

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

Nov/Dec 2019
Volume XXXIII Issue 10

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

BLOODY BUT UNBOWED

Well, I'm willing to admit it. I don't believe in the Loch Ness Monster anymore. I'm beginning to doubt that Bigfoot exists. Aliens are too far away, if they exist at all. But I'm not willing to give up Santa Claus. Because "giving" is the greatest gift and Christmas and good old Santa are all about giving.

So, what do we have to give now to help our community feel safe?

We have had three unbelievable devastating wildfires in Northern California the last three autumns. Two affected our neighborhoods. I don't want to believe in that. I want to pretend it never happened, but I can't. I am reminded of that fact every day.

I investigated and photographed the destruction by fire of two pieces of rental equipment owned by the company I work for. I was allowed into areas of our county that suffered extensive fire damage. I could not find the other three pieces I needed to photograph, as they were buried beneath a burnt and collapsed metal building. Yes, these wildfires melt metal. I saw landscapes and views of where I live that I don't want to remember. While searching for our rental equipment I was following the path of a fire that came within a mile of destroying my home and my town. I took no other photos, although I was high above the valley floor. I didn't take photos of the scenes I saw because I didn't want to preserve that memory. I saw the destroyed lives of many people and the charred ruins of a previously scenic area. For those few moments, I saw hell.

I do not want to believe that climate change is real, but I have experienced it and I know the difference between one year and the next. Yes, the climate has changed before. It took 110,000 years for the last ice age to happen and return us to normal. My weather is changing drastically in four years.

We got sucker punched on the first two fires, but we came back - we are resilient and we are determined to make this place we call home safe. This time we were more than prepared. We have worked relentlessly for two years to be prepared. Our fire districts, county supervisors, our state government, and many experts in the field, all came together and developed a plan and that plan was executed to perfection and we were victorious! Our firefighters became heroes! We were saved, and maybe we can feel safe. There is no crystal ball, but I will bet on us, because we are not pushovers.



Equipment owned by Aaction Rents, burned at a jobsite during the Kincadee fire. Are we damaged? Yes. Are we defeated? Not even close.

Continued on page 10

*October Social hosted by
Charles M. Schulz-Sonoma
County Airport
See p3*

UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL

Hosted by

Larkfield Exchange Bank & Molsberry's Market
500 Larkfield Center, Santa Rosa

Thurs. Dec. 12, 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

WOW, the 2019 Community Faire and Business Showcase was a huge success. We had nearly 70 exhibitor booths, a ton off free food and all types of beverages, a dunk tank and a jumpy for the kids. All the booths were well displayed and many were for community service information. We had a big crowd of 850 guests, auctioned off some great gifts at very low prices, and gave away three \$200 grand raffle prizes. What a fantastic community-minded event and one that I enjoy and look forward to every year.



A big crowd at the 2019 Community Faire and Business Showcase, September 26. CAKE WALK

We had a really informative and special Social in October. It was held at the Charles M. Schulz-Sonoma County Airport. Jon Stout, the Airport Manager, gave us a very interesting look at the future of our airport. It was a great opportunity to meet and mix with other Chamber members. We were served fantastic food and drink.

Our November Social was at Anytime Fitness in Larkfield Center. We had a very big crowd in their new and much larger state-of-the-art exercise, health, and training center just around the corner from their old location. The food and drink was great and we had many opportunities to network with others. Brett Livingstone and his staff did an excellent job as they hosted this very fun event.

The Holiday Season is just around the corner and the Mark West Area Chamber will be bringing you another family-oriented event on December 4th at Mark West Elementary School at 4600 Lavell Rd. in Santa Rosa. We will present our yearly Christmas tree lighting ceremony with Mr. and Mrs. Claus. Refreshments will be offered and a Mark West School District children's choir will perform Christmas songs. It begins at 5:00pm and goes until 7:00pm. Everyone in the Mark West Area is welcome to attend. Please come and bring your children.

Our yearly Holiday Party and December Social will be at Exchange Bank, in the Larkfield Shopping Center. It is co-sponsored by Molsberry Markets, Inc. Join us on December 12th from 5:30 to 7:30 PM. Laura Buhner, Vice President & Branch Manager of Exchange Bank, and the Molsberry family of Molsberry Markets, Inc. will be our hosts and this is a must attend event. It is always a very fun evening.

As we all head into the Holiday Season please support your local businesses by shopping locally. This busy time of year is truly the best time to show your support to the local merchants who are there for you all year long. The convenience of not having to travel all over the area saves time and money and also impacts our environment less. There is also the personal side of buying things from people you

know and who share in the desire to keep our community strong. These are the merchants who also provide local jobs for many people you may know. After all, local businesses are the largest employer in the nation. The more business they do the more local people they will hire. And your sales tax dollars collected by the local merchants go right back into our community to benefit us all.

Have a happy and safe Holiday Season.

Steve Plamann, President



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We offer more to our shoppers.

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

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OCTOBER 17 SOCIAL REPORT

October's social was hosted by Jon Stout, Manager of the Charles M. Schulz-Sonoma County Airport. We met in the airport's administration offices.

Jon had a lot to share with us. As is often the case, there was too much great information for this article. I encourage members to come to meetings and learn about fellow members and their businesses.

Jon went over some of the changes and additions to the flights in and out of the Charles M. Schulz – Sonoma County Airport (STS). Now you can fly local and enjoy nonstop flights on Alaska Airlines to Los Angeles (LAX), Orange County (SNA), San Diego (SAN), Portland (PDX), and Seattle (SEA); American Airlines to Phoenix (PHX), Los Angeles (LAX), and Dallas (DFW); United Airlines to Denver (DEN) and San Francisco (SFO); and seasonal flights on Sun Country Airlines to Las Vegas (LAS) and Minneapolis (MSP). All Airlines offer a wide-range of connecting flights to destinations in the continental United States, Mexico, and beyond. For less stress, fly STS!

Jenny Chamberlain, District 4 Director, was a welcome guest. She told us that 39 counties were without power during the power outage from October 9-12. PG&E set up resource centers in 22 of those counties. She said that Supervisor Gore and others are pressuring PG&E to make changes for improvement.

Jenny also shared that the second anniversary gathering of the Tubbs Fire was a huge success. There were about 600 people there. It was a joint venture of all the Santa Rosa neighborhoods that were affected by the fire. They are all going through the journey together with a theme of "Two Years Stronger Together."

Paul Peck of Pacifica Senior Living announced that they have broken ground on their 90-unit assisted living and memory care facility over by Kohl's on Airway Drive.

Donors & Winners

The Pot of Gold was \$140 and no one was present to win it from either a first or second pick. They were Bisordi Ranch and Vineyards LLC, and PolicyNow Insurance Services. Next month the pot will be \$160.00. Johnathan Williams will write an article about Charles M. Schulz – Sonoma County Airport (STS) for the Lark. That's another great potential reward for hosting a social - when there is no Pot of Gold winner, the host gets an article in The Lark!

The 50/50 drawing was \$50, and was won by Tim Campbell of Friendly Feed and Supply.

Winners of the business card drawings were John Essman of Sonoma CONNECTION and Bill Boyle of State Farm Insurance. John won tickets for Sonoma County Airport Express and Bill won a large gift basket donated by our hosts at the airport.

Contributed by Aggie Maggio, Realtor @ Coldwell Banker



Left to right: Tim Campbell (Friendly Feed & Supply), Jon Stout (Manager of the Charles M. Schulz-Sonoma County Airport, and our host for the evening), and Steve Plamann (Aaction Rents).



Left to right: Steve Plamann (Aaction Rents), Bill Boyle (State Farm Insurance), and Jon Stout (Charles M. Schulz-Sonoma County Airport).



Members of Jon Stout's staff were there to welcome us as well. Left to right are Adam Borovkoff, Gina Stocker, and Omar Daaboul.



Left to right: Jenny Chamberlain (District Director, office of 4th District Supervisor James Gore), Aggie Maggio (Realtor @ Coldwell Banker), and our new Ambassador Tracey Reese Brown (Outdoor Living Designs).

SONOMA COUNTY AIRPORT OFFICIALS OPTIMISTIC ABOUT ADDING FLIGHTS NEXT SPRING

Adapted from a story by Kevin Fixler on the North Bay Business Journal website, October 14, 2019

Riding strong commercial flight sales, Sonoma County airport expects to see expanded service to three international hubs starting next spring.

Alaska Airlines, which operates nine nonstop flights daily from Santa Rosa to five West Coast cities during summer peaks, will add a second daily trip to San Diego International Airport starting March 19. The year-round Southern California route is the airline's busiest from Charles M. Schulz-Sonoma County Airport, leading the Seattle airline to commit to its 10th flight next spring.

Not to be outdone, American Airlines, which began offering direct seasonal service to Dallas-Fort Worth International Airport in June, has signaled it will transition the route to a year-round service after the flight returns in the spring. That flight, which has logged average passenger capacities at better than 80% through September, is set to end Jan. 6 before returning on a more permanent basis on April 7. And there's a possible second daily flight from here to American's headquarters in the future.

United Airlines, which began nonstop service to Denver International Airport in March, also has indicated its 91% average passenger capacities through August aboard its 50-seat jet may lead the Chicago airline to shift to a 76-seat plane this spring. Alaska and American each already operate flights on the larger aircraft.

American and United's plans remain tentative, airport manager Jon Stout said. But local airport officials expect to firm up airlines' 2020 commitments around Thanksgiving.

Already this year, the regional airport saw more than 362,000 passengers through September — about an 8.5% increase from this time last year. Those numbers put Sonoma County on pace to surpass last year's record count of 440,000 passengers by another 40,000, Stout said.

Read the entire story on the North Bay Business Journal website at <https://www.northbaybusinessjournal.com/home/a1/10174486-181/story.html>

CALIFORNIA BALLOT BID SEEKS TO REMOVE PROP. 13 COMMERCIAL PROPERTY TAX CAP TO FUND SCHOOLS, HOSPITALS, GOVERNMENT

Adapted from a story by Jeff Quackenbush on the North Bay Business Journal website, November 26, 2019

California voters may soon get another chance to decide whether many commercial properties and operations should continue to be protected from the property-tax impacts of a hot real estate market.

Supporters of the measure say reform of 4-decade-old Proposition 13 allows for better funding of local schools, colleges, health care facilities and local government, and for converting long-held real estate into housing.

Opponents say the change will mean higher prices for consumers as owners pass tax increases on to tenants — a provision of many commercial property lease contracts — and in fewer hires as businesses compensate for those higher costs.

In mid-October, California Secretary of State Alex Padilla cleared the supporters of the initiative to start collecting the almost 1 million signatures needed by April 14 to qualify the measure for the November 2020 ballot.

"Our goal is 1.6 million signatures," said Alex Stack, communications director for Schools and Communities First, a Los Angeles-based organization that's the largest California campaign committee backers of the campaign. It had raised \$7.6 million in 2018 when it launched and through September of this year, the latest state data available. That was before a Nov. 2 launch of a statewide petition drive.

It's the latest attempt to change 41-year-old Proposition 13, which limits property-tax increases. Sixty-five percent of California voters approved Proposition 13 in 1978. It capped property taxes at 1% of assessed value as of the last change in ownership or new construction, and annual increases in the tax were limited to 2%.

Read the entire story on the North Bay Business Journal website at <https://www.northbaybusinessjournal.com/industrynews/realestate/10311612-181/california-prop-13-commercial-real-estate-property-tax>

NOVEMBER 15 SOCIAL REPORT

It's hard to believe it's been a year since we trekked across the back of Larkfield Center to view the progress for the new location of Anytime Fitness. This year, we had our social in the beautiful new facility.

Brett Livingstone was very happy to welcome us and to share some of their progress. This was his 11th time hosting. Though he has other locations, which we have visited in the past, he feels like this one brings him back to the heart of Larkfield. It's been nine years since he opened the first club. It has its own culture due to so many members belonging since the beginning. This location has the longest tenure of members of any of his facilities. Though there was an adjustment period, the culture survived and is thriving. This year they opened another location in Orinda and they'll open another in Pacifica in three months.

Brett introduced his staff and praised them for their qualities and dedication. He is also indebted to the Chamber for bringing unity to the community.

Announcements

Our President, Steve Plamann (Aaction Rents) told us about the presentation given to the board by Amy Lyle. She talked about the 20-year plan for business. Steve suggested that it could be a good topic for a luncheon.

That inspired Pete Lescure (Lescure Engineers) to discuss the Specific Plan for Mark West. This is a nascent project by the Mark West Citizens Advisory Council.

Both the Mark West Area Chamber and the Advisory Council are avenues for community input. Stay tuned and go to meetings if you want to have a say in the future of this community.

Donors & Winners

The Pot of Gold was \$160 and no one was present from either a first or second pick to win it. They were the Fountain Grove Club and Harmony Ag Supply. As a result, Johnathan Williams will write an article about Anytime Fitness for the Lark; this is another great potential reward for hosting a social. Next month the Pot of Gold will be \$180.00.

The 50/50 drawing was \$45, won by Brian Molsberry, Molsberry Markets, Inc.

Aggie Maggio, Realtor with Coldwell Banker and co-owner of A.M. Maggio & Associates, won a certificate to a free month of membership to Anytime Fitness, including a free month team + Training and Free training Consultation.

Ignacio "Nacho" Jacinto from Aaction Rents won a bottle of Screwball Peanut Butter Whiskey, donated by KG Phillips of Key Properties. That prompted Steve Plamann to tell a fun story. You have to attend the meetings to hear these.

Contributed by Aggie Maggio, Realtor @ Coldwell Banker



Host Brett Livingstone (center, in blue shirt) of Anytime Fitness with some of his training staff. Brett credits much of his business success to the quality people who take care of his clients.



Steve Plamann, Aaction Rents (left) with Laura Buhrer, Exchange Bank Larkfield Branch.



Brian Molsberry (Molsberry Markets, Inc.) with Debbie Williams.



Left to right: Steve Plamann (Aaction Rents), Aggie Maggio (Realtor @ Coldwell Banker), Brett Livingstone (Anytime Fitness). Aggie was the big winner for the evening, going home with a one-month membership to Anytime Fitness.

INSTALLATION DINNER REPORT

On the evening of October 25, 2019, the Mark West Area Chamber of Commerce and Visitors Center gathered for its 38th annual Installation Dinner. Chamber officers for 2020 were sworn in, and a good time was had by all.

Our special guest speaker was Deva Marie Proto, Sonoma County Clerk-Recorder-Assessor-Registrar of Voters. She made a presentation about managing the upcoming election and also presided over the swearing-in of our officers. We also had on hand Rhiannon Jones, Miss Sonoma County 2019. Her presentation covered the Miss Sonoma County pageant and its impact on her life.



Left to Right: Rhiannon Jones (Miss Sonoma County 2019), our speaker for the evening Deva Marie Proto (Sonoma County Clerk-Recorder-Assessor-Registrar of Voters), Ms. Proto's husband Mark, and Anthony Geraldini (Sonoma County Airport Express).



Annual award winners included John Essman (Sonoma CONNECTION), Volunteer of the Year; Beth Henry, Board Member of the Year; Member of the Year, Accent Printing & Design Inc. And thank you to everyone who made the 2018-2019 year such a success for the Chamber!

At left: Congratulations to Willie Lamberson (Lamberson Tile), the Chamber's 2019 Spirit of Sonoma Award nominee. He's in the center of this photo, along with his wife Mila and Steve Plamann of Aaction Rents.

NORTH BAY BUSINESSES JOIN ONLINE TREND WITH CYBER MONDAY DEALS

Adapted from a story by Martin Espinoza on the North Bay Business Journal website, December 2, 2019

Geoffrey Smith, who co-owns the bike shop Bike Partners in Railroad Square with his wife, Camille Armstrong, said he knows the future of American retail lies online, and the only way to compete with the likes of Amazon is to have a strong e-commerce presence.

"The way I see it, the future is going to be where you just put everything you sell online," said Smith, whose shop specializes in unique folding bikes for commuters and travelers.

The trend toward online retail is most apparent during the busy holiday shopping season. And this year, more than half of U.S. consumers said they will do the majority of their shopping online this holiday season.

Read the entire story on the North Bay Business Journal website at <https://www.northbaybusinessjournal.com/industrynews/retail/10405752-181/local-retail-cyber-monday-ecommerce>

CALIFORNIA GOVERNOR SIGNS 18 BILLS EASING RESTRICTIONS ON HIGHER-DENSITY HOUSING, 'GRANNY UNITS'

Adapted from a story by Liam Dillon on the North Bay Business Journal website, October 11, 2019

Over the past four years, a suite of proposals has quietly chipped away at zoning only for single-family homes, attracting comparably little blowback.

Lawmakers have made it easier for homeowners to convert garages into residential space and build small freestanding homes, in their backyards. And on October 9, Gov. Gavin Newsom signed multiple bills into law that aim to spur construction, including legislation that will allow property owners to build a backyard home of at least 800-square-feet as well as convert a garage, office or spare room into a third living space.

Read the entire story on the North Bay Business Journal website at <https://www.northbaybusinessjournal.com/industrynews/law/10163222-181/california-housing-construction-regulation>

ANNUAL HOLIDAY TREE LIGHTING

The holidays are here and in Mark West that means it's time for the annual Tree Lighting! This fun family event took place on Wednesday December 4, in the Mark West Elementary School auditorium. Usually the hardy folk of Mark West and Larkfield area don't bat an eyelash at cold or rainy weather for the Tree Lighting, but we can probably all agree that moving it indoors was a welcome change.

Thank you Santa and Mrs. Claus!

We'd like to express our appreciation to Santa Claus for coming out during what folks say is his busiest time of year. And perhaps even more so, we thank Mrs. Claus (we hear her first name is Marian) for being there as well. We all know that as Business Manager, Public Relations Manager, and Chief Elf Wrangler, her duties are no less demanding than those of He-Who-Drives-The-Sleigh, but she seldom gets the kind of recognition her husband does. We heard that this year in addition to the weight of all the other holiday stresses, she was contending with regional shortages of Reindeer Chow and salt licks. You GO, Mrs. Claus! We just know you'll come through!

Entertainment was provided by kids of the Mark West School District. Holiday snacks were donated by our friends and Chamber members at Molsberry Markets, Inc. Thank you to everyone who made this event such a success!



A WEEKEND OF TEAMWORK – AACTION RENTS AND THE LARKFIELD RESILIENCE FUND

On the morning of September 21, an unexpectedly sudden project got underway at Sutter Santa Rosa Regional Hospital, and it could make a world of difference to Larkfield families who are rebuilding. In under 24 hours, four local businesses came to an agreement to relocate trees from the grounds that will soon become the hospital's new expansion. The Larkfield Resilience Fund and Aaction Rents, represented at Sutter's groundbreaking ceremony by Brad Sherwood and Steve Plamann, respectively, along with help from Image Tree Service and approval from Sutter, combined their shared resources to get the job done.

The Larkfield Resilience Fund was established in October of 2018, on the one-year anniversary of the Tubbs Fire. The goal of the nonprofit is to provide the rebuilding communities of Larkfield with the resources they need to get back on their feet. While many homeowners had insurance that would cover portions of the rebuilding process, some needs were not met via insurance. Among the needs that arose was the fact that the many beautiful trees that lined the neighborhoods of Larkfield were burned down, and many new or rebuilding homeowners do not have the means to personally re-green their neighborhood. To solve this issue, the Larkfield Resilience Fund began the Neighborhood Greening Project.

When Brad Sherwood, vice president of the Larkfield Resilience Fund, attended the groundbreaking ceremony for Sutter Santa Rosa Regional Hospital's new expansion, he realized that the Resilience Fund could use the trees and bushes that would need to be removed in order to provide Larkfield homeowners with the plants necessary to re-green. The challenge, of course, would be in removing the plants from the hospital grounds in a reasonable time frame. Fortunately for Brad, Steve Plamann of Aaction Rents was also present at the groundbreaking ceremony.

Steve, current president of the Mark West Area Chamber of Commerce, was thrilled with the idea of using the soon-to-be-removed trees and bushes to re-green the devastated neighborhoods of Larkfield. Because of this, he made Brad an offer: if Brad could provide the workers by the next day, Steve would provide two pieces of heavy equipment that Brad needed to complete the job. After gaining approval from Sutter, the agreement was made, and soon after Brad would obtain the services of Image Tree Service to provide the necessary operators for Aaction Rents machinery.

The next morning, on September 21, Brad oversaw the successful removal of four coast live oaks and six Japanese maples from the expansion grounds (as well as several bushes that were selected by Brad's children, June and Grant). With the workers from Image Tree Service and the machinery from Aaction Rents, the work was completed quickly, and now those plants will be given to homeowners in Larkfield to re-green their neighborhood.

Through Brad and Steve's efforts, Larkfield will be just a little bit greener in the not-too-distant future, and Brad is thankful for the support of the community for the Larkfield Resilience Fund. "The community support and collaboration has been tremendous," says Brad. "We had a great team that pulled together in a short time."

Contributed by Johnathan Williams, Freelance Writer



One of the trees, root ball carefully wrapped in canvas, is lifted from its spot at Sutter Hospital and readied for transport.

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



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



UPCOMING EVENTS

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

Tuesday, December 17, 2019
 Joint Social and Ribbon Cutting 5:00-7:00pm
 Co-hosted by
Hispanic Chamber of Commerce
Windsor Chamber of Commerce
Mark West Area Chamber of Commerce
El Gallo Negro
 Hosted at El Gallo Negro restaurant
 8465 Old Redwood Hwy, Ste 101, Windsor

GET IN THE SPOTLIGHT! HOST A SOCIAL OR OTHER EVENT IN 2020
 The Mark West Area Chamber of Commerce is now filling its 2020 calendar! Sign up now to host a Business After Hours Social, Ribbon Cutting, or other event and generate community goodwill and awareness of your business and your offerings! Contact the Chamber at (707) 578-7975 to get further details, or download an application here: <http://markwest.org/files/BusinessAfterHoursApplication.pdf>



Chamber Socials are a great way to promote your business!

SONOMA COUNTY ECONOMIC DEVELOPMENT BOARD EVENTS



Spirit of Sonoma Awards

December 13, 2019
 11:30 AM – 1:30 PM
 The Annual Spirit of Sonoma County Award luncheon honors those who contribute to the economic development and enhancement of the communities in which they live, work and conduct business.
<http://sonomaedb.org/Calendar/2019-Spirit-of-Sonoma-Awards-Luncheon/>



State of the County

January 31, 2020
 7:00 AM – 9:00 AM
 At this annual breakfast event, the EDB highlights key opportunities, challenges, and initiatives facing Sonoma County in the coming year.
<http://sonomaedb.org/Calendar/2020-State-of-the-County/>



Spring Economic Conference

May 8, 2020
 7:00 AM – 9:00 AM
 Dr. Steve Cochrane, of Moody's Analytics, offers his annual economic briefing each Spring for the Sonoma County business community. His presentation measures the County's strengths and weaknesses compared to the national economy and provides insight into what to expect ahead.
<http://sonomaedb.org/Calendar/2020-Spring-Economic-Conference/>



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NORTH BAY FINANCIAL INSTITUTIONS STEP UP TO HELP THOSE AFFECTED BY KINCADE FIRE, BLACKOUTS

Adapted from a story on the North Bay Business Journal website, November 27, 2019

Here is how some North Bay banks and financial institutions have stepped up to the plate.

American AgCredit

Mark West Area Chamber member American AgCredit has operations in Sonoma County and provides farmer and rancher financing. The financial service provider committed \$100,000 in total assistance. American AgCredit committed cash to the Sonoma County Farm Bureau. They also plan to give to the Sonoma County Grape Growers Foundation, Redwood Empire Food Bank and the American AgCredit Employee Relief Fund.

Redwood Credit Union

The Santa Rosa-based financial services nonprofit cooperative's support has focused on members, employees and the community at large. Redwood opened its main offices as evacuation centers for employees and their families. Financial assistance programs for impacted credit union members included 0% interest loans up to \$5,000 for urgent needs, discounted loans for autos, trailers and RVs, and automatic increases of credit and debit card limits.

Exchange Bank

Santa Rosa-based Exchange Bank is funding local nonprofits and charities that focus on food and housing to help with Kincadee fire relief efforts. Exchange Bank has developed loan servicing and credit options to help customers and the broader community recover from the destruction wrought by the Kincadee fire. This includes 90-day payment deferment and their Rebuild Loan Program that was started in 2017. Exchange Bank Larkfield Branch is a Chamber Corporate Sponsor.

Wells Fargo

Wells Fargo & Company previously announced a \$400,000 donation from the Wells Fargo Foundation to be divided between nonprofits supporting those affected by the Kincadee fire and the Getty fire in Los Angeles.

Bank of America

Bank of America is offering assistance like fee refunds and loan repayment options as part of the bank's Client Assistance Program. Their Employee Relief Fund provides grants to help cover the costs of immediate needs and for support and resources ranging from counseling and back-up child or adult care to financial assistance.

Read the entire story on the North Bay Business Journal website at <https://www.northbaybusinessjournal.com/northbay/sonomacounty/10351368-181/financial-business-kincadee-fire-relief>

BLOODY BUT UNBOWED, CONTNUED FROM PAGE 1

To paraphrase my favorite poem *Invictus* by William Ernest Henley, "Our heads are bloody but unbowed and we thank God for our unconquerable souls."

So, what is the bigger issue? Well, the world and all of us are in a changing climate and are seeing magnified climatic events. But this is not the end of times; this means we all do as we've done since the beginning of time... find that magic solution for our survival. Yes magic, because imagination, innovation, and happenstance are required. Nothing new for us! That is the big picture. The little picture is that we must focus on defending and supporting our friends, neighbors, community, local businesses, and all those things that we moved here to enjoy. Yes, we must be alert and prepare. However, to be truly victorious, we must live every day for ourselves, free of fear. We won... we now know how to win and we will not forget this.

Santa is coming. Christmas is coming. I believe in Christmas - I believe in giving - I believe in us!

Contributed by Steve Plamann

Action Rents, and President of the Mark West Area Chamber of Commerce

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
 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

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 your flyer in the Chamber online newsletter.
 You supply the flyer - 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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