

# Mark West Area Chamber of Commerce and VISITORS CENTER



**BRINGING BUSINESS & THE COMMUNITY TOGETHER!**

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403  
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**The Lark**

November 2018  
Volume XXXII Issue 10

## NEW FEATURE: BUSINESS SPOTLIGHT MOLSBERRY MARKET: OPEN DOORS

Times of crisis are often the best opportunity for the people of a community to demonstrate how they care for one another. In 2017, Sonoma County endured one such crisis as the Tubbs fire consumed thousands of acres, including a large part of the Mark West Springs area. But, despite the pain of loss, the people of Sonoma County banded together to shelter during the fire and rebuild after the fire was stopped.

However, it was not just individuals who helped during the fires. Businesses throughout the county offered what help they could to their communities. This includes Molsberry Market, which served as a place of respite both during and after the fires. Yet, even before the fires, Molsberry Market has served as a tremendous example of a business supporting its community.

When Milt and Tress Molsberry founded their store in 1959, no one believed the business would find much success. Larkfield, as it is today, did not yet exist, and the area was undeveloped. But for the Molsberrys, this meant there was opportunity. Living behind the store, Milt and Tress built the property, and over the years their store changed from a "mom-and-pop" store to a full-fledged supermarket as adjustments were made to meet competition. Two generations later, the store is now owned by Milt and Tress's grandchildren: Brian, Dean, and Joe, and Joe's wife Lori.

Since its founding, Molsberry Market has focused on community. Today this can be seen in their support of the Mark West Area Chamber of Commerce, as well as their local community in Larkfield-Wikiup. In addition to their frequent donations to various community programs, the Molsberrys have also participated in many back-to-school programs, and Brian serves as Chair for the Mark West Advisory Council and is also a past president for the Mark West Area Chamber of Commerce and currently sits on that Board.

But through all of this, community for the Molsberrys is much more than simply participating in programs or a Chamber of Commerce. While they could easily look at these contributions and say that it is enough, the Molsberrys instead choose to treat their customers, and their employees, as friends and family. When you step through the door of Molsberry Market, you are not stepping into some cold, uncaring corporation where no one will give you the time of day. You are stepping into a place where, from the owners on down, the customer is also a friend. Regulars are greeted with open arms, and newcomers are welcomed just as much. The employees are likewise considered part of the extended Molsberry family, and are offered support for whatever life sends

*Continued on page 6*



*Left to right: Joe Molsberry,  
Brian Molsberry, Dean Molsberry.*

*November Social hosted by  
Anytime Fitness  
See p3*

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

*Hosted by*  
**Larkfield Exchange Bank and  
Molsberry's Market**  
500 Larkfield Center, Santa Rosa

Thursday December 13, 2018  
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

I hope you all had a great Thanksgiving. This is my second-favorite holiday and a real American tradition dating back to the Pilgrims' first celebration with the Native Americans at Plymouth in 1621. The tradition for Thanksgiving centers on thankfulness for a bountiful harvest. The size of our bounty or business success, like the fall harvest, is dependent upon a lot of factors, as was the case with the Pilgrims. There are also a lot of steps that go into a good harvest just as there are a lot of steps and factors that go into making a business venture successful.

One factor that should never be overlooked is the power of teamwork. This concept not only applies to farming and business adventures, but to almost everything we do. From sports to preparing a feast, teamwork is an extremely useful tool you can utilize for improving your business.

As a business owner you have many ways to utilize teamwork strategies. The one I recommend most is your Mark West Area Chamber of Commerce. Using Chamber teamwork opportunities to network with other members through our monthly Socials, by hosting a Social at your own facility, attending our quarterly luncheons, having a booth at our yearly trade show, or by getting involved as a volunteer, will build a team with other Chamber members who will gladly help promote your business and use your products and services.

People need many products and services. We can join together as a team within our Chamber and provide a referral network between our customers and fellow Chamber members. This is truly a great way to encourage shopping locally as well. Your customers will appreciate it, your fellow Chamber members will appreciate it, and you will enhance your customers' opinions of you and the services you provide. As a believer in "what goes around comes around", you will be repaid by fellow Chamber members for your referrals.

### "Go Teamwork!"

I would like to thank Brett Livingstone and Anytime Fitness for hosting our November Social. We had a great time with great food, wine and many drawings at their current location in the Larkfield Center. We all then walked over to the new, improved and much bigger location they are opening this November.

Don't miss our yearly Christmas Tree Lighting at Molsberry Market on December 5th, from 6:00 until 7:00 pm. Santa and Mrs. Claus will arrive on a fire truck, cookies and hot chocolate will be served, and the Mark West School kids will sing Christmas carols. Our yearly Christmas Social will be hosted by Exchange Bank and Molsberry's Markets, Inc. on December 13th, from 5:30 till 7:30 pm. This is our yearly Christmas party. Both events are at the Larkfield Shopping Center. Don't miss either of these events; they are both fun and will bring out the spirit of the season in you.

Happy Holidays! And please remember to shop local!

Steve Plamann, President



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David Hartman

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Santa Rosa, CA 95403

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**NOVEMBER 8 SOCIAL**

Anytime Fitness was plenty fit to host our social this month. Owner Brett Livingstone told us all about their new digs, just on the other side of the Larkfield Shopping Center. There will be more room, more classes, more everything. By the time you read this, the gym will have moved to the north side of the shopping center.

Brett and his wife now have four clubs and 80 employees. He introduced some of his employees, including what he called the A Team, a group of three women trainers of whom he spoke very highly. He also introduced Dennis who became a partner in the business this year, after many years as a valued employee.

Anytime Fitness clubs are open 24/7. They are convenient and affordable health clubs with quality equipment and a relaxed friendly atmosphere. Anytime Fitness is special; you can come and work out literally any time at all, letting yourself into the facility whenever it is convenient for you, day or night. They have a wide array of exercise equipment and services, including professional trainers to help you develop a safe and effective exercise routine.

Brett and his A Team took us on a short walk around the back of the shopping center to the new facility and showed us how things would be laid out. You could feel the positive energy in the air.

**Donors & Winners**

Pete Lescure, Lescure Engineering, won the business card drawing, winning a three-month membership to Anytime Fitness.

The 50/50 drawing was \$40.00 and was won by KG Phillips, Key Properties.

The Pot of Gold was \$80 and Anytime Fitness was the winning business. Brett split the \$80 between the three A-Team members. Nobody there had ever seen the hosting business win the Pot of Gold.

Happy Thanksgiving Everybody. I'm grateful to be a part of this fabulous group of business people.

I look forward to seeing you all at Exchange Bank for the Christmas social, co-hosted by Exchange Bank Larkfield Branch and Molsberry's Market on December 13.

*Contributed by Aggie Maggio, Realtor @ Coldwell Banker*



*Anytime Fitness owner Brett Livingstone welcomed us and explained how his business serves its customers, and how it has grown over the years.*



*Left to right: Laura Buhner (Exchange Bank, Larkfield Branch), David Buhner, Brian Molsberry (Molsberry's Markets, Inc.), and Margaret DiGenova (California American Water).*



*From left to right: Beth Henry (Accent Printing), Michael Henry, and Larry Gilbert (Legal Shield).*



*Brett introduced his "A-Team" of trainers (at left) and Dennis (at right) who recently rose from trusted employee to Partner.*



*Left: Owner Brett Livingstone (center, rear) shows off the new Anytime Fitness location on the opposite side of the shopping center. It's big!*

### FRIEDMAN'S HOME IMPROVEMENT CEO REVEALS HOW 72-YEAR-OLD SONOMA COUNTY CONSTRUCTION SUPPLIER SUCCEEDS

Adapted from a story by Cheryl Sarfaty on the North Bay Business Journal website, November 26, 2018

The Business Journal recently sat down with Barry Friedman, president and CEO of Friedman's Home Improvement, to talk about the family business that began in 1946 and how it has evolved over the past 72 years. The company's projected revenue for 2018 is approximately \$190 million.

Next month, Friedman's will open a distribution yard at the Pruitt Industrial Park in Windsor to serve its contractor customers with job site direct deliveries. Friedman's is leasing the 3.5-acre site with a 30,000-square-foot warehouse.

#### **What made you decide to open a separate distribution yard away from Friedman's Home Improvement's stores?**

**BARRY FREIDMAN:** We had been brewing on a concept since we came out of the recession, and our contractor business has been growing. When and where we would open the yard had not been established, but the need was there, and that was, how do we separate some of the tasks from the service? And one of the things we wanted to really do was relieve the jobsite direct deliveries out of our existing yards and do it in a central location. So that way, our yards and our stores are more convenient for the pick-up customers — the people that just want to pick up material and want to get in and get out and get onto their job...

It's going to be game-changing for us in terms of our ability to better serve our professional contractor customer.

Read the entire story on the North Bay Business Journal Website at <https://www.northbaybusinessjournal.com/northbay/sonomacounty/8964989-181/friedmans-home-improvement-sonoma-construction>

### NORTH BAY UNEMPLOYMENT LARGELY BETTER THAN THE STATE IN OCTOBER

Adapted from a story on the North Bay Business Journal website, November 16, 2018

California's unemployment rate in October held at 4.1 percent for the second month in a row, according to the state Employment Development Department's figures released Friday. Last year in October, the rate was 4.5 percent.

The U.S. unemployment rate also held steady in October at 3.7 percent.

With the exception of Lake County, unemployment in the North Bay in October was lower than the state's unemployment rate.

Marin County reported 2.3 percent unemployment, followed by 2.5 percent in Sonoma County; Napa County was closely behind at 2.6 percent. Mendocino County's unemployment rate was 3.5 percent, and Solano County reported its October unemployment rate at 3.6 percent.

As was the case in September, Lake County again had the highest unemployment rate in the North Bay, at 4.7 percent in October.

#### **Sonoma County**

Sonoma County's unemployment rate was 2.5 percent in October 2018, up from a revised 2.4 percent in September 2018, and below the year-ago estimate of 3 percent. This compares with an unadjusted unemployment rate of 4 percent for California and 3.5 percent for the nation during the same period.

More jobs became available, largely in government, as well as in professional and business services, and trade, transportation and utilities. Leisure and hospitality jobs were down.

Read the entire story on the North Bay Business Journal website at <https://www.northbaybusinessjournal.com/northbay/sonomacounty/8965430-181/north-bay-unemployment->

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**

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

Thursday, January 10, 2018  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by **Extended Child Care Coalition**  
 John B. Riebli Elementary School campus,  
 305 Mark West Springs Road, Santa Rosa

Tuesday, January 15, 2019  
 Multi-Chamber New Year Party & Fundraiser  
 5:00-7:00pm  
 Hosted by **Accent Printing & Design, Inc.**  
 5468 Skylane Blvd., Suite D, Santa Rosa

Thursday, July 11, 2019  
 Chamber Business After Hours Social 5:30-7:30pm  
 Co-hosted by **A M Maggio & Associates** and  
**Aggie Maggio, Realtor, Coldwell Banker**  
 345 Mayfield Drive, Santa Rosa

**SPIRIT OF SONOMA AWARDS**  
 December 14, 2018



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.

Registration is now open to the public.

**At DoubleTree Hotel Sonoma Wine Country  
 Dec. 14, 2018, 11:30 am - 1:30 pm**

Get more details at <http://sonomaedb.org/Calendar/2018-Spirit-of-Sonoma-Awards-Luncheon/>

The Mark West Area Chamber of Commerce has nominated Tim Campbell of Friendly Feed & Supply, a former Chamber president as this year's designee for an award.

Please attend this upbeat community-focused event and support your local Chamber and the individuals who contribute so much to the Mark West, Fulton, Wikiup, and Larkfield area!

**SONOMA COUNTY EDB WINS IEDC AWARD FOR #GOSOCO CAMPAIGN**

The Sonoma County Economic Development Board received an Excellence in Economic Development Silver Award for its "#GoSoCo – All You Need Is Local" Post Wildfires Shop Local Campaign from the International Economic Development Council (IEDC).

The honor was presented at an awards ceremony on Tuesday, October 2, during the IEDC Annual Conference, which was held September 29 – October 3, in Atlanta, Georgia, United States.

Read the press release from the Sonoma County Economic Development Board:

<http://sonomaedb.org/Press-Releases/Sonoma-County-Economic-Development-Board-Wins-IEDC-Silver-Award-for--GoSoCo-Campaign/>

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**MOLSBERRY MARKET**, *Continued from page 1*

their way.

This love of community was felt all the more during the Tubbs fire in 2017. Forced to close for a week, the Molsberrys would meet emergency personnel at the front of the store and allow them inside, offering any supplies that were needed. As the fire containment efforts continued, so did the aid Molsberry Market provided for those returning from their dangerous work.

After the fires were contained and the store was allowed to re-open, it would have been easy for Molsberry Market to try and jump back into business as usual. But they knew they had a more important task ahead of them. "We realized, 'When we reopen, it's not just about getting stuff back on the shelves'," owner Brian Molsberry says.

Instead, Molsberry Market immediately began offering support to their community. Many of their regular customers had lost their homes because of the fire. For some, they would try to rebuild, but for others, this meant "goodbye" to the life they had known. But no matter their plans, all of them were grieving. In many cases, one way to help with this grief was coming to the store they had frequented for so long and taking a moment to talk. Molsberry employees were able to offer a caring ear for those who needed someone to listen.

The story does not end with the fires, however. While many Molsberry regulars were lost due to the loss of their homes, customers who were once infrequent have begun to make the store a frequent stop. Others are customers who decided to rebuild their homes after the fires, and still support the store that supported their community for so long. As 2018 ends, the Molsberrys plan to have business back to normal by the end of 2019, welcoming back those who are returning with open arms.

When a community undergoes a time of crisis, having people and businesses who can support and care for each other is of the utmost importance. Molsberry Market has demonstrated this support and care. Looking toward the future, Brian Molsberry says: "We are looking forward to the community coming back together on a regular basis."

Through whatever storms of life may come, a community that stands together can overcome anything.

*Contributed by Jonathan Williams,  
Freelance Writer*

**RIBBON CUTTING: INTRODUCING THE TUTORING CENTER**

The Tutoring Center, located in the Larkfield Shopping Center, hosted a Ribbon Cutting with the Mark West Area Chamber of Commerce on Friday evening, November 9. It was hosted by owner Julianne Jones, and several Chamber members, folks from businesses in the center, and Tutoring Center tutors and students attended the event.



*The Tutoring Center owner Julianne Jones (center, with ceremonial shears) welcomed us all to the ribbon cutting. The crowd included Chamber members, Tutoring Center staff, and Tutoring Center students.*

There was a great selection of wine and other drinks along with tasty snacks and fabulous homemade lumpias, supplied by Julianne's husband Greg.

Julianne comes from an education background, with the majority of her career as both an elementary and middle school principal in the Santa Clara Union School District.

Serving students from kindergarten through 12th grade, it is the only tutoring center of its kind in Sonoma County with a growing reputation due to each student's unique experience and the highly skilled and personable tutors.

The Tutoring Center has a four-part mission for every child. 1) They will develop stronger academic skills in Reading, Math and Writing. 2) They will have better concentration, focus and attention span. 3) They will have more confidence and motivation. 4) They will have stronger test-taking and study skills.

You can reach Julianne at (707) 521-9590, [juliannejones@tutoringcenter.com](mailto:juliannejones@tutoringcenter.com) or view their website at [santarosa.tutoringcenter.com](http://santarosa.tutoringcenter.com)

Welcome to Julianne and The Tutoring Center!

*Contributed by Aggie Maggio,  
Realtor @ Coldwell Banker*

**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

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 You supply a .pdf version of your 8.5" x 11" flyer to info@markwest.org  
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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	
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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 December 13  
5:30 - 7:30 pm

LARKFIELD  
EXCHANGE BANK  
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MARKET

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