

## JULY 11 SOCIAL REPORT

July's social was hosted by me, Aggie Maggio, and my husband Anthony. I'm writing my own report about our Social. So, of course I will tell you it was fabulous. And it truly was for us! It was so great to invite everyone to our home and garden. It was like a family affair. I encourage anyone to open their home, or place of business, or anywhere that's comfortable, and have a social. The people in our chamber who attend these events are friendly and very supportive of one another, something we all can use in business.

We chose to host at our home because as a Realtor®, my business is all about homes. Also, our new business, A M Maggio & Associates, is based out of our home. We distribute products through the Amway business. Anthony focuses on nutritional products while I focus on skin care products. Of course we are also open to and encourage anyone who is interested in hearing about the business opportunity that Amway provides, to contact either one of us.

In terms of my approach to real estate, buying or selling a home is a multi-faceted process and can be confusing and overwhelming. My job is to make that process as stress-free as possible, and even enjoyable. I keep myself accessible, am a good listener as well as a good communicator, and respond quickly to your needs. I have in-depth experience with first-time home buyers, relocation, retirement, and mobile/manufactured homes.

Back to the event itself, it was a great evening, with a perfect light breeze after a warm day. We had an old fashioned American picnic in honor of both Independence Day and Amway being "The American Way". Everyone said they enjoyed it.

### Donors & Winners

The Pot of Gold was won by Bear Republic Brewing Co. Unfortunately for them, no one from their business was present so Johnathan Williams will write an article about A M Maggio & Associates for a future edition of The Lark. Now *that* I'm excited about! It's another great potential reward for hosting a social.

Stephanie Bisordi of Bisordi Ranch and Vineyards won \$33 in the 50/50 drawing.

Winners of our Business Card Drawings included:

Prizes donated by Anthony and me:

Nancy Wheeler, of Berkshire Hathaway HomeServices Drysdale Properties, won a Perfect Water package. Larry Kropp, CPA & Attorney, won an Artistry facial mask and lip gloss. Stephanie Bisordi and Tom Nunes of TD & Associates, each won bottles of red wine from Kastania Vineyards. These three prizes were donated by Anthony and me, A M Maggio & Associates.

Ken Haven won a Rodan and Fields gift certificate, donated by Tracey and Scott Mitchell, Independent Consultants.

I look forward to seeing y'all at the August social at Harmony Ag Supply, the new farm shop in Fulton.

*Contributed by Aggie & Anthony Maggio*



Our hosts for the evening were Aggie Maggio (Realtor @Coldwell Banker) at center, and husband Anthony Maggio (right). Brian Molsberry (Molsberry Markets, Inc.) is at left.



Left to right: Rob Bisordi (Bisordi Ranch and Vineyards, LLC), John Essman (Sonoma CONNECTION), Steve Plamann (Aaction Rents), Stephanie Kelsay Bisordi (Bisordi Ranch and Vineyards, LLC).



Left to right: Tracey Kirklin Mitchell (Rodan + Fields, Independent Consultants), Scott Mitchell (Rodan + Fields, Independent Consultants), Steve Plamann (Aaction Rents), Ken Haven.



The food is always a big attraction at our Socials (no surprise there!) At the July social we got some delicious stuff to eat, and a nice covered patio to enjoy it on.

### **FOUNTAINGROVE MARRIOTT GETS APPROVAL IN SANTA ROSA, WILL NEED AN EVACUATION PLAN**

Adapted from a story on the Press Democrat website, July 17, 2019

Santa Rosa's City Council signed off on a new Residence Inn by Marriott in fire-ravaged Fountaingrove, after developers agreed to submit an evacuation plan for city approval and dig deeper into their hilly plot to preserve views for patients at a nearby cancer treatment facility.

The proposed 114-room, four-story, extended-stay hotel, which the council approved on a 5-1 vote Tuesday, still needs architectural approval from a city board and is likely years away from opening. It is a joint effort between Telecom Valley entrepreneur Ajaib Bhadare and nationwide hotel developer Tharaldson Hospitality.

The permit is a key one for the development in the high-risk fire zone — near the former Hilton Sonoma Wine Country hotel and the Fountaingrove Inn, both of which were destroyed in the October 2017 Tubbs fire — on the condition that it comes with an evacuation plan reviewed and approved by the Santa Rosa Fire Department.

That's above and beyond typical regulations and comes on top of the hotel's commitment to comply with "building codes, fire codes, every code in existence," said Tina Wallis, a Santa Rosa land-use attorney hired to advocate for the project. She noted the project was supported by numerous nearby businesses, including Keysight, Medtronic, Sutter Health and Kaiser Permanente.

Read the entire story on the Press Democrat website at <https://www.northbaybusinessjournal.com/northbay/sonomacounty/9807937-181/marriott-fountaingrove-santa-rosa-hotel-construction>

### **SUTTER ANNOUNCES \$158M EXPANSION TO ITS SANTA ROSA HOSPITAL**

Adapted from a story by Cheryl Sarfaty on the North Bay Business Journal website, July 26, 2019

Sutter Santa Rosa Regional Hospital announced that it will hold a groundbreaking event on Sept. 20 at 11 a.m. to mark the official start of its \$158 million expansion project — a 3-story structure that will add dozens of hospital beds, more treatment areas in the emergency room, and additional surgical suites.

"The expansion is a \$158 million project and also will include a \$15 million capital campaign for philanthropy for (more) services, innovation programs and technology," said Lisa Amador, assistant administrator and director of philanthropy, North Bay Sutter Health. Sutter is taking a two-pronged approach to the expansion.



*Artist's rendition of the Sutter expansion.*

The first will be a three-story tower on the east side of the hospital, located next to the medical office building. The tower will include 40 additional beds, plus two more operating rooms to be located on the lower floor. The timeline for completion is April 2022.

The second phase of the expansion involves increasing the hospital's emergency room department. The work involves renovating the internal part of the building to accommodate an additional nine treatment areas, bringing the total number to 27. The expansion project will mark the completion of the entire Sutter hospital plan, according Gary Helfrich, a planner with Permit Sonoma.

Read the entire story on the Press Democrat website at <https://www.northbaybusinessjournal.com/northbay/sonomacounty/9837408-181/sutter-hospital-158m-expansion-sonoma-county>

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 EVENTS**

Thursday, August 8, 2019  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by **Harmony Ag Supply**  
 1175 River Road, Fulton

Thursday, September 12, 2019  
 Chamber Business After Hours Social 5:30-7:30pm  
**Open Date** - Contact the Chamber at 578-7975 or  
 email office@markwest.org to host this social!

Wednesday, September 26, 2019  
**29th Annual Community Faire &  
 Business Showcase**  
 (formerly the Wine  
 Country Business  
 Showcase)  
 At The Luther Burbank  
 Center for the Arts  
 50 Mark West Springs Road, Santa Rosa



This is truly a Community Faire with games and activities for kids and adults, silent auction, rebuild and public services information, food and wine sampling, Grand Raffle, and representatives from our amazing local businesses. Now in its 29th year, this event continues to flourish as our neighborhood continues to rebuild and grow ever stronger. Come say howdy to your neighbors and be a part of the fun!

Thursday, October 10, 2019  
 Chamber Business After Hours Social 5:30-7:30pm  
**Open Date** - Contact the Chamber at 578-7975 or  
 email office@markwest.org to host this social!

Friday, October 25, 2019  
**Chamber 38th Annual Installation Dinner**  
 6:00 - 9:00pm  
 Hosted at Charlie's Restaurant at the Windsor Golf  
 Club, 1320 19th Hole Drive, Windsor

Thursday, November 14, 2019  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by **Anytime Fitness**  
 620 Larkfield Center, Santa Rosa

Wednesday, December 4, 2019  
**Holiday Tree Lighting - Community Event** 6:00pm  
 Hosted by Molsberry Markets, Inc.  
 522 Larkfield Center, Santa Rosa

Thursday, December 12, 2019  
 Chamber Business After Hours Social 5:30-7:30pm  
 Co-hosted by **Larkfield Exchange Bank** and  
**Molsberry Markets, Inc.**  
 500 Larkfield Center, Santa Rosa

**HOST A SOCIAL!  
 2019 DATES STILL AVAILABLE!**

Our Chamber Business After Hours Socials are a great way to promote your business and introduce it to the local business community. Please contact the Chamber office at 578-7975 or email us at office@markwest.org



*Our chamber socials are great for networking!*



**Sonoma  
 CONNECTION**

**John Essman**  
 P O Box 1381  
 Healdsburg, CA 95448  
**(707) 433-8774**  
 john@sonomaconnection.com  
 www.sonomaconnection.com

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# CELEBRATE OUR COMMUNITY



# Mark West Community Faire & Business Showcase

## Thursday, September 26, 2019 • 4–8PM

Luther Burbank Center for the Arts

FOOD • FUN FOR FAMILIES • SILENT AUCTION • BEER & WINE  
BUSINESS & COMMUNITY BOOTHS • RAFFLE PRIZES



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Chamber of Commerce  
& Visitors Center



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### THANKS TO OUR FAIRE SPONSORS



**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.

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*  
 John Essman Sonoma CONNECTION  
 707-433-8774 john@sonomaconnection.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 InterChamber Events*  
 Erin McCauley Hilton Garden Inn  
 Sonoma County Airport  
 707-545-0444 Erin.McCauley@Hilton.com

*VP Publicity & Public Relations*  
 Beth Henry Accent Printing & Design, Inc.  
 707 570-1444 beth@accentprinting.com

*VP Community Safety*  
 Doug Williams  
 707-696-8244 dougw1955@aol.com

*VP Membership  
 Position Open*

**DIRECTORS**

Laura Buhner Exchange Bank, Larkfield Branch.  
 707-523-4392 laura.buhner@exchangebank.com

Sally Crain Broker at Century 21 Alliance  
 707 636-1629 sallycrain@hotmail.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

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

# 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 8  
5:30 - 7:30 pm

## HARMONY AG SUPPLY

1175 River Road  
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THE WINDSOR TIMES

