

# Mark West Area Chamber of Commerce and VISITORS CENTER



*BRINGING BUSINESS & THE COMMUNITY TOGETHER!*

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403  
Office Hours: Tues. - Thurs. 10 am - 3 pm      www.markwest.org

707-578-7975  
office@markwest.org

**The Lark**

October 2016  
Volume XXX Issue 10

## SANTA ROSA RANKS HIGH ON FORBES LIST!

The Forbes “**Best Places for Business and Careers**” list has ranked Santa Rosa highly, breaking into the the **top ten for job growth**.

See <http://www.forbes.com/best-places-for-business/list/> for the entire listing.

What does Forbes have to say about Santa Rosa?

- We're #86 overall in the nation, sandwiched between Santa Cruz (#85) and Los Angeles (#87):
- Cost of business: 164
- Job growth: 10
- Education rank: 71

The Forbes Santa Rosa profile reads as follows:

Santa Rosa sits at the southwestern gateway to the Sonoma and Napa Valleys of California's famed Wine Country. Many wineries and vineyards are nearby, as well as the Russian River resort area, the Sonoma Coast along the Pacific Ocean, Jack London State Historic Park and the redwood trees of Armstrong Redwoods State Reserve. Downtown Santa Rosa, including the central Old Courthouse Square and historic Railroad Square, features a center for many shops restaurants, nightclubs, and theaters. The city is home to the Pacific Coast Air Museum, Charles M. Schulz Museum and California Indian Museum and Cultural Center.



## SPRIT OF SONOMA AWARDS December 9, 2016 from 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.

The event takes place at the DoubleTree Hotel Sonoma Wine Country, One DoubleTree Drive, Rohnert Park, CA 94928

Contact Ann Gospe for more information: [edbevents@sonoma-county.org](mailto:edbevents@sonoma-county.org)

More information is available on the EDB website at <http://sonomaedb.org/Calendar/2016-Spirit-of-Sonoma-Awards/>



*September Social  
hosted by  
Aaction Rents and  
Friendly Feed & Supply  
See p3*

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

*Hosted by Multiple Chambers of Commerce at*  
**American AgCredit, ACA**  
400 Aviation Boulevard, Santa Rosa

Thursday November 10 2016  
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

The 2016 Wine Country Harvest Faire and Business Showcase, our 38th, was a huge success. All the booths were well displayed and the food, wine, beer and kombucha made it a real party. We had a steady crowd of guests, auctioned off some great items at very low prices and gave away four raffle prizes, including a gift basket worth \$400 and a \$200 shopping spree at Molsberry Market. What a fantastic community-minded event and one that I enjoy and look forward to every year. James Gore, our 4th District County Supervisor, was there and spoke to the crowd three times about our community. He told us about the Mark West Citizen's Advisory Council, which is a newly formed governing body for our area. He explained the Council's role in the community and thanked the Mark West Area Chamber for all the support it gave in helping to form it. He also talked about issues regarding the progress and future plans of SMART Train and then gave us an update on the Charles M. Schulz-Sonoma County Airport and the additional airlines and flights being added.

On Thursday November 10th the Mark West Area Chamber will co-host a multi-chamber mixer at American AG Credit. We will all have the opportunity to socialize with the members of three other chambers. This will be in the new Ag Credit building on Airport Boulevard at Aviation Boulevard. Their new building is beautiful and just having the chance for a tour makes it worth attending this event.

Well the Holiday Season is just around the corner and the Mark West Area Chamber will be bringing you another family oriented event on December 7rd 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 5:00 pm and goes until 7:00 pm. Everyone in the Mark West Area is welcome. 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 us 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.

Please join the Mark West Chamber in supporting our local merchants.

Have a safe Holiday Season.

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

**REPORT FROM THE HARVEST FAIR**

A great time was had by all who attended and exhibited at our 27th Annual Wine Country Harvest Faire and Business Showcase on October 12th.

There were 36 participating vendors, and 54 Silent Auction items to choose from. Angela Mills of California American Water won the \$200 Grand Prize Raffle and went home with a \$200 Gift Certificate, good for a shopping spree at Molsberry Markets, Inc..

Millie Cantu won a generous \$125 Gift Basket donated by Vineyard Commons; Tony Gerald of Sonoma County Airport Express Inc. won a \$50 Gift Bag donated by Sutter Santa Rosa Regional Hospital; and Karin Berry of Vineyard Commons won a Cuisinart Belgian Waffle Maker.

Ambassador Aggie Maggio of Coldwell Banker and her husband Anthony staffed the Welcome Desk again this year, handing out shopping bags and water to grateful attendees and providing good cheer to all who entered. Beth Henry and Ardie Audiss led an enthusiastic crew at the Silent Auction. And, Andre Andrus, returning as Master of Ceremonies, provided inspiration and entertainment with his interviews and insights.

We also wish to send a big thank you to our Show Sponsor, California American Water, without whose assistance, this show would not have been possible. And another big thank you goes to the Molsberry family, for the delicious buffet they have provided for so many years; and to Brian Molsberry, who arranged for the wide variety of beverages and food vendors for the event.

A huge thank you and congratulations to all of the many Chamber volunteers who helped produce this very special community event!

We're looking forward to seeing you again next year!

*Contributed by John Essman, SonomaCONNECTION*



*Above: Grand Prize drawing winner Angela Mills with her \$200 gift certificate to Molsberry Markets, Inc., and donor Brian Molsberry. Thank you to Brian and all donors.*



MORE PICTURES FROM THE OCTOBER 12 HARVEST FAIRE



Continued on page 5



Sonoma CONNECTION

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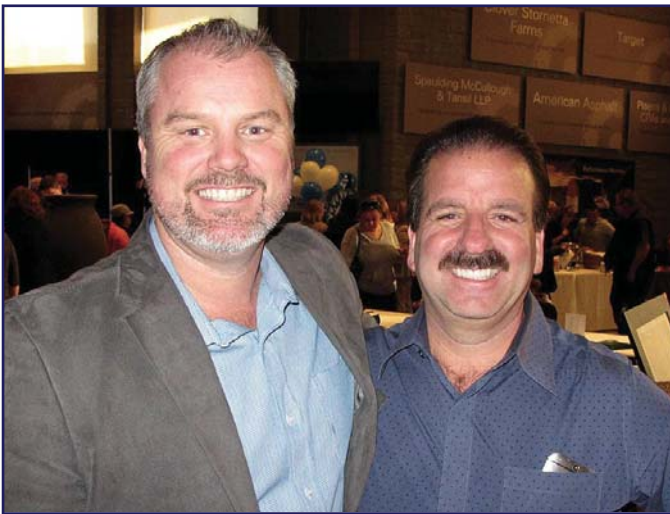
UPCOMING BUSINESS SOCIALS

Thursday, November 10, 2016  
**Multi-Chamber Business After Hours Social**  
 5:30-7:30pm  
 Hosted by Black Chamber of Commerce, Hispanic Chamber of Commerce, Whidsor Chamber of Commerce, Mark West Area Chamber of Commerce, and the Mexican-American Vintners Association at **American AgCredit, ACA**  
 400 Aviation Boulevard, Santa Rosa, 95403

Wednesday, December 7, 2016  
 Holiday Tree Lighting - Community Event 6:00pm  
 Hosted by **Molsberry Markets, Inc.**  
 522 Larkfield Center, Santa Rosa

Thursday, December 8, 2016  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by **Exchange Bank, Larkfield Branch & Molsberry Markets, Inc.**  
 500 Larkfield Center, Santa Rosa

MORE PICTURES FROM THE OCTOBER 12 HARVEST FAIRE



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  
 707-486-1303



Keep abreast of important information pertinent to local business issues: <http://edb.sonoma-county.org/>

**Editor's Note**

*Well, we have to face it folks. The legalization of marijuana or cannabis (whichever of the two names you favor) through Proposition 64 in this past election has become a reality. Whether you are for or against it, the economic ramifications for Sonoma County are significant, as they were for alcohol producing regions when alcohol prohibition was repealed back in 1933. The Mark West Area Chamber of Commerce makes no recommendation either in favor or against Proposition 64. Rather, we re-print this article from the North Bay Business Journal because it provides an even-handed look at the economic implications of cannabis cultivation.*

**CANNABIS INDUSTRY POISED TO EXPLODE TO \$22 BILLION**

Reprinted from the North Bay Business Journal website, October 24, 2016:

<http://www.northbaybusinessjournal.com/northbay/sonomacounty/6210225-181/cannabis-market-rockets-higher-marijuana-legalize-sonoma-emerald-triangle?artslide=0>

Prop. 64's proposal to legalize adult marijuana use in California triggered a battle about business more than a tussle over moral issues with the drug. If recreational pot use becomes legal on Nov. 8, the market for legal cannabis could soar to \$11 billion by 2018 and \$22 billion by 2020, according to the State of Legal Marijuana Markets report, published by ArcView Market Research in February. The market could ascend 30 percent a year.

California produces \$32 billion worth of wine sold into the national market — nearly 90 percent of overall sales. Just as Napa and Sonoma counties produce some of the finest wine in the world, Sonoma County and the North Coast produce some of the highest-quality cannabis on the planet. If Prop. 64 passes along with recreational cannabis bills in Arizona, Nevada, Maine and Massachusetts, Sonoma and Mendocino counties will become lead producers in an accelerating market that may eclipse the vast wine industry.

Legal cannabis from one state cannot be taken across state lines to states where it is illegal, but adjacent states where it is legal may relax vigilance, such as occurs between Oregon and Washington. If California legalizes recreational cannabis, it could create in pragmatic terms a contiguous West Coast market with total population near 50 million. (See chart)

With the election just two weeks away, passage of Prop. 64 is far from certain, though polls put some 60 percent of voters in favor. Lt. Governor Gavin Newsom visited Santa Rosa on Oct. 11 as part of his statewide effort to promote passage of Prop. 64. But Newsom failed to win support from the Sonoma County Growers Alliance, a 200-member group of local businesses and individuals involved in cultivating medical cannabis.

**Cannabis Eclipses Marijuana**

Two words in the industry have become fighting words in the conflict: marijuana vs. cannabis. Newsom seeks legal adult use of "marijuana." Growers cultivate medical "cannabis," and many now consider the word "marijuana" or "marihuana" to be uncool, with murky etymological origins (see sidebar).

State lawmakers adopted the linguistic shift, initially passing the Medical Marijuana Regulation and Safety Act, signed by the governor in Oct. 2015. Then bill SB 837 made numerous amendments to and changed the name of the new set of laws to Medical Cannabis Regulation and Safety Act, effective Jan. 2016. Among other changes, the amended laws regulate water use for cannabis cultivation.

Read the entire article at

<http://www.northbaybusinessjournal.com/northbay/sonomacounty/6210225-181/cannabis-market-rockets-higher-marijuana-legalize-sonoma-emerald-triangle?artslide=0>

**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.  
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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)	

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**HEAD AMBASSADOR**

Position Open

**OFFICE VOLUNTEER**

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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  
November 10, 2016  
5:30 - 7:30 pm

## MULTI-CHAMBER EVENT AT AMERICAN AGCREDIT

400 Aviation Boulevard  
Santa Rosa

**BRINGING BUSINESS & THE COMMUNITY TOGETHER!**

## *Thank You To Our Corporate and Media Sponsors!*

THE WINDSOR TIMES



Sonoma  
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