

# 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**

March 2016  
Volume XXX Issue 3

## NORTH BAY JOBS RISE CONTINUES IN FEBRUARY

Reprinted from the North Bay Business Journal Website, March 18, 2016

Industry unemployment rates for February were slightly down or remained the same in all North Bay counties, according to new state figures.

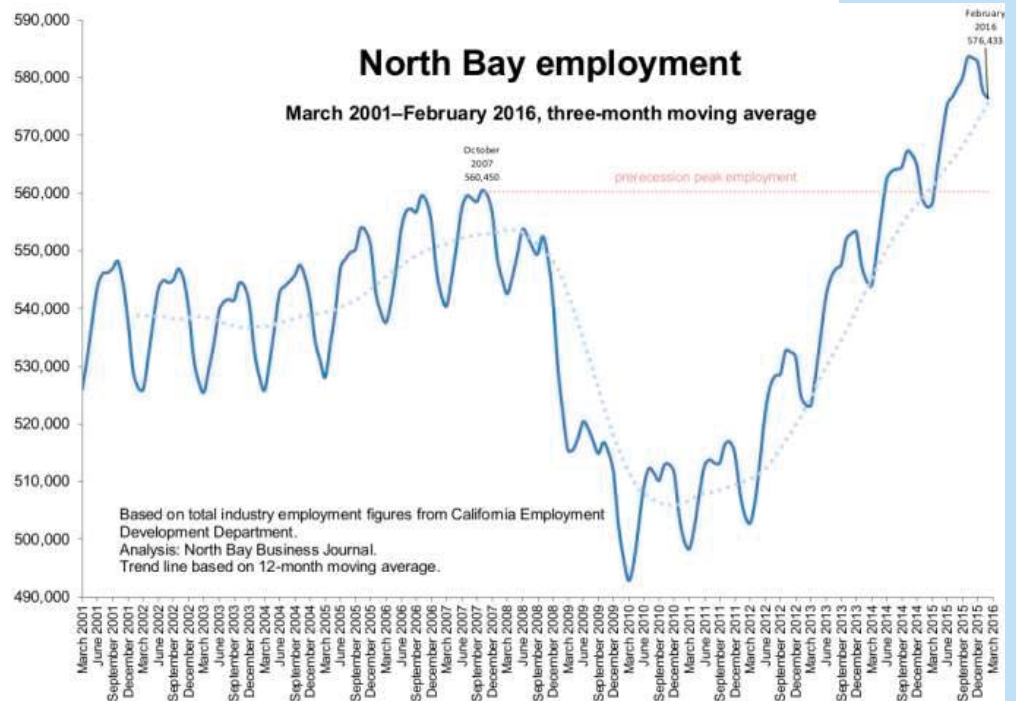
While five counties saw an increase in jobs, the unemployment rate in Marin County has remained unchanged since November, based on a monthly report by the state Employment Development Department released March 18. Leisure and hospitality jobs were up across the board for the month, with big gains in Sonoma County. Educational and health services were also up, with big gains in Marin. For the year, manufacturing and construction were also up, with big gains in Solano.

All North Bay counties remain well-below the unemployment rates of the previous year.

Industry employment in Sonoma, Solano, Marin, Napa, Mendocino and Lake counties in February 2016 continued its six-year climb from the aftermath of the Great Recession. The North Bay region regained jobs lost by early 2014 and has reached record levels. (Jeff Quackenbush/The Business Journal)

Industry employment in Sonoma, Solano, Marin, Napa, Mendocino and Lake counties in February 2016 continued its six-year climb from the aftermath of the Great Recession. The North Bay region regained jobs lost by early 2014 and has reached record levels. (Jeff Quackenbush/The Business Journal) Read the entire article:

<http://www.northbaybusinessjournal.com/northbay/sonomacounty/5399239-181/north-bay-jobs-rise-february-2016?gallery=5399270>



March Social  
hosted by  
Mark West Lodge.  
See p3

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

Hosted by  
**Postal Plus**  
422 Larkfield Center, Santa Rosa

Thursday April 14, 2016  
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**

Well according to the Center for Business and Policy at the University of the Pacific, California's economic recovery should remain steady. California's job growth will beat the national average this year. UCLA economists predict our unemployment rates should bottom out around 5.7 percent, down from the current rate of 7.1. That's more good news for all of us!

With this slow but steady growth in our economy I continue to see people out spending money on items they want and need. All of us spending money on goods and services will help keep the economy ball rolling. Just remember to "shop local" whenever you can to keep the dollars flowing through our area. You can always visit our website, [www.markwest.org](http://www.markwest.org), and click on business directory to find a fellow chamber business member who sells what you need. And as you are looking at the Mark West Area Chamber's business directory, remind yourself to place your business ad in the upcoming Business Directory as it is a great way to promote your business.

I'd like to thank Marina and Steve Nojima, proprietors of the Mark West Springs Lodge, for hosting this month's Social. It was a rainy night and we still had a good attendance and a great time. The food they prepared for us was really top notch. What a beautiful and historic place for an event.

Our next Chamber Social will be at Postal Plus, 422 Larkfield Center, on April 7th from 5:30 till 7:30. Come say hello to owners Paul and Millie. Our socials are always fun with many opportunities to win money and prizes. Please join us for networking and refreshments and bring a friend.

The annual Rose Parade in Santa Rosa is May 21st. Join us by walking the route while you promote your business to thousands of onlookers. This is a real fun event and a huge promotional opportunity. The Mark West Chamber is proud to announce that 4th District Supervisor James Gore will be riding with us in a vintage car.

A reminder that our yearly Installation Dinner will be held again at Charlie's Grill in Windsor on August 19th. Bring your date or colleagues and have a fun and entertaining time. Watch this newsletter and the Chamber website for more details.

We have a Business Luncheon with 4th District Supervisor James Gore scheduled for September 21th at the Best Western Plus Wine Country Inn and Suites. Sandwiches (by Molsberry's Market) are included in the \$10.00 member price. \$15.00 for non-members. Supervisor Gore will give us an update of what's been happening since he's taken office and what's in the works.

Don't forget to sign up early and save on our yearly trade show extravaganza: The Mark West Area Chamber's Annual Wine Country Harvest Faire & Business Showcase. This is hands down the best in the county. It is scheduled for early October and will be held again at the Luther Burbank Center for the Arts.

*Steve Plamann, President*



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**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

## MARCH 10 SOCIAL SPONSORED BY MARK WEST LODGE EVENT CENTER AND RESTAURANT

Anyone who has lived in the northern Santa Rosa or Larkfield area for more than a week or two knows about the Mark West Lodge. Occupying several acres of lush land along Mark West Springs Road, the Lodge is easy to spot and unforgettable because of its historic grape arbor that grows across Mark West Springs Road. The Lodge was originally built in the 1840s as a roadhouse, became a spa (capitalizing on the property's hot spring) and later an event center. Now under new management, it is seeing a renaissance as an event center with full restaurant service available for select events.

Proprietors Steve and Marina Nojima welcomed about twenty Chamber members. They explained that if you host an event there you get the entire place to yourself and up to 200 guests; they don't split the venue among multiple parties so all five rooms and the outdoor spaces are yours. They host weddings, graduations, large family events, corporate trainings, corporate parties... anything that requires a large and sophisticated space. Coming up is a high school prom! Any of the large rooms can be used as a ballroom, meeting room, or dining room as need demands. There are two ball rooms, a bar, a bridal prep suite, and a foyer. Outdoor spaces include a patio and a lovely lawn backed by a stone retaining wall with a creek running along its base. Indoor decor is a blend of formality, Wine Country casual, and redwood rustic. It's comfortable, welcoming, and plenty classy.

Steve and Marina served local wines and *hors d'oeuvres* prepared by their *coron bleu* chef, who is also a family member. If the quality of these appetizers is typical, the dinners must be spectacular. Visit <http://www.themarkwestlodge.com/> for more information. Read a more detailed article about the Lodge here: <http://www.pressdemocrat.com/lifestyle/5018095-181/historic-mark-west-lodge-restaurant?artslide=0>

### Winners for the Evening:

Ed Whitt (of Valley Yellow Pages and the Chamber's Head Ambassador) was Master of Ceremonies as usual and presided over announcements and door prize drawings.

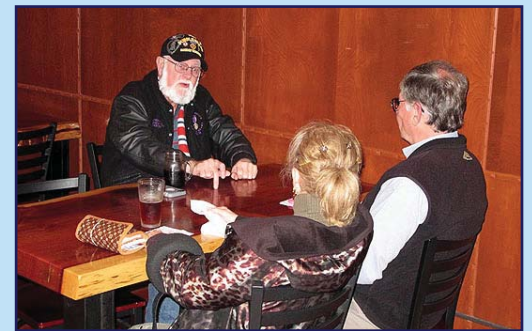
The Pot of Gold was \$100. The winner would have been Deb Fudge but she was not present. The Pot increases to \$120 for April. Be there and win it! Margaret DiGenova of California American Water, won the 50/50 drawing and took home \$40.00.

Door prizes this month consisted of half-price tickets to see the North Bay Stage Company's production of the Hallelujah Girls. Winners were Terry Morgan of Loughlin Marketing, Willie Lamberson of Lamberson Tile, John Essman of SonomaCONNECTION, Pete Lescure of Lescure Engineers, and Lori Rooney of NorthBay biz Magazine.

*Contributed by Peter Loughlin, Loughlin Marketing*



Mark West Lodge and Event Center proprietors Steve and Marina Nojima (left and center) receive their Mark West Area Chamber of Commerce membership plaque from Head Ambassador Ed Whitt of Valley Yellow Pages.



Chamber socials are a great place to make business connections. The decor of the Mark West Lodge bar is warm and inviting.



The Mark West Lodge has two large room that can be configured as meeting rooms, ballrooms, dining rooms... whatever you need.



Lloyd Phillips and Katherine Phillips of Key Properties

## RIGHT OF PETITION FOR SEATS ON THE MARK WEST AREA CHAMBER OF COMMERCE BOARD OF DIRECTORS

As required by the Chamber By Laws, the President appointed a nominating committee of three Directors who have nominated a slate of candidates to fill expiring Board of Directors positions. Each candidate will fill a two-year term and needs to be an active member. The slate of recommended candidates is as follows:

Member / Business	Term
<b>TO BE ELECTED</b>	
Laura Buhner, Exchange Bank	2016 – 2018
Sally Crain, Broker @ Century 21 Alliance	2016 – 2018
Margaret DiGenova, California American Water	2016 – 2018
Peter Lescure, Lescure Engineers	2016 – 2018
Brian Molsberry, Molsberry Markets, Inc.	2016 – 2018
<b>HOLD OVERS</b>	
Todd Anderson, Best Western Plus Wine Country Inn and Suites	2015 – 2017
Marnie Cameron, Mark West Union School District	2015 – 2017
Tony Gerald, Sonoma County Airport Express	2015 – 2017
Erin McCauley, Hilton Garden Inn Sonoma County Airport	2015 – 2017
Edward Whitt, Valley Yellow Pages	2015 – 2017
Doug Williams, Central Fire Authority of Sonoma County	2015 – 2017
Steve Plamann, Aaction Rents	2015 – 2018

### Right of Petition:

Additional qualified candidates may be nominated by petition, which must bear the signatures of at least ten (10) active members. Such petitions shall be filed with the judging committee by April 30, 2016. The determination of the nominating committee as to the legality of the petitions shall be supervised by the judging committee. Petitions should be mailed to the Chamber office at the address indicated below.

If no petition is filed within the designated period, the nominations will be closed, and the slate of candidates shall be elected at the regular May Board of Directors Meeting.

If one or more petitions are received with additional candidates, the names of all candidates will be presented on a ballot in alphabetical order and, with instructions for voting for the correct number, shall be mailed to all active members.

The ballots must be returned to the Mark West Area Chamber of Commerce, 4787 Old Redwood Highway, Santa Rosa, CA 95403, no later than 3 pm, May 31, 2016.

The Board of Directors will declare the candidates with the greatest number of votes elected at the June Board of Directors meeting.

## CALIFORNIA AMERICAN WATER 2016 ENVIRONMENTAL GRANT PROGRAM

California American Water recently announced that the application process is now open for its 2016 Environmental Grant Program.

- The program supports innovative, community based environmental projects that improve, restore or protect the watersheds through partnerships.
- The company will award grants of up to \$10,000.
- The program offers funds for innovative, community based environmental projects that improve, restore or protect the watersheds, surface water and/or groundwater supplies through partnerships.

Grant information and application forms can be found online at [www.californiaamwater.com](http://www.californiaamwater.com).

## UPCOMING BUSINESS SOCIALS

Thursday, April 14, 2016  
Chamber Business After Hours Social 5:30-7:30pm  
Hosted by **Postal Plus**  
422 Larkfield Center, Santa Rosa

Thursday, May 12, 2016  
Chamber Business After Hours Social 5:30-7:30pm  
Hosted by **Cloverleaf Ranch & Valley Yellow Pages**  
3892 Old Redwood Hwy., Santa Rosa

Saturday May 21, 2016  
Chamber Float in the **Luther Burbank Rose Parade**  
Parade Steps Off at 12:15 pm  
All members are invited to participate  
Call the Chamber office for more information

Thursday, June 9, 2016  
Chamber Business After Hours Social 5:30-7:30pm  
Hosted by **Central Fire Authority of Sonoma County**  
45 Lark Center Drive, Santa Rosa

Thursday, July 14, 2016  
Chamber Business After Hours Social 5:30-7:30pm  
Hosted by **AJ Printing & Graphics**  
1315 North Dutton Avenue, Santa Rosa

Thursday, August 11, 2016  
Chamber Business After Hours Social 5:30-7:30pm  
**Open Date** - Please contact the Chamber office at 578-7975 or email us at office@markwest.org to host this social

Friday, August 19, 2016  
**Chamber 35th Annual Installation Dinner**  
6:00-9:00pm  
Hosted at Charlie's Restaurant at the Windsor Golf Club  
1320 19th Hole Drive, Windsor

Thursday, September 8, 2016  
Chamber Business After Hours Social 5:30-7:30pm  
**Open Date** - Please contact the Chamber office at 578-7975 or email office@markwest.org to host it

Wednesday September 21, 2016  
**Chamber Business Luncheon** 11:30am-1:00pm  
Topic: State of Sonoma County Report  
Speaker: 4th District Supervisor James Gore  
Hosted at Best Western Plus Wine Country Inn & Suites  
870 Hopper Ave, Santa Rosa

Wednesday, October 5, 2016  
**27th 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 or contact us at <http://www.markwest.org/contactus.cfm>



Thursday, October 13, 2016  
Chamber Business After Hours Social 5:30-7:30pm  
Hosted by **Aaction Rents & Friendly Feed & Supply**  
1000 River Road, Santa Rosa

Thursday, November 10, 2016  
Chamber Business After Hours Social 5:30-7:30pm  
Hosted by **Anytime Fitness**  
490 Larkfield Center, Santa Rosa

Wednesday, December 7, 2016  
Holiday Tree Lighting - Community Event 6:00pm  
Hosted by **Molsberry Markets, Inc.**  
522 Larkfield Center, Santa Rosa

Thursday, December 8, 2016  
Chamber Business After Hours Social 5:30-7:30pm  
Hosted by **Exchange Bank, Larkfield Branch & Molsberry Markets, Inc.**  
500 Larkfield Center, Santa Rosa

*Interested in joining our Ambassador Club?*

Contact Ed Whitt  
Valley Yellow Pages  
707-322-8770  
[edward.whitt@myyp.com](mailto:edward.whitt@myyp.com)



*To host a Ribbon Cutting, contact...*

Aggie Maggio  
Realtor @ Coldwell Banker



*Want to keep abreast of important information pertinent to local business issues?*  
Visit: <http://edb.sonoma-county.org/>

**A SAD FAREWELL TO PATTY DEARMIN**

Our Chamber community lost a bright star on March 18th, when beloved volunteer Patricia Dearmin passed away due to complications arising from a long battle with diabetes related illnesses. Despite persevering through various medical setbacks over the past several years, Patti maintained a positive and loving attitude and cherished her friends and family. She was always interested in what was going on in other peoples' lives, while doing her best to downplay and avoid discussing her own problems.

A native of Sonoma County, Patti was born and raised in Healdsburg. She retired from Wells Fargo Bank in 1997, following a 35 year career in banking. She also worked tirelessly as a volunteer with various organizations for over 25 years. In addition to being President of the Redwood Empire Region of the Antique Automobile Club for 14 years, being a stalwart of Peggy Sue's All-American Cruise for 12 years, and a volunteer



*Patti was a great Office Manager who always brightened people's day.*

at the St. Rose School, since 2007 Patti served as a volunteer Office Assistant, Office Manager, and Ambassador for our Mark West Area Chamber of Commerce. She also served as Corporate Secretary and Vice President of Community Services on our Board of Directors and was named Board Member of the Year 2007-2008 and Volunteer of the Year 2010-2011.

A funeral service will be held on Saturday, March 26, 2015 at 11:00 a.m. at Santa Rosa Memorial Park Chapel, 1900 Franklin Ave, Santa Rosa, with an entombment to follow.

If desired, donations in Patti's name can be made to the American Kidney Fund and/or the American Diabetes Association.

She will be greatly missed by our Chamber community.



*President Doug Williams presents an award of gratitude in the form of a bouquet to Patricia Dearmin, to thank her for her vast contributions as a volunteer for the Mark West Area Chamber of Commerce.*



**Sonoma CONNECTION**

**John Essman**

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[www.lescure-engineers.com](http://www.lescure-engineers.com)

**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)	

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

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 email us at [Larkfield@amwater.com](mailto:Larkfield@amwater.com).**



**OFFICERS**

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 707-539-1801 dwilliams@cscfire.org

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 707-524-2970 mcameron@mwusd.org

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 707-636-1629 sallycrain@hotmail.com

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 707-545-9000 hixtodd@sbcglobal.net

*VP Community Services*  
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 707-837-8700 Margaret.DiGenova@amwater.com

*VP Membership*  
 Ed Whitt Valley Yellow Pages  
 707 322-8770 edward.whitt@myyp.com

*VP Public Relations*  
 Position Open

*VP Building Services (Temporary)*  
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 707-838-4373 stevep@aactionrents.com

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 707-837-8700 tony@airportexpressinc.com

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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  
April 14, 2016  
5:30 - 7:30 pm

## POSTAL PLUS

422 Larkfield Center  
Santa Rosa

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THE WINDSOR TIMES



Sonoma  
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