

Mark West Area Chamber of Commerce and VISITORS CENTER



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

707-578-7975
office@markwest.org

The Lark

September 2017
Volume XXXI Issue 9

Wine Country Harvest Faire

TRADE SHOW & SILENT AUCTION

Mark West Area Chamber of Commerce and VISITORS CENTER



Tuesday
October 24
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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markwest.org

BOOTHS
AVAILABLE
NOW!

SHOW SPONSORS



ANNUAL WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE:

- OCTOBER 24
- 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 prize
- 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
Extended Child Care
Coalition
See p3

UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL

Hosted by

Mark West Union School District
305 Mark West Springs Road, Santa Rosa

Thursday October 12, 2017
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 don't know if any other industry suffered as much this year as the grape harvesting industry did with labor shortages and the weather. Generally speaking, a hot summer shortens the harvest season, as all the grape varieties mature at nearly the same time. This means you can't rotate the same crews to pick all the varieties. In normal years the picking season is eight to twelve weeks. This year the cooler weather for much of August helped slow grape maturity down a bit after record breaking heat for most of late spring and early summer. The last heat blast in September required many of the vineyards to irrigate the fields to cool the vines and the clusters, which can dilute the flavor. The heat also causes the sugar level to rise prematurely before the acidic level drops. This is not good for the flavor of the wine. The current cooler temperatures these past few weeks have brought the sugar levels back to normal. That is good news for all wine drinkers.

With Forbes predicting California to have a 2.6% job growth for the next five years, the labor shortage is sure to continue. Although we have 40 million residents in California, finding employees is a problem for most of the businesses I have talked with.

I would like to thank Jason Riggs and Extended Child Care Coalition for hosting our September Social. They have hosted before so we all knew we were in for some really good food...and it was. This is a great organization with really friendly employees. We are proud to have them as a member. It was a fun evening with networking, prizes and good company.

Our next monthly Social will be hosted by The Mark West Union School District at 305 Mark West Springs Road (next to Riebli School) on October 12th from 5:30pm till 7:30pm. We will have our business card drawing, the 50/50 drawing and our "Pot of Gold" drawing will be for \$440.00. Don't miss your chance to win big.

The Mark West Area Chamber's 28th Annual Wine Country Harvest Faire & Business Showcase will be at the Wells Fargo Center for the Arts on Wednesday October 24, from 4:00pm through 7:00pm. Booths are still available at very good prices. Remember, as a member you save \$125.00 on the price of a booth. Don't miss this great opportunity to get your business in front of hundreds of local residents and share in this evening of good old local fun and community togetherness. It is well worth the time and investment. This free event for the public showcases your business while everyone enjoys complimentary food and Sonoma County wines and other beverages. Sign up early! To sign up or learn more about this event visit the Chamber website at <http://markwest.org/tradeshaw/>.

If you want additional promotional opportunities you can donate a silent auction item. Contact John Essman at john@sonomaconnection.com and he will make arrangement for you to donate an item or gift certificate and we will advertise your business throughout the event.

Come out and see us at the Faire! We would love to get to know you better and help you market your business or products.

Steve Plamann, President



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**522 Larkfield Center, Santa Rosa
707/546-0307**



David Hartman

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Santa Rosa, CA 95403

707-546-5717
FAX 707-546-0902

SEPTEMBER 4 SOCIAL SPONSORED BY EXTENDED CHILD CARE COALITION

Extended Child Care Coalition hosted our September social. Jason Riggs, the Executive Director, also serves as co-chair of the Sonoma County Child Care Planning Council and co-chair of the California After School Network.

He introduced several board members and told us that some of them started as customers; they were parents with kids in program.

2018 marks the 40th year for their program, operating 10 child-care centers, located on elementary school campuses in three districts: Windsor, Mark West, and Wright. 240 of the current 650 enrollments are in Mark West. Most schools open at 7:00 am, serving breakfast and remain open till 6:00 pm.

The most senior staff and board members have been with them for 31 and 22 years. They can certainly boast some stability.

With a waiting list of over 210 kids, their biggest challenge is getting enough staff.

This past year they've added quite a bit of technology to their systems. They are sharing it with the children in the centers, as in robotics, coding, ipads and computers.

They had their first annual field day in over 30 years. It was a summer-get-together at a park.

The Riebli Center was remodeled and if that wasn't enough they turned a mess of a yard into a garden at Mattie Washburn school.

We were served wines and water and as always, Kathy Alvestal (the secretary) provided us with a fabulous array of hors d'oeuvres and delicious mini cheesecakes for dessert. She has a catering business on the side and always seems to enjoy sharing her creations with us.

Our president, Steve Plamann, reminded us that we have an association with the Hispanic, Windsor and Black Chambers. We are welcome to attend any of their meetings as well as they, ours. On November 14, there will be a joint Chamber mixer at Accent Printing. Fulton Crossing will host one next spring.

Donors & Winners

The pot of gold was \$420 and the winning business was not present. And so it continues to grow.

The 50/50 drawing was a whopping \$43.00, won by Dorothy Erickson, who happened to be a birthday girl.

Extended Child Care donated a satchel type computer bag filled with various items and John Essman was the lucky winner.

See you October 12 at the Mark West Union School District Office for the next social.

Contributed by Aggie Maggio, Realtor @ Coldwell Banker



We had a good sized crowd, and were very comfortable in the always welcoming and friendly ECC office.



ECC Executive Director Jason Riggs (right) with wife Ashleigh and son Ben.



Mark West Area Chamber President Steve Plamann (left) with Paul Peck of Carlton Senior Living (right). Looks like Steve is serious about calling this meeting to order!



Some familiar faces. From left to right, Margaret DiGenova of California American Water, Anthony Maggio, and Aggie Maggio, Realtor @ Coldwell Banker.

SONOMA STORIES: FOR 70 YEARS, IT'S BEEN QUITE A RIDE AT CLOVERLEAF RANCH

Adapted from a story by Chris Smith on the Press Democrat website, September 17, 2017

Before Cloverleaf Ranch became a saddleback wonderland and wellspring of lifetime memories for kids from both down the road and across the seas, it was a large — 180 acres — but otherwise fairly typical post-World War II rural Santa Rosa homestead...

Just as her mother had, [current owner] Shawna [DeGrange] grew up on the ranch and on horseback, favoring the competitive event of reining.

She graduated from nearby Ursuline High School in 2000, went to college in Southern California and then returned to help manage the countless facets of running the family ranch that since 1947 had evolved from a summer camp into a riding school, boarding stable and events venue.

Now 35, Shawna was just 28 when she became the third-generation owner and operator of the ranch in 2010...

Also on her highly piled plate is the need to deal with the implications and perceptions of plans for development of about 21 acres of land that were an important element of the ranch until 2002. That part of the 180 acres are owned by her uncle, also named Larry Armstrong.

He is pursuing a deal to sell his 20-plus acres to a developer who envisions a retreat, events venue and vineyard to be called Solstice Sonoma. His niece Shawna tried to find a way to bring his parcel back into Cloverleaf Ranch but has accepted that it will become something else.

Read the full story on the Press Democrat website at <http://www.pressdemocrat.com/news/local/7421823-181/sonoma-stories-for-70-years?artslide=0>

NORTH BAY CONSTRUCTION: WHAT'S DRIVING COSTS?

By Bonnie Durrance

From Northbay Biz, September 2017 issue

If construction is the indicator of the economic health of a place, then the North Bay is booming. Just about everything is going up—value, cost, demand as well as effort to contain the impact of that demand. Business, if possible, is almost too good for people in the construction industry. There is such demand and so much work, that those in the industry are doing exceptionally well, but, some, because of the rising costs, are losing out.

The North Bay is becoming polarized as the availability of middle- and lower-income housing indicates the social health of a community, and it's becoming increasingly difficult—if not impossible—for young adults and the working class to build a life in the area they call home. In fact, the North Bay is becoming a place quite different from what it was at the turn of the 20th century, before the recession and housing crash.

Today, with rising costs many people, young and old, whose incomes are declining are being forced to move to distant, less expensive counties. Workers may commute from distant counties to jobs in Sonoma, Marin or Napa counties for a few dollars more an hour, after the cost of gas. Will the trend continue? Most people agree that prices are not going to come down. New, cheap land is not going to be discovered. Housing developers are not going to find a new, open road to profit. Workers are not going to suddenly find acres of “affordable housing” opening up, as did after World War II, when land and government assistance under Federal Housing Association was plentiful.

Times have changed. Here's an overview of what's happening in the North Bay—who's winning, who's losing as well as the creative solutions that are being applied to seemingly intractable problems.

Read the rest of the story on the NorthBayBiz.com website at http://northbaybiz.com/General_Articles/General_Articles/North_Bay_Construction_whats_driving_costs.php

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 BUSINESS SOCIALS

Thursday, October 12, 2017
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **Mark West Union School District**
 305 Mark West Springs Road, Santa Rosa

Tuesday, October 24, 2017
**28th 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 <http://www.markwest.org/contactus.cfm>

Thursday, November 9, 2017
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **Anytime Fitness (at Epicenter)**
 3215 Coffey Lane, Santa Rosa

Tuesday, November 14, 2017
Joint Social between four local chambers:
 Mark West Area Chamber of Commerce, Windsor Chamber of Commerce, Hispanic Chamber of Commerce Sonoma County, and North Bay Black Chamber of Commerce
 Hosted by Accent Printing
 5468 Skylane Blvd., Suite D, Santa Rosa. Off Airport Boulevard near the airport.

Wednesday, December 6, 2017
Holiday Tree Lighting - Community Event
 Hosted by Molsberry's Market
 522 Larkfield Center, Santa Rosa

Thursday, December 14, 2017
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **Larkfield Exchange Bank and Molsberry's Market**
 500 Larkfield Center, Santa Rosa

**SONOMA COUNTY TOURISM:
 HARVESTING THE BEST OF
 SONOMA COUNTY**

Fall is a bountiful time of year in Sonoma County, as ripening wine grapes are harvested and crushed. But grapes are just one type of harvest here. Apples, tomatoes, festivals, concerts, art exhibits, and more all come to fruition in this magical time of year.



Some old favorites return, like the the Sonoma County Harvest Festival (Oct. 6-8) and the Weekend Along Farm Trails (Oct. 14-15). Others are back with new formats - the Sonoma County Wine Auction gets its own weekend this year (Sept. 16, in Windsor), and, after a 20-year run, the Kendall-Jackson Heirloom Tomato Festival is now the more intimate Kendall-Jackson Harvest Celebration (Oct. 1).

You'll find a few calendar highlights listed below, and you can view the complete list at at www.sonomacounty.com/sonoma-events. You might also want to check out our extensive listings of things to do in Sonoma County at www.sonomacounty.com/things-to-do.

We hope these will help you guide Sonoma County visitors to exciting and memorable adventures.

From an email sent by Sonoma County Tourism, September 13, 2017



**Sonoma
 CONNECTION**

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28th Annual Wine Country Harvest Faire Business Showcase & Silent Auction



Tuesday, October 24, 2017 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.

	Members	*Non-Members
4' Table	\$250	\$375 =
8' Table	\$350	\$475 =

* includes
1 Year Membership

Booth Fee includes display space, table,
2 chairs, and tablecloth.
Electricity available on request.

Reserve Your Space NOW!

Table Location

1st Choice _____ 2nd Choice _____

- 4' Table 8' Table
- Check if table not needed
(see back for height restrictions)

Company _____

Contact _____

Address _____

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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.

Join us at



**LUTHER BURBANK
CENTER FOR
THE ARTS**

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

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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.
 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>

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VP Membership
 Position Open

VP Public Relations
 Position Open

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Mark West Area Chamber of Commerce and VISITORS CENTER



4787 Old Redwood Hwy, Suite 101
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AFTER HOURS BUSINESS SOCIAL

Thursday
October 12, 2017
5:30 - 7:30 pm

MARK WEST UNION SCHOOL DISTRICT

305 Mark West
Springs Road,
Santa Rosa

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