

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

October 2018
Volume XXXII Issue 9

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

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office@markwest.org

2018 WINE COUNTRY HARVEST FAIRE AND BUSINESS SHOWCASE

A great time was had by all who attended and exhibited at our 28th Annual Business Trade Show on September 26th. There were 60 participating vendors, 40 Silent Auction items to choose from, and 800-1000 attendees from our community.

This was a true community rebuilding celebration event, attended by many local families and businesses. There was an abundance of food, beverages, prizes, and games for the kids.



Special prizes included a \$110 gift card to the Epicenter Sports & Entertainment Complex, a \$200 shopping spree at Molsberry's Market, a dinner for eight at Solstice Senior Living, and gift baskets with values up to \$200.

Show Sponsor Molsberry's Markets, Inc. provided a delicious and plentiful buffet, which was complemented by Blue Beagle Coffee, Guayaki Yerba Mate Cafe, Home Run Pizza, Big Boy's Bun's & Burgers, Wicked Slush, and Clover Stornetta Farms.



Mark West Area Chamber President Steve Plamann (in back) and EmCee André Andrus congratulate some of the prize winners.

Attendees were also treated to complimentary pourings from a variety of local wineries and breweries, including Corporate Sponsor Jackson Family Wines

A huge thank you and congratulations to the many Chamber volunteers and our Show Sponsors: Accent Printing & Design, California American Water, Carlton Senior Living, and Molsberry's Markets, Inc., who all helped to produce this very special community event!

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

*Contributed by John Essman,
SonomaCONNECTION*

October Social hosted by
Sutter Santa Rosa Regional
Hospital
See p3

UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL

Hosted by
Anytime Fitness
490 Larkfield Center, Santa Rosa

Thursday November 8, 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

Please join the Mark West Area Chamber of Commerce in supporting our local merchants. When we help these businesses we automatically help the people and the community. It is especially important this holiday season to continue supporting our local merchants by shopping locally. This will help them in their ongoing recovery from the fire and also help our community become strong and vibrant again. These are the merchants who also provide local jobs for many people you may know.

PLEASE SHOP LOCAL FOR THE HOLIDAYS!

WOW, what a large number of Mark West Area residences turned out for our 29th annual Harvest Faire and Community Healing Event! How happy and healthy our community looked after only one year of recovery from the Tubbs Fire. Fourth District County Supervisor James Gore addressed the crowd and also thanked the Mark West Area Chamber of Commerce for sponsoring this highly successful community healing event. Please see our event report on the front page.

We have two great networking opportunities coming up in November. First, Anytime Fitness will be hosting our regularly scheduled November Social, on the 8th, in their new and much larger location. Meet us in the Larkfield Shopping Center, suite 490 for a very fun evening. Brett and Rachel Livingstone, the owners of several Anytime Fitness centers, will be our hosts.

The following week, Accent Printing will host our second big joint Chamber Social this year on Nov. 13th, from 5 – 7PM. It will be a special four-chamber event at 5468 Skylane Blvd., Suite D, in Santa Rosa. What a fantastic opportunity to network. There will be nearly 200 people in attendance. The event will also help raise money for the Green Dog Rescue. Please join us for a wonderful evening.

The Holiday Season is just around the corner and the Mark West Area Chamber will be bringing you another family-oriented event on December 5th at Molsberry's Market. We will present our yearly Christmas Tree Lighting ceremony with Mr. and Mrs. Claus. Refreshments will be offered and a Mark West children's school choir will perform Christmas songs. It begins at 6:00 PM and goes until 7:00 PM. Everyone in the Mark West Area is welcome to attend. Please come and bring your children.

This is an election year and November 6th, our voting day, is just around the corner. We are fortunate to have a choice in who will govern us. Those who do not vote take for granted a right that took over 125 years of political campaigning and civil war to extend first to all white men and then to freed male slaves and finally to women. It took another half century to also extend the right to vote to eighteen-year-olds.

I wish you all a very Happy Thanksgiving!

And please, always remember to SHOP LOCAL whenever possible!

Steve Plamann, President



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**522 Larkfield Center, Santa Rosa
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OCTOBER 11 SOCIAL

Our president, Steve Plamann, Aaction Rents, welcomed us to a warm autumn evening and introduced Mike Purvis, CEO of Sutter Santa Rosa Regional Hospital.

Mike provided a warm welcome, and gave us a brief update. At the end of this month, it will be four years since the hospital opened. The fire had little affect on them, once they located and relocated patients and staff. They were happy to be of help during that time in providing both shelter and water.

The hospital is now completely full and there is a much-anticipated addition in the works, which will add new rooms and new beds onto the end of the current structure. That was designed into the plan from the beginning so the space is there and it will fit easily into the existing design. They hope to start in nine to twelve months. Emergency services will be doubled.

Steve announced that about 900 to 1,000 people attended the Trade Show and we had over 60 booths. The community response was fabulous. As always there was lots of great food from the Molsberry family and Molsberry’s Market, and beer and wine was flowing from many generous vendors. It was quite clear that the members of the community and the businesses were enjoying being together and sharing the past year’s experiences.

On Tuesday, November 13, there will be a joint chamber meeting hosted by Accent Printing and Design, 5468 Skylane Blvd., Suite D.

Donors & Winners

The 50/50 drawing was \$30 and I won it. It was like a double win because Steve Plamann gave me his tickets and would not share in the prize with me.

Steve then won a bottle of Mazzocco Zinfandel wine. It was provided by Sutter Hospital. He was pretty happy about that. Good karma Steve!

The pot of gold was \$60. The business name drawn was Windsor Times. However they were not winners as no one was present representing them.

The Chamber board has decided on a new way to use the pot of gold.

If the winner is not present a second name will be drawn and it will continue like that until a winner is present. The winner of that drawing will get a write up in the Lark. This month it was Brian Molsberry.

Watch your email about the location of the next social and for a flyer about the upcoming multi-chamber event as well.

Contributed by Aggie Maggio Realtor @ Coldwell Banker



Mike Purvis, CEO of Sutter Santa Rosa Regional Hospital, is at center left (in dark coat and blue shirt), with Steve Plamann of Aaction Rents (gray shirt). Mike is shown with several key hospital staff members.



INSTALLATION DINNER REPORT

The Mark West Area Chamber of Commerce held its 37th annual installation dinner at Charlie's Grill on Friday, October 12th.

Our 2018-2019 Board Members were sworn in by Jenny Chamberlain, Sonoma County 4th District Director for Supervisor James Gore. Steve Plamann of Aaction Rents accepted another year as our President. He did so because he believes it's a worthwhile endeavor and that the Chamber can make a difference in our community. All our members feel very fortunate to have him as our leader.

Tyler-Avery Lewis, the 72nd Miss Sonoma County, gave a great talk about the inner workings and quality of the Miss Sonoma County Pageant and how the people involved "encourage girls to be their best selves." She also talked about her passion and participation in the program.

4th District Supervisor James Gore provided a timely update on Sonoma County affairs; and also presented a posthumous special community service citation (a Gold Resolution adopted by the Board of Supervisors) to James Boulter for his dedicated efforts to advance the well-being of the Mark West Area community during his lifetime. Gloria Boulter, Jim's Widow, and their daughter Gail Goring, a former Miss Sonoma County, received the award on his behalf.

Chamber service awards were also presented. The award for Board Member of the Year went to Margaret DiGenova, the Operations Superintendent for California American Water, for her ongoing dedication and assistance to the Chamber. The award for Volunteer of the Year went to Ardie Audiss and her family for their outstanding work in supervising the day-of-the-event operations of our trade show silent auction. Her husband, Gary, and daughter, Jennifer Schmidt were present to accept the award with her.

The award for Chamber Member of the Year went to Corporate Sponsor BoDean Co., Inc. for their community service efforts in helping with the recovery from last October's firestorms. Unfortunately, they could not attend the dinner, but accepted it later, at their corporate offices.

As usual, Charlie's Restaurant at the Windsor Golf Club provided a superb buffet. Molsberry's Market catered some delicious wine varieties. Doug Williams donated gourmet cupcakes to provide a delicious dessert. Beth Henry, of Accent Printing & Design, did an incredible job decorating the room, and everyone went home with party favors provided by Margaret DiGenova.

We were also blessed to see Pat Morelli and her husband Nick. Pat was the longtime office manager for the Chamber during its formative years. All attendees had an enjoyable and fun evening. It was a memorable event!

Contributed by John Essman,
Sonoma CONNECTION



Sonoma County Fourth District Supervisor James Gore (center) provided an update on County affairs. At left is Steve Plamann (Aaction Rents) and at right is Pete Lescure, Lescure Engineers,



MarkWest Area Chamber President Steve Plamann presents Margaret DiGenova of California American Water with her Board Member of the Year award.

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



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

UPCOMING EVENTS

Thursday, November 8, 2018
 Chamber Business After Hours Social 5:30-6:30pm
 Hosted by **Anytime Fitness**
 490 Larkfield Center, Santa Rosa

Friday, November 9, 2018
 Chamber Business Ribbon Cutting 5:30-7:30pm
 Hosted by **The Tutoring Center**
 594 Larkfield Center, Santa Rosa

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

CALIFORNIA ECONOMIC SUMMIT IN SANTA ROSA



November 15 & 16, 2018

There's still time to sign up for the 2018 California Economic Summit, set for Nov. 15 and 16 in Santa Rosa.

This is the largest group of business, equity, environmental, and civic organizations working year round to improve upward mobility, build more housing, create a strong workforce, and strengthen the state's water sustainability.

Californians know that the time to fix our state's economy is now. People from every region are standing up and demanding change. We must create real and intelligent remedies that will attract capital, generate jobs and encourage sustainable, resilient communities all over California.

Get more details at summit.caeconomy.org.



SPIRIT OF SONOMA AWARDS, DECEMBER 14

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 will open to the public on Friday, November 16th.

Spirit of Sonoma Awards DoubleTree Hotel Sonoma Wine Country Dec. 14, 2018, 11:30 am - 1:30 pm

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



Sonoma CONNECTION

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ACCENT PRINTING ANNUAL HOLIDAY PARTY AND FUNDRAISER

It's almost time for the event of the season, Accent Printing's annual holiday party and fundraiser!

Save the date --- Tuesday, November 13th at 5pm. Bring your checkbooks and business cards because this is a joint Chamber Mixer presented with Poppy Bank. Members of the Windsor, Mark West, Hispanic and Black Chambers will all be there, as well as their own customer base. Come and party down with a bunch of really fun people!

Because of their liquor license, they need you to RSVP to mac@accentprinting.com.

This year the charity is Green Dog Rescue Project. They are still looking for donations for their silent and live auctions, so don't be shy. To coordinate donations and pick-up, please call Amy at 570-1444, or email them at mac@accentprinting.com.



SMART TRAIN SYSTEM DETAILS ROLL-OUT TO WINDSOR, HEALDSBURG, CLOVERDALE, SONOMA

Adapted from a story by Gary Quackenbush for the North Bay Business Journal, October 30, 2018

With the announcement last month that the Sonoma Marin Area Rail Transit (SMART) board authorized \$24 million toward extending its north-south passenger rail system from Charles M. Schulz-Sonoma County Airport to Windsor by 2021 or 2022, many are wondering why it may take three years to see this relatively short 3.5-mile segment become a reality.

And officials themselves say they are facing uncertainty, despite the approval. California voters on Nov. 6 are being asked whether to repeal a portion of the state gas tax, which could result in loss of funds for the Windsor extension.

Nonetheless, SMART officials say they continue to plan, not only for the airport to Windsor link, but farther into the future, extending the line further north to Healdsburg and Cloverdale and eventually Ukiah. There are also longer term proposals for a rail link east from Novato to Suisun City, Cordelia and Fairfield to connect with the Solano Hub and the Amtrak Capitol Corridor rail line.

Windsor project details

"Several things must take place before any major SMART project can begin," said Debora Fudge, chairwoman of the SMART board of directors and a member of the Windsor Town Council. "We have set a timetable for the Windsor segment with initial preconstruction tasks to commence this fall, followed by heavy construction in 2020, testing in 2021 and passenger service starting in late 2021 or early 2022 — perhaps, even sooner — if all goes as planned."

She said the front end of this process involves issuing contracts to WRA, Inc., providing plant, wildlife, wetland ecology and environmental planning consulting services; Stantec, Inc., of Edmonton, Canada, with five offices in Northern California, providing industrial design and engineering services; and RailPros, Inc., of Redcliff, Canada, an engineering and planning firm providing field design and project construction management services, with offices in Oakland and Los Angeles. These contracts, plus one more, total \$15.7 million authorized on Sept. 19.

Read the entire story on the North Bay Business Journal website at <https://www.northbaybusinessjournal.com/northbay/sonomacounty/8873781-181/smart-train-windsor-sonoma-transit>

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.

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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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 free rebates, home water surveys
 and more.**

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 email us at Larkfield@amwater.com.**



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 Position Open*

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AFTER HOURS BUSINESS SOCIAL

Thursday November 8
5:30 - 7:30 pm

ANYTIME FITNESS

490 Larkfield Center,
Santa Rosa

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Thank You To Our Corporate and Media Sponsors!



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THE WINDSOR TIMES

