

# 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)

707-578-7975  
[office@markwest.org](mailto:office@markwest.org)

The Lark

August 2019  
Volume XXXIII Issue 8

## CELEBRATE OUR COMMUNITY



# Mark West Community Faire

& Business Showcase

Thursday, September 26, 2019 • 4-8PM

Luther Burbank Center for the Arts

FOOD • FUN FOR FAMILIES • SILENT AUCTION • BEER & WINE  
BUSINESS & COMMUNITY BOOTHS • RAFFLE PRIZES



Presented by  
Mark West Area  
Chamber of Commerce  
& Visitors Center



Vendor applications online at [markwest.org](http://markwest.org)

THANKS TO OUR FAIRE SPONSORS



## CELEBRATE OUR COMMUNITY

The Mark West Area Chamber of Commerce and Visitors Center is hosting its annual community event and business showcase on Thursday, September 26 from 4-8pm in the lobby and patio of the Luther Burbank Center. It's truly a Community Faire with games and activities for kids and adults, silent auction, rebuild and public services information, food and wine sampling, Grand Raffle, and representatives from our amazing local businesses. Now in its 29th year, this event continues to flourish as our neighborhood continues to rebuild and grow ever stronger. Come say howdy to your neighbors and be a part of the fun!

We would like to especially thank our 2019 Faire Sponsors: Molsberry's Market, California American Water, Exchange Bank, Carlton Senior Living, and Accent Printing.

August Business After Hours Social Canceled.

UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL

Hosted by

Postal Plus

422 Larkfield Center, Santa Rosa

Thursday September 12, 2019

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

With the summer winding down and fall just around the corner, it is time to take advantage of a truly great promotional opportunity for you and your business. Yes, I'm talking about the Mark West Area Chamber of Commerce annual Community Faire and Business Showcase. This year it is on September 26th from 4 to 8pm. It will be held at the Luther Burbank Center for the Arts. This is our 29th year! With close to 100 businesses having booths and our silent auction and raffle, this is truly a fun family event. We always attract a big crowd of local residents. This event offers you a relaxed and fun atmosphere to show your products or services as potential customers stroll through the event and linger to enjoy all the free food, drinks and promotional gifts. Sign up for your booth now and help us support and enhance our community. If you want additional promotional opportunities you can donate a silent auction item. Contact John Essman at office@markwest.org and he will make arrangements 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, products, and services.

Our September Social will be at Postal Plus at 422 Larkfield Center on September 12th from 5:30 to 7:30 PM. Come out and join us for a fun evening with owners Paul and Millie. They have hosted before and they put on a great event. Besides the tasty food and drinks, we will have our famous Pot of Gold drawing, our 50/50 drawing, our business card drawing, and plenty of opportunity to network. I hope to see you there.

The Mark West Area Chamber of Commerce 38th Annual Installation Dinner will be held October 28th from 6:00-9:00pm. It will be hosted at Charlie's Restaurant at the Windsor Golf Club, 1320 19th Hole Drive, in Windsor. This is a must-do event which completes another year of effort, enthusiasm and commitment for our board members and our Ambassadors. Our board members are sworn in and we honor our Business of the Year, Board member of the Year, and Volunteer of the Year. Fourth District County Supervisor James Gore will preside over the swearing in of our officers. Please come and support those who do the most to make our chamber the best. Our special guest will be 2019 Miss Sonoma County, Rhiannon Jones.

The Mark West Area Chamber is working with Supervisor Gore, the Coffey Strong organization, Mark West Citizens' Advisory Council, the Larkfield Resilience Fund, and the Luther Burbank Center to host an event that commemorates the second anniversary of the Tubbs Fire. The focus of this family fun event will be our strength and how far we have already come in two years towards rebuilding our fire-devastated community and our lives. The Luther Burbank Center will unveil a large granite sculpture memorializing the victims of the fire. Please come out and support our community on October 6th at the LBC from noon to 5:00pm. There will be live music, food vendors, activities for the kids, and a chance to see and hear all that has been done and what will be done to make us better than before.

Steve Plamann, President



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522 Larkfield Center, Santa Rosa  
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## RESERVE YOUR BOOTH SPACE

The Mark West Community  
Faire is the best community  
trade show in the county, and the best way for you  
to meet local residents and customers!



**See the application form on page 3.**

Event date: Thursday, September 26, 2019



# Mark West Community Faire & Business Showcase

Thursday, September 26, 2019 • 4-8PM • Luther Burbank Center Lobby  
**FOOD • FUN FOR FAMILIES • BEER & WINE • SILENT AUCTION • RAFFLE PRIZES**

## VENDOR APPLICATION

**BUSINESS / ORGANIZATION INFORMATION:**

COMPANY: \_\_\_\_\_ CONTACT NAME: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

I WOULD LIKE TO DONATE A SILENT AUCTION ITEM THANK YOU - WE WILL CONTACT YOU

**BOOTH SIZE / TYPE:**

	BOOTH INCLUDES	MEMBER PRICE	NON-MEMBER PRICE*
<input type="radio"/> 4' BOOTH	4' TABLE, TABLECLOTH, 2 CHAIRS	\$275	\$395*
<input type="radio"/> 8' BOOTH	8' TABLE, TABLECLOTH, 2 CHAIRS	\$375	\$495*
<input type="radio"/> FOOD OR WINE VENDOR	TABLE, TABLECLOTH, 2 CHAIRS	FREE	N/A

\* INCLUDES ONE-YEAR MEMBERSHIP

**BOOTH LOCATION (SEE MAP ON REVERSE):**

FIRST CHOICE: \_\_\_\_\_ SECOND CHOICE: \_\_\_\_\_ COMMENTS: \_\_\_\_\_

I NEED ELECTRICITY

**PAYMENT INFORMATION:**

CREDIT CARD - INFO BELOW       CHECK ENCLOSED       PAID ONLINE AT MARKWEST.ORG

NAME ON CARD: \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_

CARD NO: \_\_\_\_\_ EXP DATE: \_\_\_\_\_ CCV: \_\_\_\_\_

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

## THANKS TO OUR FAIRE SPONSORS



2019 Sponsorship Opportunities Still Available - Call (707) 578-7975

## PG&E MAP SHEDS LIGHT ON PLANNED POWER OUTAGES IN SONOMA COUNTY

Adapted from a story by Will Schmitt on the Press Democrat website, August 15, 2019

A majority of Sonoma County's cities and much of the surrounding North Bay could be affected under the wide-scale planned power outages that PG&E has signaled it intends to use to reduce the risk of its equipment sparking devastating wildfires, according to a map the utility company provided earlier this month to local government officials.

The map, obtained this week by The Press Democrat, illustrates the unprecedented scope of fallout for local electricity customers, showing areas that are more likely to have their power cut during periods of hot, dry, windy weather that can give rise to catastrophic fires.

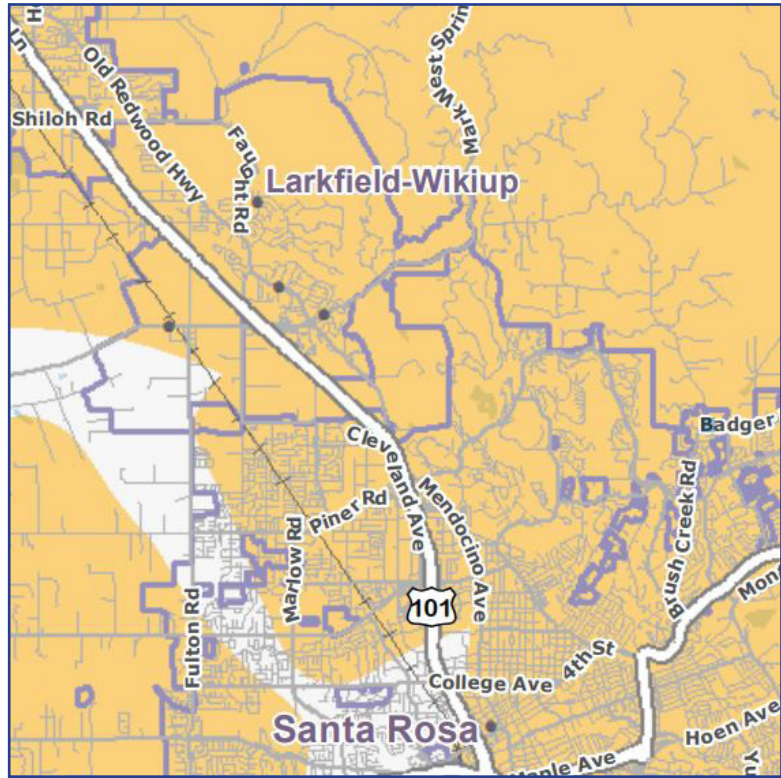
The North Bay map was provided this month to officials in Sonoma County and Santa Rosa through a secure data portal to help them plan for PG&E's outages. Though most of Sonoma County is marked as "affected," **local officials have cautioned that the likelihood of an outage affecting the entire county is very low.**

The vast majority of Sonoma County falls within the map's orange "affected areas," including all of Larkfield, Wikiup, Mark West, Windsor, and most of Santa Rosa. Though PG&E has said that any of its 5.4 million customers in Northern and Central California could be affected by planned outages, swaths of Santa Rosa, Petaluma, and Rohnert Park are not tinted orange.

"The planning maps show which areas are more likely to experience a shut off when gusty winds and dry conditions, combined with a heightened fire risk, are forecasted to threaten a portion of the electric system," PG&E spokeswoman Deanna Contreras said in a statement. "The maps show potential areas of more likely distribution-level and 70kV and below transmission-level impacts. They are approximate and show potential de-energization areas only. Additional areas could be impacted. PG&E is working to make these same planning maps available to customers through our website very soon."

PG&E, meanwhile, had urged local governments to withhold public release of the new North Bay outage map, arguing it lacked context and could be misleading to viewers. Sonoma County last week released a blurred version of the map that was illegible. A source with access to a legible version provided the map to The Press Democrat.

The editors of The Lark encourage you to read the entire story on the Press Democrat website at <https://www.pressdemocrat.com/news/9898428-181/pge-map-sheds-light-on?artslide=1>



A portion of the map of projected planned power outages created by PG&E. Orange areas show where power is likely to be cut in the event of fire prevention power outages. See the original map here, and read the entire original article at the link at the bottom of this page.

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**

Thursday, September 12, 2019  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by **Postal Plus**  
 422 Larkfield Center, Santa Rosa

Friday, September 20, 2019  
**Sutter Santa Rosa Regional Hospital Facility Expansion Groundbreaking** 11:00am -12:00noon  
 Be there as Sutter embarks on a 67,000 sq. ft. expansion and renovation!

Wednesday, September 26, 2019

**29th Annual Community Faire & Business Showcase**  
 (formerly the Wine Country Business Showcase)



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

This is truly a Community Faire with games and activities for kids and adults, silent auction, rebuild and public services information, food and wine sampling, Grand Raffle, and representatives from our amazing local businesses. Now in its 29th year, this event continues to flourish as our neighborhood continues to rebuild and grow ever stronger. Come say howdy to your neighbors and be a part of the fun! See page 3 for a booth/vendor application form.

Thursday, October 10, 2019  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by **Charles M. Schulz - Sonoma County Airport**  
 2290 Airport Blvd, Santa Rosa

Friday, October 25, 2019  
**Chamber 38th Annual Installation Dinner**  
 6:00 - 9:00pm  
 Hosted at Charlie's Restaurant at the Windsor Golf Club, 1320 19th Hole Drive, Windsor

Thursday, November 14, 2019  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by **Anytime Fitness**  
 620 Larkfield Center, Santa Rosa

Wednesday, December 4, 2019  
**Holiday Tree Lighting - Community Event** 6:00pm  
 Hosted by Molsberry Markets, Inc.  
 522 Larkfield Center, Santa Rosa

**SONOMA COUNTY ECONOMIC DEVELOPMENT BOARD EVENTS**



**2019 Manufacturing Day Sonoma County**

Friday, October 4, 2019, 8:30am – 2:00pm  
 MFG Day Sonoma County seeks to inspire the next generation of Sonoma County manufacturers by supporting direct industry engagement with students, creating hands-on learning opportunities, and promoting education and training pathways that lead to careers in manufacturing. By Invitation Only.

**Fall Economic Forecast**

Friday, October 11, 2019, 7:30am - 9:00am  
 Dr. Chris Thornberg, founding Partner of Beacon Economics shares his economic outlook, focusing on California and Sonoma County.

Visit the EDB website for links to these and other events: <http://sonomaedb.org/News-and-Events/>



**Sonoma CONNECTION**

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## SONOMA COUNTY'S NEW ECONOMIC DEVELOPMENT CHIEF BRINGS AN OUTSIDER'S FRESH PERSPECTIVE

Adapted from a story on the Press Democrat website, July 5, 2019

Sheba Person-Whitley knows firsthand how economic development can make a difference in someone's life.

The new executive director of the Sonoma County Economic Development Board grew up in a poor area of rural North Carolina. That's a stark difference from our county's relative affluence, having some of the nation's best winegrape vineyards, acclaimed restaurants and a median annual income of \$71,769.

"I'm a statistical anomaly is how I would describe myself. ... I grew up in a trailer park," said Person-Whitley, a 41-year-old mother of two. "I grew up in an area where there was very little long-term economic opportunity."

The saving grace for Person-Whitley was a family move closer to Raleigh and its high-tech research hub of pharmaceutical companies. Pushed by her mother, she graduated from high school and earned a bachelor's degree in communications from North Carolina State University. That put her on a career path that's now led to Sonoma County.

Diversity is central to Person-Whitley's mission as she takes over from Ben Stone, who led the well-respected economic development board for more than 30 years, taking it from a one-man government agency to a 12-person staff.

The agency publishes key reports on various local economic sectors and serves as a resource for an array of area companies, from startup enterprises to longtime businesses. For example, the board helps promote job-training efforts and assists with a popular microlending program.

Person-Whitley has been surprised by the gracious welcome she has received here compared to other areas of the country she has worked in. Her former positions include senior international trade manager for Louisiana Economic Development and various roles with the North Carolina Department of Commerce. "Everyone here has been welcoming in ways I have not experienced before," she said.

Still, Person-Whitley acknowledged that in her less than two months on the job she has been the only person of color or one of a few in many of the meetings and outreach gatherings she has attended — a notable exception was a June luncheon hosted by Los Cien, the county's largest Latino leadership organization. That has reinforced her goal to focus on greater diversity, extending the Latino outreach that the economic development board has established to include blacks, the LGBTQ community, veterans and other groups.

Part of her charge to her economic development board staff members is to get out of the office and meet people where they work and live. "Economic development cannot just happen from an office," Person-Whitley said. "It's a big county. It's a diverse county."

And she is leading by example. Last week on Tuesday, Person-Whitley was in west county talking to business owners and local officials to learn the challenges they face. It was a tour organized by county Supervisor Lynda Hopkins, who represents the area whose economy is largely based on seasonal tourism and the wine industry. She intends to take similar visits to different parts of the county with the other four supervisors.

Her recent experience in Stockton should be helpful, said Micah Runner, her boss there and now deputy city manager for Rancho Cordova. Stockton is the largest city and the county seat in San Joaquin County, but Person-Whitley made sure to reach out to colleagues in smaller cities as well as in unincorporated areas to make sure their concerns were addressed in regional economic development efforts.

Read the entire story on the Press Democrat website at <https://www.pressdemocrat.com/business/9760101-181/sonoma-countys-new-economic-development>



*Sheba Person-Whitley*

**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  
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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 online newsletter.  
 You supply the flyer - 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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# Mark West Area Chamber of Commerce and VISITORS CENTER



4787 Old Redwood Hwy, Suite 101  
Santa Rosa, CA 95403

## AFTER HOURS BUSINESS SOCIAL

Thursday September 12  
5:30 - 7:30 pm

### POSTAL PLUS

422 Larkfield Center,  
Santa Rosa

**BRINGING BUSINESS & THE COMMUNITY TOGETHER!**

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



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THE WINDSOR TIMES

