

# 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

707-578-7975  
office@markwest.org

**The Lark**

May 2017  
Volume XXXI Issue 5

## SONOMA COUNTY TOURISTS SPEND ALMOST \$2 BILLION IN 2016

Reprinted from the Northbay Business Journal website, May 4, 2017

Travel spending in Sonoma County was \$1.93 billion for 2016, growing by 5,7 percent over 2015, according to figures released Thursday from Visit California, the state's tourism agency.

Travel spending in the county in 2015 was \$1.82 billion.

"Tourism is an important economic driver for Sonoma County," stated Ken Fischang, president and CEO of Sonoma County Tourism, the marketing organization for the county, in the announcement. "We are very pleased that we continue to show a return on our investment in tourism marketing, which translates to local jobs and government revenue."

There has also been a 5.3 percent increase in government revenue from tourism in the form of local and state taxes, bringing in \$158.4 million. That money is used locally for regional parks, public safety, economic development, agricultural promotion, and arts and cultural festivals as well as general funds for cities and the county, according to the tourism impact report.

The report also states each household in Sonoma County would pay an additional \$820 a year in taxes to make up for the tax revenue attributed to tourism.

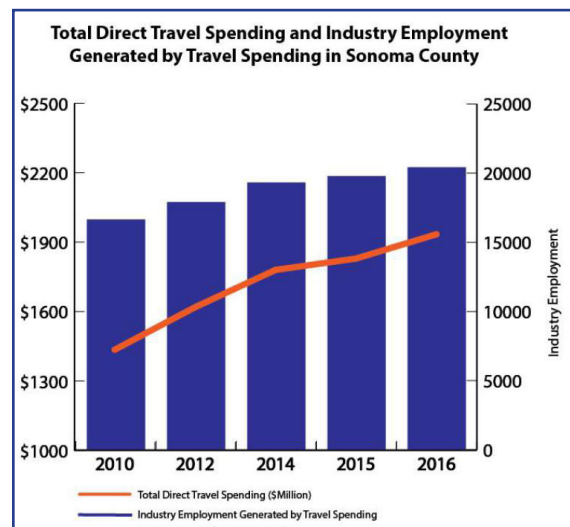
The total number of jobs in the tourism economy also grew by 3.1 percent, with 20,410 jobs now in the tourism sector locally. That equates to more than one in 10 private employer jobs in Sonoma County.

Hospitality jobs are varied in Sonoma County, with tour guides, restaurateurs and brewery tasting room staff just as likely to interact with a visitor as a hotel front desk clerk. And this doesn't include the supporting businesses needed for the industry like commercial laundries, farmers, and all types of business services.

According the Sonoma County Economic Development Board's annual tourism report, 91 percent of Sonoma County tourism businesses are locally owned and 82 percent are small businesses, employing fewer than 24 employees.

Read the article on the Northbay Business Journal website:

<http://www.northbaybusinessjournal.com/home/6958797-181/sonoma-tourists-spend-almost-2b?artslide=0>



May Social hosted by  
Vineyard Commons  
See p3

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

Hosted by

**Mark West Lodge**

2520 Mark West Springs Road, Santa Rosa

Thursday June 8, 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:

May brings Mother's Day, Memorial Day and flowers. We bring flowers on Mother's Day and Memorial Day. I guess that works out pretty well, long time passing.

May also brings the official start of the lawn and gardening season, and this is good for our economy. Many products are sold; everything from seeds to trees, and many landscapers and homeowners are out repairing the mess a rainy winter leaves behind. Here in Sonoma County a front yard can have grass, fake grass, dry weather plants, grape vines, fruit trees or gardens. It is good to touch the soil and watch things grow, especially veggies and fruit. If you can't grow fresh garden vegetables or fruits, this area has many outstanding farmers' markets, all stocked full of locally grown food. Shopping local keeps your dollars in our area and helps provide jobs for your neighbors. Please continue to shop local whenever you can.

What a beautiful event and evening we had at our May Social hosted by Vineyard Commons in Santa Rosa. Karin Berry provided us with a wonderful opportunity to have fun, win prizes and network with the forty or more attendees. Vineyard Commons is a retirement community with many amenities.

Our next Social will be on Thursday June 8th, hosted by the Mark West Lodge. This is a beautiful and historic 2,500-square-foot lodge on Mark West Springs Road. Their ancient grapevines have grown to spectacular proportions. They are believed to be more than 150 years old and a hardy, disease-resistant Mission variety native to Mexico. The lodge has been a destination for visitors and diners for all those years.

A reminder that our yearly Installation Dinner will be held again at Charlie's Grill in Windsor on July 28th. Fourth District County Supervisor James Gore will be our guest speaker. The starting time is around 6:00 pm. Get your tickets early at [www.markwest.org](http://www.markwest.org). We will also be entertained by Miss Sonoma County and Miss Sonoma County's Outstanding Teen. This is a once a year event that you shouldn't miss.

The guest speaker at our next Chamber Luncheon will be State Senator Mike McGuire. The event will be on August 2nd at 11:30 am, and held at and sponsored by the Best Western Plus Wine Country Inn & Suites in Santa Rosa. A lunch from Molsberry's Market will be served. You can sign up and pay for your ticket on our website at [www.markwest.org](http://www.markwest.org). Seating will be limited so sign up early.

Don't forget to get sign up early for your booth and save on the cost for our yearly trade show extravaganza. The Mark West Area Chamber's Wine Country Harvest Faire and Business Showcase is the best trade show in the county, with 400 attendees, seventy display booths, food, wine and beer. We really know how to throw a party. You can participate in our huge silent auction and our grand prize raffle drawing worth \$200. It will be held at the Luther Burbank Center for the Arts in the entire lobby. The date is October 24th from 4:00 pm to 7:00 pm. This will be our 28th annual trade show.

Please support your fellow chamber members by using the Chamber Directory to find what you are shopping for.

Steve Plamann, President



Serving Sonoma County Since 1959

Family Owned and Operated

*We offer more to our shoppers.*

*Stop by our Gourmet Cheese Counter and  
Sample Imported and Domestic Cheese*

**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

**MAY 11 SOCIAL SPONSORED BY VINEYARD COMMONS**

Our May Business After Hours Social was hosted by Vineyard Commons, the senior living community on Round Barn Boulevard that provides seniors a safe, carefree, all-inclusive retirement lifestyle. Karin Berry of the Sales and Marketing Department was our host. Karin was quick to point out the delicious hors d'oeuvres prepared by their on-site kitchen staff. The food at Vineyard Commons is one of the many great attractions, made by their chef from healthy, fresh ingredients.

Vineyard Commons offers a wide range of living options, including independent living and age-in-place. They occasionally have people in hospice care, living out their final days in a comfortable, friendly, and supportive environment. Vineyard Commons offers an adaptive environment that suits the constantly changing nature of their residents' health and situation. There are regularly 25 to 40 caregivers in the building at any given time.

We also welcomed Dave Coluzzi of Carlton Senior Living. Carlton is a new Chamber member and Corporate Sponsor, and will be building a new senior community and memory care center on Old Redwood Highway, a stone's throw from Larkfield Center. Carlton is based in Concord, California, and has approximately 11 locations throughout the South Bay and East Bay. Welcome Carlton, and thank you!

**Donors & Winners**

The pot of gold was \$340 and the winning business was not present. So next month it will be \$360. Remember, you must be present to win so come on out!

The 50/50 drawing was won by Shawna DeGrange of Cloverleaf Ranch, our host for this July's social.

For the raffle, Cloverleaf Ranch donated a bottle of barbeque sauce, which was won by Roger Olson representing Fishman Supply of Petaluma. Sally Crain, Broker @ Century 21 Alliance, won two tickets to the 69th Mother's Day Pancake Breakfast on May 14, sponsored by the Rincon Valley Firefighters' Association. And our hosts at Vineyard Commons donated two gift baskets crammed with chocolate, wine and other goodies. Our Chamber President, Steve Plamann of Aaction Rents, won one of them, and the other was won by Carrie of Blu Homes, a guest of one of our members.

Please join us for our next month's Social on June 8, to be hosted by Mark West Lodge, 2520 Mark West Springs Rd., Santa Rosa. Come out and enjoy networking and refreshments. You are always welcome to bring a guest interested in joining our Chamber, or just bring a friend.

*Contributed by Peter Loughlin, Loughlin Marketing*



*Vineyard Commons is full of wide, bright spaces and comfortable spots for relaxation. We met in a room that opened onto a patio and lawn, and with the doors open it was almost like sitting outside. Very pleasant.*



*Our host Karin Berry (center) with one of her staff (left) and a guest.*



*President Steve Plamann of Aaction Rents with the winner of the 50/50 drawing, Shawna DeGrange of Cloverleaf Ranch. Cloverleaf Ranch will be hosting the July Social.*



*At right, Dave Coluzzi of Carlton Senior Living explains the facility they plan to build adjacent to the Larkfield Center shopping center. Carlton just became a Corporate Sponsor of the Mark West Area Chamber of Commerce. Thank you Carlton Senior Living!*

## **NORTH BAY UNEMPLOYMENT DROPS IN APRIL, AND JOB GROWTH SLOWS**

Adapted from the Northbay Business Journal website, May 19, 2017

Unemployment rates across the North Bay continued to fall during April, some to new historic lows, according to state figures released Friday.

All six counties lost several 10ths of a percentage point, including Marin, which dropped below 3 percent, according to preliminary estimates from the Employment Development Department. Sonoma County's rate was the lowest in 16 years, and Marin's the lowest since December 2000. Rates for all the region's counties remained well below where they were a year before.

As the unemployed proportion of the workforce dips to such low levels, job growth is decelerating to a crawl. Total employment in Sonoma County increased by only 500 over the past 12 months, or 0.2 percent (0.6 percent for nonfarm jobs). That's the slowest annual job growth for April in five years. In Marin, total annual job growth was 800 positions, or 1.1 percent, which is a two-year low.

Industry gains across the board included jobs in government, with Sonoma gaining 900, Marin gaining 500, Solano up 400, and Napa gaining 300.

### **Hospitality Slows; Health Care Grows**

After months of year-over-year growth, leisure and hospitality industry hiring mostly leveled out in the state figures. That's except for Solano, which had 600 new jobs, and Mendocino, with 100 more.

Solano is also seeing continued growth in education and health services industry, with 1,100 new jobs, followed closely by Sonoma with 1,000, and 300 in Marin, and Napa.

Industry losses for the year varied by county. Aside from manufacturing, Sonoma lost 500 jobs in retail-dominated trade, transportation and utilities. Solano lost 500 in professional and business services, and Marin lost 300 in leisure and hospitality, after having a 600-position net annual gain in March.

### **Sonoma County**

The unemployment rate in the Sonoma County was 3.2 percent last month, down from a revised 3.6 percent in March and below the year-before estimate of 3.9 percent.

This compares with an unadjusted unemployment rate of 4.5 percent for California and 4.1 percent for the nation during the same period.

The county maintains the fifth-lowest jobless rate in the state, preceded by these counties: Santa Clara, San Francisco and Marin tied for second, and San Mateo.

The number of Sonoma nonfarm jobs was 202,500, up 1,200 for the year. Farming employment was 5,600, down 700 for the year.

Leading job-adding industries over the year were professional and business services, up 1,300, or 6.3 percent, to 22,000; educational and health services, up 1,000, or 3 percent, to 34,100; construction, up 500, or 4.1 percent, at 12,700; and government, up 900, or 2.8 percent, to 33,600.

Job-losing sectors over the year were manufacturing, which includes winemaking, down 2,000, to 20,300; trade, transportation and utilities down 500, to 36,000; and financial activities, down 300, to 8,200.

Read the full article on the Northbay Business Journal website:

<http://www.northbaybusinessjournal.com/northbay/sonomacounty/7007821-181/sonoma-napa-marin-solano-mendocino-lake-employment?artslide=0>

## UPCOMING BUSINESS SOCIALS

Thursday, June 8, 2017  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by **Mark West Lodge**  
 2520 Mark West Springs Rd., Santa Rosa

Wednesday, June 28, 2017  
**Larkfield/Wikiup Town Hall Meeting**  
 5:30-7:30pm  
 Riebli School multi-purpose room  
 315 Mark West Springs Road

Thursday, July 13, 2017  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by **Cloverleaf Ranch**  
 3892 Old Redwood Hwy., Santa Rosa

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

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

## LARKFIELD/WIKIUP TOWN HALL MEETING

Put this on your calendar for sure. Supervisor James Gore's Town Hall Meeting is set for Wednesday, June 28. It will be held at the Riebli School multi-purpose room, 315 Mark West Springs Road.

This will not be your everyday town hall meeting. Beginning at 5:30 pm, there will be tables set up outside the room with representatives from various county departments, ready to talk with you and answer your questions. Some will have handouts. Kinda like a county expo, if you will.

At 6:00, everyone will gather inside for the meeting. Gore's plan is to have it be as interactive as possible. He will be encouraging public input and feedback.

*Contributed by Aggie Maggio, Realtor @ Coldwell Banker*



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/>

## VOLUNTEERS NEEDED FOR ECONOMIC STRATEGY ADVISORY GROUP

The Sonoma County Economic Advisory Board is currently seeking volunteers to serve on a 20-member, limited-term Advisory Group, which will help shape a five-year economic strategy for Sonoma County. Members of this group would work with County staff and consultants to prioritize actions and identify opportunities for Sonoma County's continued economic strength in four areas identified in the Sonoma-Mendocino Economic Development Strategy (CEDS):

- 1) Human Capital (Workforce)
- 2) Economic Diversification (Resilience)
- 3) Innovation and Entrepreneurship
- 4) Inclusive Economic Development.

Read some background information about the Sonoma-Mendocino Economic Development Strategy (CEDS).

### Volunteers Needed

The EDB seeks to assemble a group that represents an accurate cross-section of Sonoma County's diversity in ages, backgrounds and sectors. It is anticipated that the commitment would require attendance at four meetings spread over six months, with an estimated time commitment of 16 hours.

All interested parties are asked to submit an application before June 16th.

Download an application here.

## CALIFORNIA HOSPITAL ASSOCIATION CEO TO SPEAK IN SANTA ROSA

Reprinted from the Northbay Business Journal Website, May 15, 2017

The president and CEO of the California Hospital Association is set to be the keynote speaker July 28 at North Bay Business Journal's 2017 Health Care Conference.

C. Duane Dauner has led one of the country's largest state health care associations since 1985.

"The health care landscape is changing rapidly and significantly by the day," said Business Journal Publisher Brad Bollinger. "There are few people more tuned in to the changes than the CHA's Duane Dauner. We are very lucky to have him."

In California, CHA represents the interests of the state's hospitals and health systems with the legislature, administration and regulatory agencies. Established as a not-for-profit corporation, CHA's three corporate members are the Hospital Council of Northern and Central California, Hospital Association of Southern California (HASC) and Hospital Association of San Diego and Imperial Counties (HASD&IC). The association represents more than 400 hospitals and health care systems.

Read the full article on the Northbay Business Journal Website:

<http://www.northbaybusinessjournal.com/events/6980560-181/hospital-health-care-conference>



**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)

Web Site Design • Search Engine Optimization  
Digital Photography • Photoshop • Graphic Design

[www.sonomaconnection.com](http://www.sonomaconnection.com)

*Serving the Wine Country Since 1979*

- Project Planning
- Civil Engineering
- Land Surveying
- Wastewater Specialists



**LESCURE**  
ENGINEERS, INC.  
(707) 575-3427

[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>

**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

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

**DIRECTORS**

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

Tony Gerdaldi 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

**California American Water offers  
 free rebates, home water surveys  
 and more.**

**Give us a call at (707) 542-1717 or  
 email us at [Larkfield@amwater.com](mailto:Larkfield@amwater.com).**



# Mark West Area Chamber of Commerce and VISITORS CENTER



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

## AFTER HOURS BUSINESS SOCIAL

Thursday  
June 8, 2017  
5:30 - 7:30 pm

**MARK WEST LODGE**  
2520 Mark West Springs  
Road,  
Santa Rosa

**BRINGING BUSINESS & THE COMMUNITY TOGETHER!**

*Thank You To Our Corporate and Media Sponsors!*

THE WINDSOR TIMES



Sonoma  
CONNECTION



Wine Country  
Inn & Suites  
PLUS Santa Rosa, CA

