

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

September 2016
Volume XXX Issue 9

Wine Country Harvest Faire

TRADE SHOW & SILENT AUCTION

Mark West Area
Chamber of Commerce
and VISITORS CENTER

**Wednesday
October 12
4-7 p.m.**

Join us at
**LUTHER BURBANK
CENTER FOR
THE ARTS**

- FREE ADMISSION
- OPEN TO THE PUBLIC
- FREE FOOD & BEVERAGES
- FREE TICKET FOR \$200 GRAND RAFFLE PRIZE*!

**Need not be present to win*

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**BOOTHS
AVAILABLE
NOW!**

CALIFORNIA
AMERICAN WATER
SHOW SPONSOR

ANNUAL WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE:

- OCTOBER 12
- FREE ADMISSION
- PUBLIC WELCOME

How can a business trade show be this much fun? Dozens of local businesses will be on hand to show you what they have to offer and to talk about your needs. They'll be giving away good advice, demonstrations, and free samples.

Business Owners: See page 6 to reserve your table!

It's quite the family event. You'll find...

- \$200 Grand Raffle Shopping Spree
- Free food from Molsberry Markets, Inc.
- Local vintners & breweries giving away samples.
- Huge silent auction: Over 40 items!
- One FREE raffle ticket. Buy more raffle tickets for \$5.00 each or less, depending on quantity.

**REGISTER NOW TO RESERVE AN EXHIBITION TABLE FOR YOUR
BUSINESS AT THE HARVEST FAIRE & BUSINESS SHOWCASE.
SEE PAGE 6**

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

UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL
Hosted by
Anytime Fitness
490 Larkfield Center, 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

Fall is my favorite time of the year and one of my favorite things to do in the fall is the Mark West Area Chamber of Commerce yearly Wine Country Harvest Faire and Business Showcase. It will again be held in the main lobby at the Luther Burbank Center for the Arts, at 50 Mark West Springs Road. This is our 27th time hosting this annual event. There are all sorts of fun and exciting things there for the whole family, with sixty-five vendors displaying interesting products, others serving free food or offering generous wine and beer tasting.

Molsberry Market really goes all out with their free buffet and most of the vendors hand out candy and free samples. This year we will also have Mountain Mike's Pizza and Charlie's Grill serving free food.

There is also a silent auction where you can bid on many useful items for a fraction of their normal price and a \$200.00 Grand Prize raffle drawing. How can you go wrong? Exchange Bank has a wheel you can spin and win a prize every time and most of the other booths are giving out samples of their products or candy to all attendees. Please don't miss this fun event. Our Fourth District Supervisor James Gore is planning on making an appearance. Yours truly will also be there and I would like a chance to meet you all and personally thank you for supporting the Mark West Chamber and the Larkfield area.

We had a really nice time at our September Social. It was hosted by Aaction Rents and Friendly Feed in Fulton. We had a huge crowd, our two cash drawings and a business card drawing at both locations with a dozen great prizes. We also enjoyed great networking, a delicious food spread and great wine. The Mark West Chamber is really a fun group of people. Please come out to one of our monthly Socials and get connected to a great and supportive group of business folks.

This is your last chance to sign up for a booth for the Business Showcase. There are still a few available and you can secure yours here: <http://www.markwest.org/>

Steve Plamann, President



The 2015 Wine Country Harvest Faire and business Showcase featured a very active silent Auction (above). Don't miss this year's event! It promises to be every bit as fun and exciting, and there will be a greater variety of delicious free food!



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Family Owned and Operated

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*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

SEPTEMBER SOCIAL SPONSORED BY AACTION RENTS AND FRIENDLY FEED & SUPPLY

I was fortunate to be the MC for the evening. After welcoming everyone, I introduced our hosts, Steve Plamann of Aaction Rents and Tim & Katie Campbell of Friendly Feed & Supply.

They are neighboring businesses, sharing the same building. They work so well together it's easier to think of them as one. Everyone from both businesses mingled like one big family.

Steve Plamann very proudly introduced his staff, including John Glass, the new manager, who recently transferred here from the Ukiah store.

While at Aaction Rents, we listened to announcements, ate delicious stacks, drank beverages and of course, won prizes.

We all marched next door to Friendly Feed & Supply where Tim told us a little history of himself, his family and the business. He introduced his wife Katie and their employees. It was interesting to hear how supportive Friendly Feed & Supply is of the youth in our community. And... lo and behold... there were more prizes to be won.

Winners for the Evening

The Pot of Gold was \$220. The winner was again not present so it will be \$240 in November. That is correct, November. There will NOT be a social in October, as we will all (hopefully) be attending the Business Showcase on October 12th.

Margaret DeGenova, California American Water won \$42.00 from the 50/50 raffle.

Friendly Feed and Supply donated three gifts:

A bird block, filled with all kinds of seeds & held together by molasses. John Essman of SonomaCONNECTION won it, and said "It was very popular with my neighborhood birds, squirrels, deer and other critters. It was gone in a week."

A bag of peanuts and a feeder won by Doug Williams, retired fire chief of Central Fire Authority of Sonoma County.

Wild birdseeds and a feeder, won by Todd Anderson, Best Western Plus Wine Country Inn & Suites.

KG Phillips of Key Properties and Mary Markell of Markell Inc. both won \$75 gift certificates to Aaction Rents, donated by Aaction Rents.

Markell Inc. donated several varieties of Streamlight flashlights. The winners were Walt Smith of Military Order of Purple Heart, Chapter #78; Ken Moholt-Siebert of Ancient Oak Cellars; Aggie Maggio of Coldwell Banker; Brian Molsberry of Molsberry Markets, Inc.; Steve Plamann of Aaction Rents; and Sally Crain of Century 21 Alliance.

Remember that the next social is on November 10 at Anytime Fitness in Larkfield.

Contributed by Aggie Maggio, Realtor @ Coldwell Banker



Left to right: Tim Campbell and Katie Campbell of Friendly Feed & Supply; Steve Plamann, John Glass and two of their staff from Aaction Rents. Location is Friendly Feed & Supply.



Left to right: Steve Plamann of Aaction Rents, Brian Molsberry of Molsberry Markets, Inc., and John Glass of Aaction Rents. No prizes will be awarded for guessing the location.



This seems a very "Sonoma County" photo. The engineer (Pete Lescure, Lescure Engineering, at left) with the vintner (Bill Robbins, Desmond Wines, right) hanging out in a feed store on River Road. We just need a landscape artist and a gourmet coffee vendor to complete this Northbay tableau.



Ken Moholt-Siebert of Ancient Oak Cellars and guest Millie Cantu. Photographed at Friendly Feed & Supply.

**PARTIAL TEXT OF SONOMA COUNTY FACT SHEET
MEASURE J EXPENDITURE PLAN: FUNDING FOR SONOMA COUNTY PARKS**

Editor's Note

The following is the partial text from a Fact Sheet on Measure J provided by Sonoma County. The Mark West Area Chamber of Commerce reprints it here purely as an informational service to its members and other readers of this newsletter. The Chamber itself makes no recommendation either in favor or against its passing. The provisions of Measure J affect all merchants and citizens in the Mark West Area. The proposed sales tax increase would affect all businesses in the county's unincorporated areas. Some of the funds would be used to expand and connect county lands for more public access in the Mark West Area.

Text of Fact Sheet

Measure J would establish a ½ cent sales tax on taxable goods sold in the unincorporated portions of Sonoma County. The measure includes a detailed plan to expand, maintain and improve our Sonoma County Regional Parks; to protect drinking water sources, streams and rivers; to preserve and enhance natural areas, fish and wildlife habitat; and to increase local trails and recreational opportunities.

PROTECTS CLEAN DRINKING WATER

Measure J will improve water quality in the Russian River, and the County's creeks and streams, by investing in parkland watersheds to reduce runoff that can contaminate our drinking water.

CREATES ACCESS TO PARKS, NATURAL AREAS AND TRAILS

Measure J will expand and maintain our unique trails, from Taylor Mountain to Helen Putnam and Riverfront Regional Parks and the rugged Hood Mountain, ideal for camping and enjoying nature. Measure J funds would expand the paved trail network connecting Sonoma County's towns for commuting, scenic bike rides and walks.

ENSURES MORE RECREATION CLOSE TO HOME

Sonoma County Regional Parks provides access to the Sonoma Coast, the Russian River, and our redwood forests, giving us places to explore the outdoors. Regional Parks provide places to walk, run and bicycle, contributing to the health of county residents. Measure J would ensure access to well-maintained Regional Parks throughout the county.

MAINTAINS, EXPANDS AND IMPROVES OUR PARKLAND

Thousands of acres of parkland in Sonoma County are not open to the public. Measure J would open these lands with hiking, biking and horseback riding trails, and campgrounds for residents to enjoy.

GUARANTEE STRICT FINANCIAL PROTECTIONS

Measure J funds are dedicated to Sonoma County Regional Parks, cannot be diverted to pay off pension debt or taken by the state, are in addition to current funding, and must be used for park

Continued on page 5



**Sonoma
CONNECTION**

John Essman

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UPCOMING BUSINESS SOCIALS

Wednesday, October 12, 2016
**27th Annual Wine Country Harvest
 Faire & Business Showcase**
 4:00pm-7:00pm



This free event showcases businesses while you enjoy complimentary food and Sonoma County wines and beverages.

For information call the Chamber: 707 578-7975 or contact us at <http://www.markwest.org/contactus.cfm>

Thursday, November 10, 2016
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **Anytime Fitness**
 490 Larkfield Center, Santa Rosa

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

MEASURE J, CONTINUED FROM PAGE 4

maintenance, improvements and programs only. Independent citizen oversight and annual audits will ensure every penny is used for voter approved purposes. Measure J would expire in 10 years.

HOW CAN I GET MORE INFORMATION?

The measure's Expenditure Plan and ordinance are available at sonomacountyparks.org, and in Regional Parks' office, 2300 County Center Drive, Suite 120A, Santa Rosa. For questions and comments, contact Regional Parks at (707) 565-2041 or parks@sonoma-county.org.

EXAMPLES OF HOW THE TAX REVENUE WOULD BE SPENT:**West County**

- Ragle Ranch – Renovate picnic areas, trails, playground, sports fields, dog park & exercise stations
- Riverfront Park – repair and expand trails for year-round access and renovate picnic area
- Steelhead, Sunset, Forestville and Guerneville river parks – renovate parks & restore habitat

South County

- Tolay Lake & Tolay Creek Ranch – Open as park & preserve, build trails & camping sites, restore wetlands
- Petaluma-Sebastopol Trail – Pursue construction of 11-mile bike trail

North County

- Foothill Regional Park – Renovate picnic areas & restroom, restore watersheds
- Healdsburg Veterans Memorial Beach – Upgrade seasonal dam & restrooms

Central County

- Taylor Mountain – Build trails, picnic areas, camping sites & education center
- North Sonoma Mountain – Expand trails, build campsites; protect redwood groves
- Crane Creek Regional Park – Expand park & extend trail to Sonoma State

Download the complete fact sheet here:

<http://parks.sonomacounty.ca.gov/WorkArea/DownloadAsset.aspx?id=2147522963>

Interested in joining our Ambassador Club?

Contact Ed Whitt

707-527-1032

rpdced@sonic.net



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/>

27th Annual Wine Country Harvest Faire Business Showcase & Silent Auction



Wednesday, October 12, 2016 4 – 7 PM

presented by the
Mark West
Area Chamber
of Commerce &
Visitors Center



Exhibits, Entertainment, Networking

FUN, FOOD & WINE

Please call the Chamber at 578-7975 or
visit www.MarkWest.org to participate.

Company _____

Contact _____

Address _____

City/State/ZIP _____

Phone/FAX _____

Email _____

Check payable to: Mark West Chamber

Pay Online: MarkWest.org

Please charge my VISA/MASTERCARD

Card # _____

Exp Date _____ Ver # _____

Name on Card _____

YES, I will donate to the Silent Auction:
item _____ value \$ _____

Corporate Sponsorships Available.
Ask for Details.

Members

*Non-Members

4' Table **\$250** **\$375 ***

8' Table **\$350** **\$475 ***

* includes
1 Year Membership

Booth Fee includes display space, table, 2 chairs,
tablecloth, and exhibitor ribbons.

Electricity available on request, at no additional charge.

Reserve Your Space NOW!

Table Location

1st Choice _____ 2nd Choice _____

4' Table 8' Table

Check if table not needed
(see back for height restrictions)

Join us at



**LUTHER BURBANK
CENTER FOR
THE ARTS**

Mail: MWACC, 4787 Old Redwood Hwy, Suite 101, Santa Rosa, CA 95403 FAX: 707.578.0397

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)	

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

**California American Water offers
 free rebates, home water surveys
 and more.**

**Give us a call at (707) 542-1717 or
 email us at Larkfield@amwater.com.**



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Santa Rosa, CA 95403

AFTER HOURS BUSINESS SOCIAL

Thursday
November 10, 2016
5:30 - 7:30 pm
(No Social in October)

ANYTIME FITNESS

490 Larkfield Center
Santa Rosa

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Thank You To Our Corporate and Media Sponsors!

THE WINDSOR TIMES

