

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

March 2020
Volume XXXIV Issue 3

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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CORONAVIRUS BUSINESS RESOURCES

The Mark West Area Chamber has attempted to collect here some links to the top news items and resources. Regrettably, there is no way we can provide a single up-to-date list of all resources that are pertinent to Chamber businesses.

STATEWIDE CALIFORNIA STAY-AT-HOME ORDER

On Thursday, March 19, California Governor Gavin Newsom issued a stay at home order to protect the health and well-being of all Californians and to establish consistency across the state in order to slow the spread of COVID-19. Anyone not engaged in activities needed to maintain continuity of operations of the federal critical infrastructure sectors must stay home through at least April 7, with exceptions for certain necessary activities.

Read the order here: <https://covid19.ca.gov/img/N-33-20.pdf>

Read about the California COVID-19/Corona Virus response, get the latest news, and find services and information here: <https://covid19.ca.gov/>

SONOMA COUNTY ECONOMIC DEVELOPMENT BOARD

In partnership with the County of Sonoma and the Department of Health Services, the EDB has compiled a comprehensive list of local, state and government resources and benefits for businesses and employees affected by the emerging situation. Resources include potentially available funding for working capital for small business, public health information links, workforce resources and how to help employees affected by Coronavirus.

Visit <http://sonomaedb.org/Business-Assistance/Business-Assistance-Coronavirus/>

FEDERAL SMALL BUSINESS ADMINISTRATION (SBA)

The U.S. Small Business Administration is offering designated states and territories low-interest federal disaster loans for working capital to small businesses suffering substantial economic injury as a result of the Coronavirus (COVID-19).

Find out more: <https://www.sba.gov/disaster-assistance/coronavirus-covid-19>

INTERNAL REVENUE SERVICE (IRS)

On Friday March 20, President Trump announced that Tax Day will be moved from April 15 to July 15. Visit the IRS website for additional information: <https://www.irs.gov/coronavirus>

CITY OF SANTA ROSA CORONA VIRUS NEWS AND RESOURCES

<https://srcity.org/610/Emergency-Information>

See page 4 of this newsletter for a business resources webinar. We also suggest you sign up for business email alerts provided by your state and local governments.

*March Social
hosted by
Todd Walling Real Estate
Keller Williams Realty
See p3*

UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL

Hosted by

Salon Marcel (Ribbon Cutting)

4795 Old Redwood Hwy, Suite C, Santa Rosa

Thurs. April 9, 2020

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 Tuesday
Of Each Month
1:30 pm - 3:00 pm at
Best Western Plus Wine
Country Inn & Suites
870 Hopper Av. S.R.

PRESIDENT'S MESSAGE

What a strange thing it is to tell all our Chamber members and the Mark West community that we are postponing all our events until the COVID-19 threat is contained. This virus has been and continues to be a surprising and dominating circumstance around the world. As with the swine flu of 2009 and 2010, which was also a worldwide disease, we will survive! The main difference this time is the organized attempt to slow down COVID-19's spread around the world by shutting down the world. Travel is being restricted, schools are closing, businesses are being asked to shut down and events are being cancelled or postponed. We are not used to this or comfortable with this.

We are a world full of people with wants, needs, and bills to pay. Spoiled and desperate at the same time. As consumers, "we want what we want" and we know it costs us money. We work to keep up without spending. A lot of us work in the businesses we buy goods and services from.

As a business owner, this wanting by consumers fills our cash registers with money to pay for our business costs, which includes paying our workers, and hopefully a little left over for profit. So, it works great if it all keeps moving. This virus is causing it to come abruptly to a halt. No money in for a business means no way to pay bills. No paycheck for employees means restricting their purchases, even to the few businesses that are allowed to stay open.

It appears as though we are going to be forced into an economic challenge unfamiliar to most business owners and consumers. How do we deal with this? Well, a government shutdown is out of our control, but we can continue to shop locally at the businesses allowed to stay open, taking all the recommended health precautions when you leave your house. If a shutdown is effective in controlling this virus, then businesses will get back to normal sooner. As a business owner, once we get an all clear, you should see plenty of pent-up consumer spending, especially on items they have been waiting to buy or used up during the shutdown. As a consumer, get back out into your community and spend a little money on the businesses you appreciate.

Our Business Luncheon, scheduled for March 26th, has been postponed. As soon as we get a new date, we will announce it to our members and the public.

Our next Social is scheduled for April 9 from 5:30 to 7:30 PM, at Salon Marcel in the Larkfield Shopping Center. This is a new business and this event will also be a Ribbon Cutting. Please come out and welcome them to our chamber and to our community.

Our 39th annual Chamber Installation Dinner will be held again this year at Charlie's Restaurant at the Windsor Golf Club. Don't miss this very special evening. Fourth District County Supervisor James Gore will be there and so will the newly crowned Miss Sonoma County, Sunny Muscatell.

Stay safe and stay well.

Steve Plamann, President



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MARCH 12 SOCIAL REPORT

Todd Walling Real Estate, Keller Williams Realty, hosted our St. Patty's Day Celebration in a festive way. Cara D'Arpino, the office receptionist/concierge, went all out to provide a party-like atmosphere and put everyone in a great mood. In addition to St. Patrick's Day themed cookies and cupcakes from Molsberry's Market, and homemade lemon-cake, guests were treated to a delicious meal of corned beef, cabbage, and potatoes (prepared by Todd and Cara), and lots of wine and Irish spirits.

In spite of looming community concerns about the impending spread of the Novel Coronavirus (COVID-19), we had a surprisingly large turnout for the event. Needless to say, there were also lots of disinfecting wipes and hand sanitizers at hand. No doubt, it may be awhile before we can party like this again.

To everyone's delight, newly crowned Miss Sonoma County 2020, Sunny Muscatell, attended the social, chatted with attendees, posed for photos, and helped with the prize drawings. This was her first public event since her coronation.

Our host, Todd Walling, has been active in the real estate industry for many years, focusing on Sonoma, Napa and Marin counties. Todd has sold a wide spectrum of homes in a variety of price ranges, and worked with buyers and sellers of luxury real estate, second homes, and first-time buyers, while also serving the needs of investors. Before becoming a real estate agent, Todd built a successful appraisal firm that has been in operation since 2002.

Todd has lived and worked in Larkfield since 2004 and joined the Keller Williams office in 2017. He is happy to be a part of the Mark West Area Chamber of Commerce and is currently serving as a Chamber Ambassador. Todd said that Keller Williams has over 1800 agents and is in 29 countries. They have three market centers and 165 agents here in Sonoma County. His goal is to "Sell you and your friends all the houses I can."

Donors & Winners

The 50/50 drawing winner went home with \$27.00

Our Pot of Gold was for \$240, but no one from Anytime Fitness was in attendance. Therefore, our next Pot of Gold drawing will be for \$260.

M. J. Girard of Girard Realty Enterprises won a Molsberry's Market bag filled with walnuts donated by Bisordi Ranch and Vineyards, LLC.

Leath Khaleck of ARC Private Lending, who won round trip tickets donated by Sonoma County Airport Express Inc.

Tony Gerald of Sonoma County Airport Express Inc., who won a six pack of Corona beer donated by Todd Walling Real Estate, and a bottle of Purell hand sanitizer donated by Best Western Plus Wine Country Inn & Suites.

April's social is scheduled to be hosted by new member, Salon Marcel. This will also be a ribbon cutting for their new business. Although our future events schedule is currently on hold, pending the status of COVID-19's continuing impact on our community, we hope to see you there. Stay well!

Contributed by John Essman, Sonoma CONNECTION



Our hosts at Todd Walling Real Estate, Keller Williams Realty: Cara D'Arpino (office receptionist/concierge) and Todd Walling. They put on a wonderful and appropriately themed party.



Left to right: Tony Gerald (Sonoma County Airport Express, Inc.), Scott Oechslin, Leath Khaleck (ARC Private Lending, in front), Todd Walling (Todd Walling Real Estate, Keller Williams Realty, in back), Sunny Muscatell (Miss Sonoma County 2020), Steve Plamann (Action Rents).



This guy showed up very suddenly, kind of like "poof" and he was there. He ran around a little, and disappeared. Just who he had draped over his shoulders we never found out. Very strange.



Sally Crain (on left), and Laura Buhner of Exchange Bank, Larkfield Branch.

ONLINE SEMINAR: UNDERSTANDING THE CORONAVIRUS GOVERNMENT FINANCIAL RESOURCE OPTIONS FOR YOUR BUSINESS

Sonoma County Tourism, Sonoma County Vintners, and Sonoma County Winegrowers, in partnership with Exchange Bank, are pleased to offer a 45-minute WebEx seminar.

Exchange Bank Small Business Administration (SBA) financial officers will present straightforward information about the newly announced Government's Small Business Administration Disaster Loan Program and other resources for businesses suffering substantial economic injury as a result of the Coronavirus. Learn what the SBA Disaster loan program is, loan qualifications, and the three steps to apply. We will also be answering any anonymous questions you have about your business on this online platform.

This 45-minute online seminar is intended for owners and those who manage the finances within the business who have been affected financially by the Coronavirus. Dates and registration links:

March 24 at 10 a.m.: <https://exchangebank.webex.com/exchangebank/onstage/g.php?MTID=e1cc44ae753e15b0e9dacfea13f99c454>

March 24 at 2 p.m.: <https://exchangebank.webex.com/exchangebank/onstage/g.php?MTID=eac92e9e96189a766ea683913a54e5166>

March 26 at 2 p.m.: <https://exchangebank.webex.com/exchangebank/onstage/g.php?MTID=e02529c06a38cd73b417950753451d4ea>

From an email by Sonoma County Tourism, March 19, 2020. <https://www.sonomacounty.com/>

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At California American Water, we offer tools and tips to help customers conserve water so we can keep life flowing. Visit californiaamwater.com and click on "Conservation" for water-saving information.

CALIFORNIA AMERICAN WATER
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1-888-237-1333
californiaamwater.com

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



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



UPCOMING EVENTS

March 2020

Chamber Business Luncheon

Postponed until further notice

Thursday, April 9, 2020

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

Hosted by **Salon Marcel (Ribbon Cutting)**

4795 Old Redwood Hwy, Suite C, Santa Rosa

Thursday, May 14, 2020

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

Hosted by **Solstice Senior Living at Santa Rosa (Ribbon Cutting)**

3585 Round Barn Blvd., Santa Rosa

Thursday June 11, 2020

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

Hosted by **Bisordi Ranch and Vineyards, LLC**

1350 River Road, Fulton

Thursday July 9, 2020

Chamber 39th Annual Installation Dinner

6:00 - 9:00pm

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

Thursday August 13, 2020

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

Hosted by **Atlas Pavers Co.**

1710 4th Street, Santa Rosa

September 2020

30th Annual Community Faire & Business Showcase

Location, date, and time to be announced



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.

Thursday October 8, 2020

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

Hosted by **Extended Child Care Coalition**

1745 Copperhill Pkwy #5, Santa Rosa

Thursday, November 12, 2020

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

Hosted by **Anytime Fitness**

490 Larkfield Center, Santa Rosa

Wednesday, December 2, 2020

Holiday Tree Lighting - Community Event 6:00pm

Hosted by Mark West Elementary School

4600 Lavell Road, Santa Rosa

Thursday, December 10, 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

SCHEDULE SUBJECT TO CHANGE DUE TO PUBLIC HEALTH EMERGENCY

The times, dates, and locations of all Mark West Area Chamber events are subject to change, depending upon governmental guidelines around the COVID-19/Corona Virus health crisis. For the latest event information, check the Chamber website at <http://www.markwest.org/>



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BUSINESS SPOTLIGHT SURVIVAL CPR & FIRST AID – LIFESAVING LESSONS

When a medical emergency happens and first responders arrive to save a life, they are expected to have proper training. If they do not, their efforts can make the situation far worse. This training and successful lifesaving is expected of first responders, but what about for people such as babysitters or teachers? Survival CPR & First Aid believes that anyone who is entrusted with the safety of others should know how to react, both technically and legally, in the event of a life-threatening emergency.

Eric Thomson founded Survival CPR & First Aid in 2015, in response to a need for quality training in

first aid and other emergency care. After 30 years as a first responder himself, Eric had witnessed firsthand that there was a sort of fear regarding the laws and regulations surrounding the role of first responder. Eric knew the importance of earning certifications, and set out to provide a service that would enable future generations of first responders to do their jobs with confidence.

To respond to the worries about the various laws that govern first responders, the 20 instructors at Survival CPR & First Aid make sure that they are always up-to-date on any changes that may occur. Alongside this knowledge, the instructors are also versed on the proper responses to many of the different situations that can happen in an emergency. Lessons are offered in CPR, AED use, ACLS, BLS, trauma response, and First Aid. Same-day certification is possible through the company's efficient classes, held either at the company's office in Windsor, or at the client's location. Another offer is AED sales: the company can install AEDs at businesses to protect employees and customers, while also being free from civil liability via the offered AED compliance program. Survival CPR & First Aid is also contracted with several police departments, schools, and other organizations, ensuring that their employees are well-trained. The efforts of Eric and his team have even extended to those from outside the county, and even those outside the state of California: During the Tubbs fire of 2017, Survival CPR & First Aid was able to train out-of-state emergency personnel and get them the California certifications they needed to do their job and save lives.

Not long after the company's founding, Eric joined the Mark West Area Chamber of Commerce, and he has both attended and hosted Chamber events, including the ribbon-cutting ceremony for the new Survival CPR & First Aid office in Windsor, which opened at the start of 2020.

All in all, Survival CPR & First Aid has been dedicated to providing Sonoma County (and beyond), with a vital service. The next time you hear about a life that is saved by first responders, training centers like Survival CPR & First Aid could be the reason they were ready. To the Mark West Area Chamber of Commerce, Eric says: "I appreciate the support and opportunity to be part of a business group. Steve and the board are doing a great job, and made me feel welcome as a business owner."

Contributed by Johnathan Williams, Freelance Writer



Eric Thomson of Survival CPR & First Aid (left of center, with big scissors) cuts the ceremonial ribbon for the opening of the firm's new Windsor office during the February 13 Business After Hours Social and Ribbon Cutting. Eric is surrounded by Members of the Mark West Area Chamber, the Windsor Chamber, and his staff. Congratulations Eric and company!

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
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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 online newsletter.
 You supply the flyer - We do the work!*

CHAMBER MEMBERSHIP DUES

Standard Dues - *Effective January 1, 2020*

\$149.00	Business (1-5 Personnel)	Non-profits get a 10% discount off Basic pricing
\$229.00	Business (6-10 Personnel)	
\$299.00	Business (11+ Personnel)	
\$749.00	Corporate Sponsor	
\$2499.00	Platinum Sponsor	
\$ 99.00	Individual (no business affiliation)	

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4787 Old Redwood Hwy, Suite 101
Santa Rosa, CA 95403

AFTER HOURS BUSINESS SOCIAL

Thursday April 9
5:30 - 7:30 pm

SALON MARCEL (RIBBON CUTTING)

4795 Old Redwood Hwy,
Suite C, Santa Rosa

Schedule subject to
change. Check the
Chamber website for
updates:

[http://markwest.org/
calendar/](http://markwest.org/calendar/)

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