

# 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](http://www.markwest.org)

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[office@markwest.org](mailto:office@markwest.org)

**The Lark**

September 2018  
Volume XXXII Issue 8

## SEPTEMBER 26TH: 28TH ANNUAL WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE

- FREE ADMISSION
- PUBLIC WELCOME

Do you believe in community?

Do you want to support the Mark West area's rebuild?

The Mark West Area Chamber of Commerce has been a leader in the neighborhood for over 35 years, supporting local businesses, schools, and community organizations alike.

This year, our annual trade show, the Wine Country Harvest Faire, gives us a unique opportunity to host an event to bring the area together in a meaningful way, post-fire. We are reaching out to our entire Mark West community and inviting them, wherever they are living, to reunite for an evening of food, fun, and networking, all with the common goal of promoting our area as vital, united, and poised for growth.

You might see our advertising online, in the newspapers, and on the radio. It will be an afternoon of neighborliness and networking, with food and beverage sampling and activities for adults and kids alike. We are expecting a much higher-than-average turnout, so if there was ever a time to show your commitment to the Mark West area, this is it. Come spend an hour or two saying "howdy" to your neighbors and reuniting our community on Wednesday, September 26th from 4-7pm at the Luther Burbank Center for the Arts, 50 Mark West Springs Road, Santa Rosa. Booths are still available; Use the form on page 6 of this newsletter or visit [markwest.org/tradeshaw/tradeshawapplication](http://markwest.org/tradeshaw/tradeshawapplication).

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

**Wine Country  
Harvest Faire**

**MARK WEST AREA  
COMMUNITY REBUILDING EVENT**

**Wednesday, Sept. 26<sup>th</sup> • 4-7pm**

**FREE ADMISSION - DOOR PRIZES - FUN FOR KIDS**  
**FOOD AND BEVERAGE SAMPLING**  
**LUTHER BURBANK CENTER**

   

September Social hosted by  
Hilton Garden Inn Sonoma  
County Airport  
See p3

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

Hosted by

**Sutter Santa Rosa Regional Hospital**  
30 Mark West Springs Road, Santa Rosa

Thursday October 11, 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**

Another summer has come and gone. The speed at which my summers have disappeared every year in my life is amazing. No matter how I try to prepare myself in spring I can never figure out where all the days of summer go. "Poof" and they are gone and now it is fall. Fortunately I also love the fall, and one of my favorite parts about autumn is the Mark West Area Chamber of Commerce yearly Wine Country Harvest Faire and Business Showcase. It will again be in the main lobby at the Luther Burbank Center for the Arts, at 50 Mark West Springs Road. This is the Mark West Area Chamber's 28th annual Harvest Faire. There will be all sorts of fun and exciting things there for the whole family, with fifty-five vendors displaying interesting products, others serving free food, or offering wine and beer tasting. We will also have games for the kids at the Exchange Bank booth. Once again this year, Molsberry Market really goes all out with their free buffet. And most of the vendors hand out candy and free samples. There is also a silent auction where you get useful items for a fraction of their normal price.

This year we will have three grand prizes, with values of up to \$200 each, including a \$200.00 gift certificate to Molsberry's Market. Please don't miss this fun event. Our Fourth District County Supervisor, James Gore, will be there. 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 Area Chamber and our efforts to heal our community.

We had a really nice time at our September Social. It was hosted by Hilton Garden Inn Sonoma County Airport. Erin and her team did a great job with an excellent buffet and great wines. Over 40 people showed up and enjoyed fun networking in their beautiful facility. John Essman won the "Pot of Gold" drawing and took home \$620.

Next month our Social will be October 11th and it will be hosted by Sutter Hospital at 30 Mark West Springs Road from 5:30 to 7:30 PM.

Please don't miss our 37th annual Installation Dinner being held at Charlie's Grill at the Windsor Golf Course, on October 12. The starting time is 6:00pm. Bring your date or some of your staff and have a fun and entertaining time. This is a once-a-year event that you shouldn't miss. Sonoma County 4th District Supervisor James Gore and Miss Sonoma County 2018, Tyler-Avery Lewis, will be our guest speakers. Don't miss this very special event! You can purchase your tickets online at MarkWest.org.

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 through our form on the MarkWest.org website at <http://markwest.org/tradeshows/tradeshowsapplication.cfm>

And please, always remember to SHOP LOCAL whenever possible!

Steve Plamann, President



Serving Sonoma County Since 1959

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*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

## SEPTEMBER 13 SOCIAL

Once again Erin McCauley, Director of Sales for the Hilton Garden Inn, Sonoma County Airport, hosted a fabulous social.

Doug Williams, retired Chief of the Central Fire Authority of Sonoma County, stepped in to be our MC for the evening. He introduced Erin and turned the meeting over to her for a few minutes.

Erin told us that the Hilton has been here ten years. There are 90 rooms and a restaurant, which she reminded us is open to the public. They will be remodeling next year. The hotel is conveniently located just down the street from the Charles M. Schulz-Sonoma County Airport, and is right off Highway 101. It's got all the amenities a modern business traveler could want: a business center, meeting rooms, Internet access, photocopying service, a printer, easy parking, and a fitness center and pool. Families also love the pool, kids menus, and easy access to all the fun and beautiful attractions of Sonoma County. Since the fires, many of the responders and workers on the rebuild have been, and are continuing to stay in this very convenient and fabulous hotel.

John Essman said the Trade Show, September 26, is getting the best participation since 2011. There's lots of optimism, with a theme of rebuilding and coming back to the community. We have the largest radio campaign on KSRO we've ever had.

John also reminded us of the annual Installation Dinner at Charlie's Grill on October 12, one day after the October social at Sutter Hospital.

Doug introduced our latest new member Julliane Jones of The Tutoring Center. They offer tutoring to children K through 12 and to adults, and provide free diagnostics. He also introduced soon-to-be-new members Alex & Karly Walzer of Blue Beagle Coffee. Both businesses are located in the Larkfield Shopping Center.

Pete Lescure, Lescure Engineering, told us that the Mark West Citizens Advisory Council (MWCAC) just approved the first application for use of the Franchise Funds. You can contact me, Aggie Maggio or Pete Lescure or Brian Molsberry, for more information about that.

### Donors & Winners

JOHN ESSMAN WON THE POT OF GOLD! Value: \$620.00. Everyone was so pleased to see John win. He's certainly worked hard for this chamber for a long, long time. I think he's still in shock.

Next month the Pot of Gold prize will be back to \$60, and we will add \$20 per month until we get a winner. You must be present to win!

Paul Peck, Director of Sales for Carlton Senior Living, won \$51 in the 50/50 drawing.

Sally Crain, Broker at Century 21 Alliance, won a lovely gift package donated by the Hilton Garden Inn. Thank you once again, Erin!

And we'll see ya'll at the Trade Show!

*Contributed by Aggie Maggio Realtor @ Coldwell Banker*



*A good sized crowd enjoyed a great buffet put together by the Hilton Garden Inn hospitality staff and kitchen.*



*Our Master of Ceremonies for the evening, Doug Williams (retired Chief of Central Fire Authority of Sonoma County) welcomed Julianne Jones of the Tutoring Center as the Chamber's newest member.*



*Doug Williams (left) presents Paul Peck of Carlton Senior Living (right) with his winnings from the 50/50 drawing.*



*Our host for the evening, Erin McCauley of Hilton Garden Inn Sonoma County Airport (left) with John Essman of SonomaCONNECTION, our first winner of the Pot of Gold drawing since sometime in 2015! The jackpot was a whopping \$620, and next month it will be back to its specified \$60.00 starting amount. We all congratulate John on his good luck!*

## CLOVERLEAF RANCH HASN'T MISSED A BEAT!

We are pleased to let our community know that we are up and running with all of our normal business activities and that we have concluded an extraordinary summer camp season!

Although the road has been arduous, it has also been abundant in generosity, joy, and gratitude. This spring, we were finally able to begin the clean-up of the property. We were able to secure a limited cleanup from FEMA for the homes that burned down, but were left wholly on our own to manage, arrange, and pay for the cleanup of the majority of our buildings as well as infrastructure like pipes, electric lines, and fencing. The volunteer support and funds raised through our GoFundMe page were vital in this effort.

We finished the property clean-up in April, just a couple of weeks before our first Open House. During this time, we were also working hard to restore and beautify what had survived and replace activities like our riflery range and our 1,000-ft. zip line.

The greatest challenge we faced was that the condition of the lower portion of the property gave people the impression that we were down for the count. But unseen from the road was our camp area up the hill where many of our buildings had survived! We enlisted staff to call our camp families to let them know that we would be ready for our 71st summer camp season, and that Cloverleaf was still full of beauty, magic, and joy!

The attendance turn-out for camp this year exceeded our expectations! The children had a great time in both our day and resident camp programs, and we were so grateful to host the many long-time campers who had lost their own homes in the Tubbs fire. It filled our hearts to be able to restore this home-away-from-home for them when they had already lost so much.

Donors and volunteers continue to support us, from throughout our Sonoma County Community and our Alumni. Though it has been a time of great hardship and sadness, we have been deeply moved to see just how many people hold Cloverleaf close in their hearts.

With the end of this amazing summer, we are now refocusing our energies on horse boarding and riding lessons. We have spaces available for boarding and our wranglers are hard at work teaching the next generation of Cloverleaf Ranch riders!

Find out more about Cloverleaf Ranch and its programs at <http://www.cloverleafranch.com/>

Contributed by Shawna De Grange,  
Cloverleaf Ranch



*The 1,000 foot zipline at Cloverleaf Ranch is back in business! At left, the day after the fire. At right, its new reality today!*

Interested in joining our Ambassador Club?  
Contact the Chamber at  
[office@markwest.org](mailto:office@markwest.org)  
707-578-7975



To host a Ribbon Cutting,  
contact...  
Aggie Maggio  
[aggiemaggio@icloud.com](mailto:aggiemaggio@icloud.com)



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

**UPCOMING EVENTS**

Wednesday, September 26, 2018  
**28th Annual Wine Country Business Showcase**

The Luther Burbank Center for the Arts  
 50 Mark West Springs Road, Santa Rosa



Help us celebrate the County's recovery from the fires! We are reaching out to our entire Mark West community and inviting them, wherever they are living, to reunite for an evening of food, fun, and networking, all with the common goal of promoting our area as vital, united, and poised for growth.

Get your tradeshow booth! See page 6 of this newsletter and fill out the form.

Thursday, October 11, 2018  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by **Sutter Santa Rosa Regional Hospital**  
 30 Mark West Springs Road, Santa Rosa

Friday, October 12, 2018  
 37th Annual **Installation Dinner** 6:00-9:00pm  
 At Charlie's Restaurant at the Windsor Golf Club  
 1320 19th Hole Drive, Windsor

Thursday, November 8, 2018  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by **Anytime Fitness**  
 490 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

**FALL ECONOMIC FORECAST PRESENTED BY SONOMA COUNTY EDB**



October 5, 2018, 7:00 – 9:00 AM

DoubleTree Hotel Sonoma Wine Country

**KEYNOTE SPEAKER:**  
 Economist Dr. Chris Thornberg,  
 Founding Partner of Beacon Economics



For further information: <http://sonomaedb.org/Calendar/Fall-Economic-Forecast-Breakfast/>

**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](http://summit.caeconomy.org).



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



Wednesday, September 26, 2018 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](http://www.MarkWest.org) to participate.

Company \_\_\_\_\_

Contact \_\_\_\_\_

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Check payable to: Mark West Chamber

Pay Online: [MarkWest.org](http://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	<b>\$250</b>	<b>\$375 ±</b>
8' Table	<b>\$350</b>	<b>\$475 ±</b>

\* 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)

Join us at



**LUTHER BURBANK  
CENTER FOR  
THE ARTS**

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

707.578.7975

**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>

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 free rebates, home water surveys  
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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 October 11  
5:30 - 7:30 pm

## SUTTER SANTA ROSA REGIONAL HOSPITAL

30 Mark West Springs Rd.,  
Santa Rosa

**BRINGING BUSINESS & THE COMMUNITY TOGETHER!**

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



Sonoma  
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THE WINDSOR TIMES

