

# 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](http://www.markwest.org)

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

**The Lark**

March 2018  
Volume XXXII Issue 2

## APRIL BUSINESS LUNCHEON SONOMA COUNTY FIRE RECOVERY REPORT

**Wednesday, April 25, 2018**

11:30 am - 1:00 pm

Speaker: **James Gore**, 4th District Supervisor

Location: Best Western Plus Wine Country Inn & Suites  
870 Hopper Ave. Santa Rosa CA 95403

Lunch is a low \$20 per Chamber Member or \$30 for non-members.

Includes a delicious box lunch provided by Molsberry Markets!



### RSVP

to the Chamber office at  
**707-578-7975**

or

online at  
[www.MarkWest.org](http://www.MarkWest.org)

**Space is limited to 30!**

**We suggest you  
RSVP early.**

We will be having our first luncheon of 2018 on April 25.

4th District Supervisor James Gore will be reporting on county-wide fire recovery. Much of the fire damage took place in Supervisor Gore's 4th District, and he has been at the nexus of the recovery effort not just for the residents and businesses of his district but for everyone in the county who has felt the fires' effects.

There will be plenty of time for questions and answers. This will be a great opportunity to ask him questions and find out some of the inside information about what is happening in our area.

March Social hosted  
by  
Postal Plus  
See p3

**UPCOMING EVENTS:** *next* **AFTER HOURS BUSINESS SOCIAL** Hosted by  
**Vineyard Commons, a Solstice Senior Living Community** Thursday April 12, 2018  
3585 Round Barn Blvd, Santa Rosa 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:

Most of us are still feeling and dealing with the many lingering effects of the October Fires.

Many businesses saw their customer base cut in half. I have recently talked to several businesses in the Mark West Area and their customer count has been low for 5 months. Until all the homes are rebuilt and the families move back in, our economy in the Mark West Area will be less than it was.

The October fires destroyed more than 5,000 homes and many retail businesses in Sonoma County. The families who lived in them and the workers who maintained them were a big part of our Mark West Area economic base. The fires also took jobs away from many employees who worked at the large number of retail businesses destroyed. These factors immediately affected our area's retail sales and sales tax revenue and it continues to affect us as the recovery moves slowly on.

"It definitely is unprecedented for the county," said Sonoma State University economist Robert Eyster. Such a combined impact to residents and businesses "has not been seen in at least two or three generations."

Some of the hotels and restaurants in the area saw an increase in business. The construction industry has been busy and will stay busy for many years as homes and businesses are rebuilt. We will also get an economic boost in the future as fire victims replace all the household items and vehicles lost in the fires.

**Please support any of the businesses in the burnt areas if you can. Believe me, they need your help!**

We had a real fun March Social, hosted by Postal Plus in Larkfield Center. Owners Paul and Millie Gibson treated us to great food, wine and networking. Read more on page 3. Our next Social will be April 12th at 5:30 PM, hosted by Vineyard Commons, a Solstice Senior Living Community, located at 3585 Round Barn Blvd., Santa Rosa. We all met the new Director of Sales & Marketing, Lesley Alkire, at the March Social, and got a briefing on their progress rebuilding after the Tubbs fire.

Besides our monthly Socials, the Mark West Chamber also hosts informative Luncheons. This April 25th our guest speaker will be James Gore, our Fourth District Sonoma County Supervisor. He will give us an update on the fire recovery efforts.

The annual Rose Parade in Santa Rosa is May 19th. This is a real fun event and a huge promotional opportunity. Fourth District Supervisor James Gore will march with the Mark West Area Chamber of Commerce in this event. Join us!

The Mark West Area Chamber appreciates your membership and involvement. If you are like me you can see all the many benefits from being a Chamber member. I enjoy the connections I make networking with other members and guests at our monthly Socials. There are many other promotional opportunities with your Chamber membership including a member's directory, a yearly trade show, your listing on our website, promotion by hosting a Members Social, ribbon cuttings, and more!

Steve Plamann, President



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707/546-0307



David Hartman

15 Lark Center Drive  
Santa Rosa, CA 95403

707-546-5717  
FAX 707-546-0902

## MARCH 8 SOCIAL

Paul and Millie Gibson of Postal Plus hosted this month's social. Postal Plus offers mailbox rentals, packing & shipping services, Notary, FAX services, copies, office supplies and more. They handle FedEx, U.S. Postal Service, and will pack and ship all around the world.

Postal Plus is more than a post office outlet. They have gift items and several basic office supplies. Paul and Millie are starting a foundation for premature babies, in memory of their daughter, whom they lost last year. More to come as that unfolds.

Millie could not be present as she is also an accountant and had a business obligation. However, her sister Mabel was present. You will see her smiling face when you go into their store. She is always so helpful.

Before moving on to other business, we held a moment of silence for two members who passed on this last month, Jim Boulter and Butch Markell. It is a sad loss.

Margaret DiGenova, Cal Am Water, told us that testing of water supply systems in the burn areas would be complete in the next few weeks. The area should be basically ready for construction in April or May. Fire sprinklers will be required for all new houses.

There is a plan for a possible merger of the Rincon Valley and the Windsor fire districts. Our president, Steve Plamann is on the Board of the Windsor Fire District.

Remember, our trade show is going to be Saturday, July 28. Rather than our usual theme, it will be a Community Healing event co-hosted by 4th District Supervisor James Gore.

### Donors & Winners

Ryan, Paul and Millie's son, drew all the cards and tickets for the drawings that evening.

The pot of gold was \$520. The winner was not present. In April it will be \$540.

The 50/50 drawing was won by me, Aggie Maggio, Realtor @ Coldwell Banker. Actually, Nancy Wheeler, Realtor with, Better Homes Realty, gave me her tickets because she had to leave before the drawing. I'll split the \$42 in winnings with her.

Other prizewinners were:

Lori Rooney, NorthBay Biz Magazine, won a \$25 movie certificate and a bottle of champagne, donated by Postal Plus.

Bianca Blomquist, Small Business Majority, won Sonoma County Airport Express Tickets, donated by Sonoma County Airport Express

John Essman, SonomaCONNECTION (and our ever-faithful Chamber photographer) won a loaf of Greenlee's cinnamon bread donated by Margaret DiGenova of California American Water.

Watch your emails for the location of our next social.

*Contributed by Aggie Maggio, Realtor @ Coldwell Banker*



Postal Plus proprietor and our host for the evening Paul Gibson (left) with sister-in-law Mabel. Paul's wife Millie was unable to attend.



Larry Gilbert, LegalShield (left) and Paul Peck, Carlton Senior Living (right).



Left to right: Paul Erickson (Paul Erickson Real Estate Appraisals), Bianca Blomquist (Small Business Majority), and Pete Fopiano (Golden Bear Financial).



Chamber President Steve Plamann of Aaction Rents (left) with 50/50 Drawing winner Aggie Maggio, Realtor @ Coldwell Banker (center), with Ryan Gibson (right), Paul and Millie Gibson's son. Ryan helped out with the prize drawings.

**STOLEN: "FOUND PETS" CANOPY****RECOVERED: "FOUND PETS" CANOPY**

Adapted from a story by Chris Smith in the Press Democrat, March 26, 2018

Last month we reported on the blue pop-up canopy and "Found Pets" sign that has been on the corner of Old Redwood Highway and Pacific Heights Drive.

Well some enterprising thief decided he was more entitled to it than the volunteers, pets, and pet owners of the fire disaster area.

On Friday night March 23, a man in a red pickup truck parked nearby, folded up the canopy, and put it in the back of his truck. He drove away. Perhaps he only wanted to borrow it for a poetry reading on the veranda. At any rate, our would-be entrepreneur was videoed in the act by a security camera at a nearby business.

The Sheriff's Department assigned Deputy David Higgenbottom to track down the perp. He soon found the truck, the canopy, the sign, and the perp in Sebastopol. The man confessed and was arrested. There's no news on whether the canopy and sign have been returned to Larkfield, but we can assume it will be soon.

The suspect was not named. One of his family members found it surprising that anyone would report such a "minor" theft, and they presumably don't think it is such a big deal.

Well from all of us who lost our homes, businesses, and pets, we can only say we are glad for the thief and his family that they didn't lose what we lost. We are glad that they lack our unique perspective that turns small actions -- good AND bad -- into a big deal. We may say this reluctantly and through gritted teeth, but we say it anyway.

Thank you Deputy Higginbottom and all other First Responders.

Read the entire story on the Press Democrat website: <http://www.pressdemocrat.com/news/8157127-181/theft-of-larkfield-pet-rescue?sba=AAS&artslide=2>



Remember this from last month? Someone stole it but a Sonoma County Sheriff's Deputy recovered it.



**SPRING ECONOMIC FORECAST BREAKFAST  
MAY 10 - SONOMA COUNTY EDB**

Attend the Spring Economic Forecast Breakfast hosted by the Sonoma County Economic Development Board to learn about new action plans for Strategic Sonoma, the newly completed five-year strategic plan for our local economy.

It addresses some of our region's most pressing problems around workforce, economic resilience, innovation and entrepreneurship, and economic inclusion for all Sonoma County's residents.

The plan also includes a short-term 6-12 month disaster recovery plan that was developed in the wake of the October 2017 fires as part of the Board of Supervisor's recovery plan.

Registration opens at noon on April 9 on the EDB Events page: <http://sonomaedb.org/Calendar/2018-Spring-Economic-Forecast/>



Keynote Speaker

Dr. Steve Cochrane  
of Moody's Analytics

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, 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

Friday, October 12, 2018  
 37th Ann. Mark West Area Chamber of Commerce **Installation Dinner** 6:00-9:00pm  
 At Charlie's Restaurant at the Windsor Golf Club  
 1320 19th Hole Drive, Windsor

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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## CLOVERLEAF RANCH BOUNDING BACK

Mark West Area Chamber member Cloverleaf Ranch was hard-hit by the October 2017 fires. This longtime fixture of community service and youth advocacy lost much of its vital infrastructure. Generations of kids (and adults!) have benefited from their programs, with many youngsters who participated in Cloverleaf programs growing up to become employees or volunteers at Cloverleaf Ranch themselves. Cloverleaf Ranch becomes part of peoples' lives, with memories of fun and support lasting a lifetime.

Cloverleaf is bounding back. This article contains many of the main points of an "update" email sent out by Cloverleaf Ranch on Monday, March 26, 2018.

Most importantly, Cloverleaf Ranch sends the clear message to all within and outside our area. "We are strong and resilient... when we come together we can do anything. And a special message to our youth... we value you, we are here for you, and your second home isn't going anywhere!"

Contact Cloverleaf Ranch by phone for whatever you may need at their usual phone number: (707) 545-5906. Call them with questions regarding riding lessons, boarding, and summer camp registration. You can also email them at [support@cloverleafranch.com](mailto:support@cloverleafranch.com). They have a new temporary mailing address. Please send any and all correspondence to:

Cloverleaf Ranch, 1007 West College Ave., PO Box 169, Santa Rosa, CA 95401

### Summer Camp Plans - Sign Up Now!

They are all set for camp starting June 10th. Yes, that is correct. Registrations started in September and they receive new registrations every day. They have two Open Houses scheduled where Cloverleaf Families can come out and see the rebuild process and enjoy the facility. These take place April 22nd & May 20th 11am – 3pm,. Please RSVP at 707-545-5906. They anticipate having the zipline open by the May 20 Open House for children and adults to enjoy.

### Riding Lessons

Cloverleaf Ranch trainers are working with their horses to get them ready for lessons; they are very happy to be home. They have some terrific adult riding clinics scheduled to start in about 3 weeks coordinated through Santa Rosa Parks and Recreation, which you can register for at <https://srcity.perfectmind.com/23508/Clients/BookMe4Search>

They've scheduled a CHA clinic for April 13-17, so current or aspiring riding instructors can get certified.

They are currently scheduling private riding lessons. Availability begins in April. Call the office at (707) 545-5906 to schedule!

### Horse Boarding

They anticipate being able to offer their very popular horse boarding stalls starting the beginning of April. Call (707) 545-5906 for information.

Things change, so the tentative dates and schedule presented here may change as well. Check <http://www.cloverleafranch.com/> for updates.

And watch closely! They've already got a new portable kitchen. Additional new buildings are planned. Cloverleaf Ranch has become a home away from home for countless kids, and it will be so for countless more as the years pass and the Ranch rebuilds.



*Before and After. Cloverleaf Ranch lost many buildings including two old and beloved barns. But they are bounding back, rebuilding, and welcoming another generation of Sonoma County kids to what will be their home away from home.*

**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)	

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 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 April 12  
5:30 - 7:30 pm

VINEYARD  
COMMONS, A  
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LIVING COMMUNITY

3585 Round Barn Blvd.  
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THE WINDSOR TIMES

