

Mark West Area Chamber of Commerce and VISITORS CENTER



BRINGING BUSINESS & THE COMMUNITY TOGETHER!

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Office Hours: Tues. - Thurs. 10 am - 3 pm www.markwest.org

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The Lark

October 2014
Volume XXVIII Issue 10

ANNUAL TRADE SHOW AND HARVEST FAIRE

On Wednesday October 1, The Mark West Area Chamber of Commerce's Trade Show and Silent Auction had an enthusiastic turnout from our community. Hundreds came out to meet local business owners, learn about their products and services, and sample tasty treats.

Our show sponsor – California American Water – offered free water conservation tools and advice on coping with our current drought. 45 booth vendors offered samples of their products and discounted show specials. Our candidates for 4th District Supervisor were also present to meet and confer with attendees.

As always, Molsberry Markets, Inc. offered tables full of their delicious gourmet and everyday foods – including local and imported cheeses, dips, deli meats, wraps and salad toppings. Attendees and booth vendors were also treated to a wide variety of local premium wines, micro-brewed beers, tasty cheeses, homemade ice cream, minestrone soup, and kombucha.

The silent auction was a big success, with 42 items available to bid on. A big thank you to Jeanne Haddorff and her crew for organizing and administering this important portion of our evening. Our Grand Prize Raffle winner was local resident Alfred Belluomini (see story, page 4).

We wish to thank all of those members who generously participated as volunteers, booth sponsors and silent auction buyers. Together, we produced a tremendously fun and exciting event. Everyone had a wonderful evening!

Contributed by John Essman, Sonoma CONNECTION

Right: The silent auction offered items from gift baskets to spa treatments to wine to yoga classes.

Far right: The big raffle prize was a \$500 shopping spree from IMS International Monetary Systems. See page 4 to read about the winner.



Margaret DiGenova, Operations Superintendent of show sponsor California American Water with employee Jason Cheek.



4th District Supervisor candidates Deb Fudge (left) and James Gore (right). Middle: Master of Ceremonies Andre' Andrus.



September Social hosted by the New Sutter Santa Rosa Regional Hospital... p3

UPCOMING EVENTS:

next **AFTER HOURS BUSINESS SOCIAL** hosted by **ANYTIME FITNESS**
490 Larkfield Center, Santa Rosa

Thursday November 13,
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
Grace Fellowship
608 Larkfield Center

Ambassadors Mtg.

Second Thursday
Of Each Month
4:00 pm - 5:00 pm
At the Chamber offices

PRESIDENT'S MESSAGE

WOW, the 2014 Wine Country Harvest Faire and Business Showcase was a huge success. All the booths were well displayed and the food, wine and beer made it a real party. We had a steady crowd of guests, auctioned off some great gifts at very low prices and gave away a 500 dollar shopping spree for our grand raffle prize. What a fantastic community-minded event and one that I enjoy and look forward to every year.

Well the holiday season is just around the corner and the Mark West Area Chamber of Commerce will be bringing you another family-oriented event on December 3rd at Molsberry's Market. We will present our yearly Christmas tree lighting ceremony with Mr. and Mrs. Claus. Refreshments will be offered and a children's school choir will perform Christmas songs. It begins at 6pm and goes until about 7:30. Everyone in the Mark West Area is welcome to attend. Please come and bring your children.

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.

Studies have also shown that local merchants put more money back into their area compared to big box stores, because they buy supplies and services from other locally-owned businesses. This further strengthens local economies. (Read about a relationship like this between Safari West and Friendly Feed & Supply in our "October Social" story on page 3.) Local businesses are also far more likely (250 times more likely!) to support a local nonprofit, which greatly benefits local communities and their ability to lend a helping hand where it is needed.

Where we shop, where we eat and have fun -- all of this makes our community our home. Our one-of-a-kind businesses are an integral part of the distinctive character of the Mark West Area. Our unique flavor makes this a place others want to visit, which helps all our local businesses, including tourism. Economic research also shows that entrepreneurs and skilled workers are more likely to invest and settle in communities that preserve their one-of-a-kind businesses and distinctive character. Please join the Mark West Chamber in supporting our local merchants.

And finally, a reminder...our next Chamber Social is the 13th of November at 24 Hour Fitness in the Larkfield Shopping Center at 6422 Old Redwood Hwy.

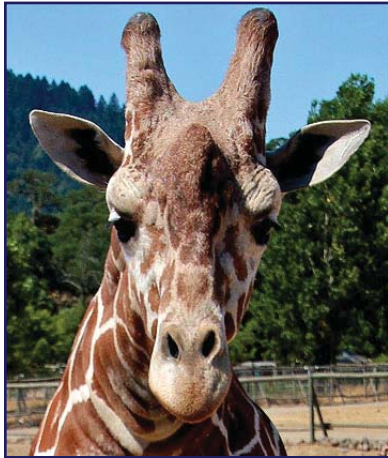
Have a safe and pleasant Holiday Season!

Steve Plamann, President



The Mark West Area Chamber of Commerce annual Holiday Tree Lighting will take place Wednesday December 3, 2014 at 6:00 pm, at Mollsberry's Market. Santa will be there too, as he was last year (photo above proves it!) Don't miss it!

OCTOBER SOCIAL SPONSORED BY AACTION RENTS AND FRIENDLY FEED & SUPPLY



Gotta feed and house your giraffe? Talk to the folks at Friendly Feed & Supply and Aaction Rents.

Do you need to build a very tall barn to house your new pet giraffe? Looking for a reliable source of giraffe chow to keep him happy?

Go no further than the Mark West Area Chamber of Commerce because two of our members can help you out. Aaction Rents can provide everything from shovels to rafter saws to back hoes for your next construction project. And right next door at Friendly Feed and Supply you can get practically everything you need to care for your animals, from dog and cat food to chicken feeders to -- you

guessed it -- giraffe chow. Don't believe us? Ask the folks up the hill at Safari West. They've been going to Friendly Feed & Supply for about twenty years to get specialized feeds for some very special animals. Friendly Feed & Supply can get exotic feed formulas, high-quality hay, and everything in between. Friendly Feed & Supply has been owned and operated by Tim and Katie Campbell for over twenty years.

Aaction Rents has been family-owned/locally-owned since 1974. They have six locations and are the region's largest rental equipment provider, renting and selling hundreds of different types of equipment to homeowners and contractors. Their multi-million dollar inventory includes the most demanded equipment from the industry's most trusted manufacturers. It's all maintained meticulously as well. If you've ever rented equipment from anyone else, you will appreciate Aaction Rents' professional approach and high quality.

Friendly Feed & Supply and Aaction Rents are both located at 1000 River Road in Fulton.

Winners at the Social included:

Pot of Gold Drawing: The would-be winner of the Pot of Gold was not present, so next month the pot grows to \$80.00.

50/50 Drawing: Walt Smith of Military Order of Purple Heart, Chapter #78, won \$60.00.

Bottle of "Bubbles for Boobies" brut wine: Margaret DiGenova of California American Water. "Bubbles for Boobies" is a labeling from J. Keverson Winery that benefits breast cancer research.

Vacuum flask ("Thermos" style drinking tumbler): Beth Henry of the Windsor Times.

Contributed by Peter Loughlin, Loughlin Marketing



Our hosts at Aaction Rents: Ken Dern (left) and Colin Grill (center) Not shown: Chris Gaylor of Aaction Rents. Walt Smith of Military Order of Purple Heart, Chapter #78, is at right.



Our hosts at Friendly Feed & Supply: Tim and Katie Campbell, shown at Aaction Rents.



Former members Susan and Tony Lindstrom (far left and far right), with Robert and Carol Brohmer of Right at Home (center right and center left). Shown at Aaction Rents.



Left to right: Mark Molina of Wells Fargo Advisors, LLC, guest Melissa Henry of Keller Williams Realty, Beth Henry of The Windsor Times, and guest Cheryl Parker. Shown at Aaction Rents.

HARVEST FAIRE RAFFLE WINNER ACCEPTS HIS CHECK

While attending the Mark West Area Chamber of Commerce Harvest Faire & Trade Show on October 1, Al Belloumini, a Mark West Area resident, was the winner of the \$500 shopping spree from IMS International Monetary Systems. He is shown here addressing the Chamber members at the Chamber's October social where he received the check.

The \$500 shopping spree from IMS International Monetary Systems can be used to purchase goods and services from local businesses, meals at local restaurants or weekend getaway opportunities, both locally and nationally. Shown here with Al are Eugene Patterson, manager of the Exchange Bank in Larkfield and the Chamber's VP Public Relations. Also shown is Sarah Preston, Realtor with ReMax Full Spectrum.

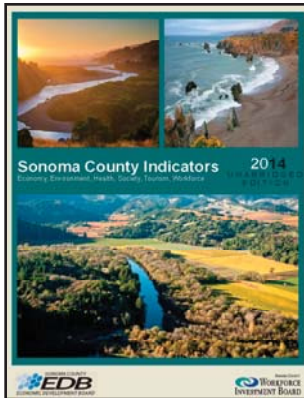
Thank you Al for attending the trade show, and enjoy your shopping spree!

Visit www.MarkWest.org for more pictures of the Trade Show.



Left to right: Sarah Preston, Realtor with ReMax Full Spectrum; Al Belloumini, winner of the \$500 shopping spree raffle prize at the October 1 Harvest Faire & Trade Show; and Eugene Patterson, manager of the Exchange Bank Larkfield Branch.

Contributed by Aggie Maggio, Realtor @ Coldwell Banker



NEW EDITION OF SONOMA COUNTY INDICATORS AVAILABLE

The Sonoma County Economic Development Board (EDB) has announced the 2014 Sonoma County Indicators Unabridged Edition. The report has been updated and expanded since the publication of an abridged edition in January 2014, in an effort to provide the most current and comprehensive annual data.

Some highlights and challenges in this report include:

- Sonoma County is a competitive place to do business both because of an attractive business climate and high quality of life shown through the high scores on the Innovative Environment Index and the Quality of Place Index, respectively.
- The seasonally unadjusted unemployment rate for Sonoma County was 5.3% in April 2014, a five-year low and below both the state wide and national averages. Job growth in Sonoma County was 4.3% from March 2013 to 2014, placing it 2nd among competing counties and 8th out of all counties in California.
- Sonoma County is leading the way in many environmental metrics, and providing other regions with examples of responsible environmental stewardship as we grow.
- Tourism indicators are overwhelmingly positive. Sonoma County's tourism industry added 790 jobs, or [an increase of] about 4% from 2011-12. Revenue from the transient occupancy tax (TOT) totaled \$27 million in 2013, an all-time high for Sonoma County. Together, state and local taxes generated by visitors totaled \$97.3 million in 2012.

Download the full report:

http://edb.sonoma-county.org/documents/2014/unabridged-indicators_2014.pdf

UPCOMING BUSINESS SOCIALS

Thursday, November 13, 2014
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Anytime Fitness**
 Location: 490 Larkfield Center, Santa Rosa

HOLIDAY TREE LIGHTING
 Wednesday, December 3, 2014 6pm
 Location: **Molsberry Market,**
 522 Larkfield Center, Santa Rosa



Thursday, December 11, 2014
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Exchange Bank, Larkfield Branch & Molsberry Markets, Inc.**
 Location: 500 Larkfield Center, Santa Rosa

OVER 15,000 ATTEND AIR SHOW

The Pacific Coast Air Museum held its annual Wings Over Wine Country Air Show on September 20 & 21, attracting a crowd of over 15,000 to the Charles M. Schulz-Sonoma County Airport.

Guests enjoyed thrilling aerial demonstrations and acts by the United States Marine Corps, Red Bull, and numerous veteran performers. Dozens of local vendors as well as non-profits supporting veterans and community services had booths, increasing their exposure and doing brisk business. Paying guests arrived from all over the greater Bay Area and Northern California, including thousands of kids and adults and many senior veterans. A posh fundraising gala was held on Friday September 19 in the Vine Jet hangar, which raised a sizeable amount of money to help the growing museum build a new and modern museum facility.

Next year's air show will be held September 26 & 27, 2015.



Over 15,000 visitors attended the 2014 Wings Over Wine Country Air Show. Here, they marvel at the capabilities of the USMC MV-22 Osprey tilt-rotor aircraft. Many other aerobatic performers and flight demonstrations by historic civilian and military aircraft kept fans enthralled, and dozens of static display aircraft provided fun and education for young and old.

Interested in having a Chamber Ribbon Cutting?



Contact Aggie Maggio
 Realtor @ Coldwell Banker 707-486-1303
 aggiemaggio@icloud.com

Interested in joining our Ambassador Club?



Contact Eugene Patterson
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Want to keep abreast of important information pertinent to local business issues? Visit: Sonoma-county.org/edb



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SANTA ROSA AIRPORT GETS FINAL GRANT FOR EXPANSION: RUNWAY EXPANSION TO BE DONE MID-OCTOBER

By Maja Wood, Business Journal Staff Reporter

Reprinted from the North Bay Business Journal, September 24, 2014

SANTA ROSA — Charles M. Schulz–Sonoma County Airport received a \$932,714 grant from the U.S. Department of Transportation, the last of three grants the airport was seeking to complete the runway-expansion project, officials said Wednesday.

“That’s great news, and we’re right on schedule with the project,” said Gina Stocker, marketing specialist for the airport.

The runway expansion should be done by mid-October. The most important is adding 885 feet of pavement to the main runway to make it 6,000 feet long, the length needed for regional jet service. Once that is completed, the airport hopes to attract more airlines. Right now, Alaska Airlines is the sole commercial airline serving Sonoma County.

The entire airport project, which includes several other alterations, is scheduled to be completed in November. Total cost is \$53.8 million, 90 percent of which was federally funded.

Airport Manager Jon Stout is attending the World Routes conference in Chicago and meeting with industry representatives to discuss future airline service.

“The completion of this project will mean big things for Sonoma County and our region,” said Rep. Mike Thompson, D-St. Helena, who was instrumental in securing government funding for the project. “Having an airport that’s a short drive away, and that can accommodate travel to and from major inland airports, will attract more tourists and businesses to our area. That’s an enormous economic win.”

The project will help make Sonoma County more attractive to commerce because businesses will be able to more easily get back and forth from major inland cities, and fly customers or cargo in and out with greater ease.

Tourism could also see a boost as the project will make it easier for people around the country to get to Sonoma County.

The project will also improve safety by separating two runways that currently end at the same location. Creating two separate endpoints for the runways will help eliminate pilot confusion.



Aerial view of Charles M. Schulz-Sonoma County Airport



David Hartman

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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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 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.
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Deadline for publication is the 3rd Wednesday of the month.
 Please email your materials to info@markwest.org

*Promote your business with
 your flyer in the Chamber newsletter.
 You supply the flyers - We do the work!*

CHAMBER MEMBERSHIP DUES

Effective May 1, 2006

Standard Dues		Non-Profit Dues
\$125.00	Business (1-5 Personnel)	\$110.00
\$175.00	Business (6-10 Personnel)	\$155.00
\$245.00	Business (11+ Personnel)	\$215.00
\$625.00	Corporate Sponsor	
\$ 95.00	Individual (no business affiliation)	

You can pay online at <http://markwest.org/payment>

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