

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

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The Lark

February 2020
Volume XXXIV Issue 2

FUTURE OF NORTH BAY BUSINESS EXPLORED AT SONOMA STATE ECONOMIC OUTLOOK CONFERENCE

Adapted from a story on the North Bay Business Journal website, February 24, 2020

What will the future of business be in the North Bay and what innovations will drive it was explored Thursday February 20 by a panel of experts at the 27th annual Sonoma State University Economic Outlook Conference, which drew about 250 people to the campus in Rohnert Park.

Focusing on innovation in the future, Hamish Gray, senior vice president with Santa Rosa-based Keysight Technologies chose one he said will have a life-changing impact: 5G, the so-called “fifth generation” of cellular connectivity. Its ultrafast speed, as well as ability to support millions of devices, isn’t fully here yet, but when it arrives, the implications for everyday life will be large, he said. Devices on 5G will not only communicate with each other, but will do so “without the need of human interaction,” he said.

As a present day outlook of a key North Bay industry, Karissa Kruse, president, Sonoma County Winegrowers and executive director of the Sonoma County Grape Growers Foundation, said as previously announced, 99% of its members have reached the group’s goal of growing wine on a sustainable basis.

Another powerhouse North Bay industry — tourism — is focusing on the future of “outbound marketing,” which includes leveraging the regional Sonoma County airport’s flight connections to places like Denver and Dallas. Todd O’Leary, vice president of marketing and communications for Sonoma County Tourism, added that the industry is also eyeing how to leverage the area’s cannabis industry as an attraction. Despite federal prohibitions on the product, in pot-legal California there is a growing appetite for cannabis-focused tourism, like food and cannabis combinations or spa dates.

Partnering with agencies like Sonoma County Tourism is part of the plan by the Sonoma County Economic Development Board to push outdoor adventure tourism. Its executive director, Sheba Person-Whitley, said the opportunity is there to tempt visitors interested in more than a wine tasting or spa treatment, with zip-lining or kayaking experiences. A 2018 report by the board stated the area has 330 outdoor-related businesses. Outdoor recreation statewide generated \$92 billion in consumer spending, or about \$731 million in economic impact in Sonoma County alone.

Read the entire story on the North Bay Business Journal website at <https://www.northbaybusinessjournal.com/northbay/sonomacounty/10731641-181/ssu-economic-outlook-manufacturing-tourism-wine>



*February Social &
Ribbon Cutting
hosted by
Survival CPR & First Aid, LLC
See p3*

UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL

Hosted by

Todd Walling Real Estate, Keller Williams Realty Thurs. March 12, 2020
3562 Round Barn Circle, Ste. 200, Santa Rosa 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 Tuesday
Of Each Month
1:30 pm - 3:00 pm at
Best Western Plus Wine
Country Inn & Suites
870 Hopper Av. S.R.

PRESIDENT'S MESSAGE

I can't believe Daylight Saving Time is just around the corner. Is it too early for Spring Fever? Yes, we still need rain... but in the meantime we can all enjoy this beautiful weather. The mild winter has allowed the construction crews to make progress, as they continue to rebuild our community. It is such a warm feeling to see all the new homes in our very special Mark West Area. With many of the residents back and more very close to seeing their new homes completed, the merchants are finally feeling a return to their normal business volume. We survived!

Our February Social was a joint event with the Windsor Chamber. It was also a ribbon cutting for Eric Thomson and his crew at Survival CPR and First Aid, in their new location in Windsor. We had a huge turnout with many networking opportunities. The wine was excellent and there was more food than we all could eat. Eric has a beautiful new space for training individuals or groups at Survival CPR and First Aid. We wish him and his crew much success in their new space.

We will continue to encourage and participate in joint mixers, as they provide our members with a fun occasion to be face to face with many business owners who potentially will be new clients.

Our March Business After Hours Social will be hosted by Todd Walling Real Estate, Keller Williams Realty at 3562 Round Barn Circle, Suite 200 in Santa Rosa, on March 12th from 5:30 to 7:30 PM. It will be a St. Patrick's Day extravaganza complete with corned beef and cabbage. Don't miss this unusual and really fun event.

We have a very important Luncheon coming up on March 26th. The topic is the Mark West Site-Specific Plan, which covers community planning for the next 20 years. Our guest speakers include civil engineer and Mark West Citizens Advisory Councilor Pete Lescure and members of the Permit & Resource Management Department staff. 4th District County Supervisor James Gore has been invited to attend and comment on these plans. It will be hosted by Best Western Plus Wine Country Inn and Suites at 870 Hopper Avenue in Santa Rosa, from 11:30 AM until 1:00 PM. You will need to get tickets in advance. The ticket price includes a sandwich and drink. Please go to <http://markwest.org/payment/> to order your tickets.

Our 39th annual Chamber Installation Dinner is just around the corner. It will be held this year on July 9th at Charlie's Restaurant at the Windsor Golf Club, 1320 19th Hole Drive in Windsor. Start time for this great event is 6:00 PM. Don't miss this very special evening.

The Mark West Area Chamber appreciates your membership and involvement. If you are like me, you can see all the benefits from being a Chamber member. I enjoy the connections I make networking with other members and guests at our monthly socials and all the other promotional opportunities like the member directory, the yearly Community Faire, Business Luncheons, and the website. Get involved and get more out of your membership.

Steve Plamann, President



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FEBRUARY 13 SOCIAL REPORT

Eric and Kelly Thomson and their staff at Survival CPR & First Aid, LLC were our hosts for the evening. It was a grand opening/ribbon cutting celebration at their new and expanded facilities. The new digs are spacious and full of light to accommodate classes as well as business. Eric told us about Dr. Grandi, a retired chiropractor and owner of Windsor Family Chiropractic Center, who got them started on their journey. Eric said, "He is a great guy and I owe my start to him and his wife Bunnie, because they offered to let me start my business in their office." He went from there to the small office on Old Redwood Highway. Now he has close to 20 employees and is loving it.

This was a very successful joint social with the Windsor Chamber. Eric says that was thanks to his wife Kelly, who is the planner. She was a very gracious host. Mark West Area Chamber President Steve Plamann (Aaction Rents) and Lorene Romero (President and CEO of the Windsor Chamber) were co-MC's. What a great balance of promoting businesses and socials while having fun at the same time.

Amista Vineyards of Healdsburg poured their famous sparkling wines and Phyllis Zouzounis of Zouzounis Wines poured her Zinfandel. Eric and Kelly's son used to work at Amista and Eric used to help Phyllis make her wine. It was a cheerful Valentine's Day atmosphere with sweet treats right along with savory snacks.

Larry Kropp, CPA/Attorney, received his new member plaque.

The Windsor Chamber's next meeting is the last Tuesday of February at Fruity Moto Restaurant and March 31 will be a ribbon cutting/social combo at PizzaLeah. Their business Expo is April 7 at the Mary Agatha Furth Center. It will also be a job fair. Their chili cook off is Saturday, May 9, at the Town Green.

Our next meeting is March 12 at Todd Walling's Keller Williams office on Round Barn Circle, in Santa Rosa. He will have a St. Patty's Day dinner waiting for us.

Our Community Faire and Business Showcase will be sometime in September. We won't be having a social that month so everyone can feel comfortable attending -- and hopefully participating in one way or another.

Donors & Winners

The Pot of Gold was \$220 and the winner would have been Edgar Law Firm. Too bad for them that no one from the firm attended; so luckily for next month's attendees, it will be \$240 in March.

The 50/50 drawing was \$77 and Keith, one of Eric's employees at Survival CPR & First Aid, won.

About the business card drawings: There were so many I couldn't possibly keep up with them. See the pictures on our Facebook page. The gifts were a few bottles of wine, several surprise packages from Survival CPR & First Aid, and (in keeping with the Valentine's Day theme) candy.

Contributed by Aggie Maggio, Realtor @ Coldwell Banker



This event was a Social and a Ribbon Cutting. Eric and Kelly Thomson (Eric has the scissors) were our hosts at Survival CPR & First Aid, LLC.



Left to right: Eric Thomson (Survival CPR & First Aid, LLC), Steve Plamann (Aaction Rents), David Mohle (Accent Printing & Design, Inc.) Lorene Romero, (President and CEO, Windsor Chamber of Commerce and Visitors Center)



Left to right: Laura Buhner (Exchange Bank, Larkfield Branch), Steve Plamann (Aaction Rents), Melissa Moholt-Siebert (Ancient Oak Cellars), Ken Moholt-Siebert (Ancient Oak Cellars).



We had a big crowd, composed of members from the Mark West Area Chamber, the Windsor Chamber, and their guests.

**2020 INDUSTRY RESILIENCY SESSION
MARCH 13, 2020**

Over the last three years, businesses in Sonoma and Mendocino Counties have suffered significant losses due to fires, power outages, and floods. We know the impacts and the problems, and now the Sonoma County Economic Development Board invites you to join them for a session to identify solutions and pathways to resiliency that will strengthen and support our economic future.

The Industry Resiliency Session is a free event that is intended to support the business community by bringing together businesses and industry partners to discuss specific solutions to address ongoing disasters, power outages, and other emergencies that impact our local economy.

The purpose of this event is to come up with solid strategies for businesses and industries and to determine how local economic development organizations can provide the best support.

Learn more and register for this event at <http://sonomaedb.org/Calendar/SMEDD-Industry-Resiliency-Session/>



SONOMA MENDOCINO
Economic Development District

2020 INDUSTRY RESILIENCY SESSION

Friday, March 13th
8:30am - 12pm
Cloverdale Citrus Fairgrounds



Mark West Citizens Advisory Council

**WIKIUP
COMMONS**

Presentation by Tony Korman, Project Developer

At the Council's regular monthly meeting:

Monday, March 9th at 6pm

Riebli Elementary School Multipurpose Room
315 Mark West Springs Road, Santa Rosa

A complete agenda will be on the MWCAC website three days prior to the meeting.

<https://sonomacounty.ca.gov/Mark-West-Citizens-Advisory-Council/>

For more information contact:
MWCAC Secretary, Aggie Maggio
aggiemaggio@icloud.com

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ARE LOOKING FOR YOU!**

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visit www.app.joinhandshake.com/register and select "employer"

REGISTER FOR OUR ANNUAL  **MARCH 11TH & 12TH, 2020**

all registrations take place in **handshake**

SAVE THE DATES

Last-Chance "Mini-Fair" **April 29th & 30th, 2020**
Part-Time Job Fair **August 2020**



Becky Sandoval-Young
Employer Relations Specialist
becky.sandoval@sonoma.edu
(707) 664-2490

Career Center
Sonoma State University

SONOMA STATE UNIVERSITY

Interested in joining our Ambassador Team?
Contact the Chamber at
office@markwest.org
707-578-7975



To host a Ribbon Cutting,
contact...
Aggie Maggio
aggiemaggio@icloud.com



UPCOMING EVENTS

Thursday, March 12, 2020
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **Todd Walling Real Estate, Keller Williams Realty**
 3562 Round Barn Circle, Ste. 200, Santa Rosa

Thursday, March 26, 2020
Chamber Business Luncheon 11:30am-1:00pm
 Topic: Mark West Site-Specific Plan
 Speaker: Pete Lescure and
 Sonoma County PRMD staff
 Hosted at Best Western Plus Wine Country Inn & Suites
 870 Hopper Ave, Santa Rosa

Thursday, April 9, 2020
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **Salon Marcel (Ribbon Cutting)**
 4795 Old Redwood Hwy, Suite C, Santa Rosa

Thursday, May 14, 2020
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **Solstice Senior Living at Santa Rosa (Ribbon Cutting)**
 3585 Round Barn Blvd., Santa Rosa

Thursday June 11, 2020
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **Bisordi Ranch and Vineyards, LLC**
 1350 River Road, Fulton

Thursday July 9, 2020
Chamber 39th Annual Installation Dinner
 6:00 - 9:00pm
 Hosted at Charlie's Restaurant at the Windsor Golf Club, 1320 19th Hole Drive, Windsor
 Thursday August 13, 2020
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **Atlas Pavers Co.**
 1710 4th Street, Santa Rosa

September 2020
30th Annual Community Faire & Business Showcase
 Location, date, and time to be announced

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.



Thursday October 8, 2020
 Chamber Business After Hours Social 5:30-7:30pm
Open Date - Please contact the Chamber office at 578-7975 or email us at office@markwest.org to host this social

Thursday, November 12, 2020
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **Anytime Fitness**
 490 Larkfield Center, Santa Rosa

Wednesday, December 2, 2020
Holiday Tree Lighting - Community Event 6:00pm
 Hosted by Mark West Elementary School
 4600 Lavell Road, Santa Rosa

Thursday, December 10, 2019
 Chamber Business After Hours Social 5:30-7:30pm
 Co-hosted by **Larkfield Exchange Bank** and **Molsberry Markets, Inc.**
 500 Larkfield Center, Santa Rosa

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BUSINESS SPOTLIGHT**CALIFORNIA AMERICAN WATER – SAFE WATER, SAVING WATER**

As we go about our day-to-day lives, there is often something we tend to take for granted, something that is (perhaps) more important than any other day-to-day necessity: Water.

We all know that we need water to survive, of course, but what about water's other uses? We use it to clean, we use it to keep our lawns and gardens alive, and we even use it to cook our food. Despite all of these uses, however, we never stop to think about where water comes from or how it is provided. For Larkfield, Fulton, and Geyserville, the answer is through the water utility company California American Water.

As a part of the larger American Water company, California American Water is dedicated to providing communities throughout California with the water they need for everyday use. The local branch of the company, based out of Larkfield, covers thousands of connections for the Larkfield, Fulton, and Geyserville regions, with over 2,300 in Larkfield alone. As a utility, California American Water has worked hard to ensure that they provide the best service possible. Water of good quality is made available to all; and, to assist low-income families, the H2O (Help to Others) Program is offered on their website.

Perhaps the best display of the commitment that California American Water has to its customers came as the Tubbs fire of 2017 was burning in Santa Rosa and Sonoma County. Both the firefighters and homes that had yet to be evacuated were in need of water, and so it fell to California American Water to maintain the flow. Damaged lines were isolated and repaired so that the rest of the lines functioned properly, and the company worked as fast as possible to restore water usage to homes that had lost access during the fire. "As soon as we got back into our building, we jumped right in," says Operations Superintendent Margaret DiGenova.

However, California American Water's efforts have long since extended past the end of the Tubbs fire. In the years since, the utility has worked to ensure that the community and Chamber are aware of everything that has been happening with their water system, including efforts to make sure that new homes have the required fire suppression systems.

In addition to extensive work with the local community, California American Water is also a Platinum Sponsor of the Mark West Area Chamber of Commerce. For the past seven years, Operations Superintendent Margaret DiGenova has represented the utility at Chamber meetings, allowing California American Water to keep in contact with other local business leaders. Additionally, Margaret makes an effort to participate in many of the various Chamber events, including the Holiday Tree Lighting ceremony at Molsberry's Market.

All in all, California American Water provides Larkfield, Fulton, and Geyserville with one of the most important necessities of their lives. Clean, running water is made available to all, and the utility would like to remind their community how important it is to conserve water, even outside of a drought season. To this end, Margaret has a word for the Mark West Area Chamber: "I love this Chamber's local feel and its great group of business leaders. It's never good to waste water. Call or stop by our office for water-saving ideas and fixtures, such as low flow faucet aerators, hose nozzles, plant moisture meters, a drip gauge, leak detector kits for toilets, and landscape booklets."

If you would like to know more about California American Water and the Sonoma-Marin Saving Water Partnership, do not hesitate to call the California American Water office at (707) 542-8329, extension 0.

Contributed by Johnathan Williams, Freelance Writer



Larkfield's California American Water branch prepares to celebrate 4,444 days without an OSHA-recordable incident.

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 online newsletter.
 You supply the flyer - We do the work!*

CHAMBER MEMBERSHIP DUES

Standard Dues - *Effective January 1, 2020*

\$149.00	Business (1-5 Personnel)	Non-profits get a 10% discount off Basic pricing
\$229.00	Business (6-10 Personnel)	
\$299.00	Business (11+ Personnel)	
\$749.00	Corporate Sponsor	
\$2499.00	Platinum Sponsor	
\$ 99.00	Individual (no business affiliation)	

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 and more.**

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 email us at Larkfield@amwater.com.**



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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 March 12
5:30 - 7:30 pm

TODD WALLING
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THE WINDSOR TIMES

