

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

February 2021
Volume XXXV Issue 2

MARK WEST CITIZENS ADVISORY COUNCIL REACHES A MILESTONE

The Mark West Citizens Advisory Council is at an important juncture with turnover of two of the original members' terms. Tim Preston has served our community since the beginning and his position as Member-at-Large representing Supervisor Gore is turning over to Karen Fies. Brian Molsberry, as a Mark West Chamber representative, has led the Council as President with his Chamber position now turning over to Willie Lamberson. At this juncture the Mark West Chamber of Commerce is recognizing the Council's accomplishments to date and its agenda going forward. The Council's role is especially important because our area is the largest population center in unincorporated Sonoma County, and larger than a few of the incorporated cities. As such, the Council's primary role is to act as the eyes, ears and voice of the Mark West Community for Supervisor Gore and his successors.



Larkfield Estates perimeter landscaping funded by Mark West CAC's Neighborhood Improvement Funding Program. This project cleaned up the areas that were given over to weeds after the loss of landscaping to the Tubbs Fire. Photo courtesy Larkfield Resilience Fund.

The Council's basic mission is to advise Supervisor Gore of our community concerns, and by his position, to represent our interests to the entire Board of Supervisors. The Council's advisory role reaches beyond the typical review of private development projects to review of the County's policies and programs affecting our community. Another Mark West Council function, unique among such councils, is to administer the Neighborhood Improvement Fund Program. Since its initial meeting on August 30, 2016 the Council has logged a number of accomplishments. While it has primarily served as a sounding board and information source for community members, it is looking to become more proactive in advocating for the community.

Continued on page 6

2021 COMMUNITY FAIRE

IT'S COMING.

We have an in-person date, and we have some virtual plans as well. Be a part of the Faire Committee this year! Who will be in the DUNK TANK? How shall we handle pledges? What about an Ultimate Bake Sale? How can we involve ALL our area businesses and really excite the public to participate? Will there be a CAKE WALK? It is always a lot of fun and a great way to connect with other Committee members and area businesses. We are looking for people to help with our SWAG BAG items and distribution, with brainstorming other ideas (PETTING ZOO?), and with helping publicity, from social media to print to calendaring. Want to make a few phone calls? Want to make a few videos? WE WANT YOU. Contact Beth Henry to get involved at any level --- FIRST MEETING IN MARCH. 707-360-8027 or ehenry@sonic.net



**Mark West
Community
Faire**
& Business Showcase



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.*

BOARD OF DIRECTORS MEETING

Second Tuesday
Of Each Month
11:30 am - 1:00 pm
Contact the Chamber
for links and
attendance information

PRESIDENT'S MESSAGE

Like everyone, I am looking forward to getting my Covid-19 vaccine. It really is a big step forward, back to how we were before. Yes, I know, even when everyone has been vaccinated against the coronavirus I will be hesitant to let go completely of all the safety measures I have been using for almost a year. Business as usual and schools operating like normal are still a ways down the road, but we will have a much-improved business world within a few months and we will slowly get back to normal.

Well, I participated in the Mark West Chamber's "Share the Love!" for Valentine's Day. The purpose was to give you additional ways to show your sweetheart you care and to help support our local delis, restaurants, and eateries. These twelve participated with special offerings and pricing for up to four days around Valentine's Day:

- Costeaux on the Go – located at the Sonoma County Airport
- Charlie's Restaurant at the Windsor Golf Club
- COOKIE...take a bite!
- Homerun Pizza
- Molsberry's Market
- Tambayan Filipino Eatery
- M Designs Floral and Events
- Kaffe Mocha
- Buns, Burgers and BBQ
- Norm's Kitchen
- Creperie Chez Solange
- Blue Beagle Coffee



My wife's and my Valentine's Day chocolate strawberries from Tambayan Filipino Eatery.

My wife and I had a great meal from Tambayan Filipino Eatery.

I want to thank them all for helping make life a little brighter and Valentine's Day a little more special!

On a lighter note, where did Valentine's Day come from? Why on February 14th with its bad weather in most of the Northern Hemisphere? Flowers don't grow in many places during the winter. Well, some historians suggest that having St. Valentine's Day in the middle of February was an effort to Christianize the pagan celebration of Lupercalia, celebrated on February 15th. Lupercalia was a fertility festival. Ok, but where did the name come from? I assume it is named after a St. Valentine. But who was Saint Valentine, and how did he become associated with this ancient custom that still flourishes today?

The Catholic Church recognizes at least three different saints named Valentine, all of whom were martyred. One legend contends that Valentine was a priest during the third century in Rome. When Emperor Claudius II decided that single men made better soldiers than those with wives and families, he outlawed marriage for young men. Valentine, realizing the injustice of the decree, defied Claudius and continued to perform marriages for young lovers in secret. When Valentine's actions were discovered, Claudius ordered that he be put to death. Still others insist that it was Saint Valentine of Terni, a bishop, who was the true namesake of the holiday. He, too, was beheaded by Claudius II outside Rome. A third story suggests that Valentine may have been killed for attempting to help Christians escape harsh Roman prisons, where they were often beaten and tortured.

Continued on page 3

IN MEMORIAM: PAUL ERICKSON

Paul was born August 11, 1943, and grew up in Cedarhurst, New York. According to his siblings, Paul was the typical spoiled youngest. Paul was always outgoing and popular among his peers. He attended Lycoming College in Williamsport, Pennsylvania and served as College President. After college Paul was drafted into the Army. In 1967 he began a tour in Vietnam, as a clerk with the Red Warriors, Company Delta. He was honorably discharged in 1968.

After he returned from Vietnam, Paul began working at an insurance company as a Claim Representative in New York City. During this time he was introduced to his future wife Dorothy. In 1975, Paul visited Santa Rosa and fell in love with the rolling hills, wineries, ocean, redwoods, and nearby San Francisco. Paul and Dorothy were married in New York in October 1977, and soon moved to Santa Rosa. Already a real estate broker in New York, Paul became a broker in California as well. They had four children: Bradley David, Tyler Vincent, Bethany Joy-Alise (Joy), and Lara Jean.

In 1982, Paul opened Paul Erickson Real Estate Appraisals, which remained in operation for 39 years. Though dedicated to his profession. Paul was his sons' little league coach for several years, and never missed a ballet, baseball game, bells performance, choir concert, or football game. In 2002 and 2004, ran for Congress against then incumbent Lynn Woolsey. He lost, but said at the time, "At least she didn't run unopposed." His ideal for a fair election mattered more than his desire to win. Paul was also active with the Mark West Area Chamber of Commerce, and was often found in animated conversation at our Socials, Ribbon Cuttings, and other events.

He had quite the baritone voice, and was an excellent (if sometimes raucous) piano player, which made him the highlight of any get-together. He and Dorothy sang in their church choir and looked forward to their annual productions of The Singing Christmas Tree at First Presbyterian Church.

Paul will be sorely missed. Paul was a kind man with a generous spirit who grabbed any and every opportunity to make people laugh and feel loved.



Paul and Dorothy - December 2015

President's Message, continued from page 2

So, let me see if I've got this straight. There are three possible St. Valentines responsible for this holiday: a priest, a bishop and an escape artist. That sounds like the beginning of a joke. All we need now is the bar they go into. But the punch line "all three died as martyrs" takes the humor away.

According to another legend, the imprisoned Valentine, before his death, sent the first "valentine" greeting himself after he fell in love with a young girl—possibly his jailor's daughter—who visited him during his confinement. It is alleged that he wrote her a letter signed "From your Valentine" as we still do today. Although the truth behind the Valentine legends is murky, the stories all emphasize his appeal as a sympathetic, heroic, and—most importantly—a romantic figure. By the Middle Ages, Valentine would become one of the most popular saints in England and France. Well, it is confusing, but despite not being sure of the true origin we have stuck with this holiday for over 600 years.

Written Valentines greetings began to appear after 1400. The oldest known valentine still in existence today was a poem written in 1415 by Charles, Duke of Orleans, to his wife while he was imprisoned. At the end of the 15th century Pope Gelasius declared February 14th St. Valentine's Day. Americans probably began exchanging hand-made valentines greetings in the early 1700s. In the 1840s, Esther A. Howland began selling the first mass-produced Valentine cards in America. In addition to the United States, Valentine's Day is celebrated in Canada, Mexico, the United Kingdom, France, and Australia. Today, according to the Greeting Card Association, an estimated 145 million Valentine's Day cards are sent each year, making Valentine's Day the second largest card-sending holiday, just behind Christmas.

Facts about Valentine's Day in this article were obtained from the History Channel blog, <https://www.history.com/topics/valentines-day/history-of-valentines-day-2>.

Steve Plamann, President

BUSINESS SPOTLIGHT

KEEPING PEOPLE CONNECTED: WEST COUNTY COMPUTERS

As businesses increasingly rely on technology to keep their companies running, the need for a reliable computer network is more important than ever before. From online meetings and remote workers to protecting your sensitive data from cyber hackers, having secure and reliable computer equipment and connections are paramount. But what happens when the system breaks? Whether the issue is a software error or a hardware failure, most businesses will need someone to help fix it. In Sonoma County, business owners need look no further than West County Computers.

Owner Tom Hutchins was first introduced to the world of computers at age nine when his grandfather let him try an Apple IIe. Over the next few years, Tom studied coding and programming books and built his first computer in high school. Tom realized that he preferred the hardware side of computers over coding, and studied computer science in college. Tom became an EMT for a brief time after college before shifting fully to IT in 2006.



Tom Hutchins, owner of West County Computers, in his Larkfield office. Photo credit: Beth Henry.

West County Computers offers a wide range of services at both the business and personal levels. For businesses, services include: cyber security and monitoring to protect from hackers; monthly maintenance services; server and desktop monitoring to protect and maintain both networks and individual computers; employee remote access to the server and network; mobile device management to help integrate employees' personal mobile devices; backup and disaster recovery in case of failure; and scheduled maintenance of a business network. For home computer users, services include: virus removal, software and hardware installations, custom-built computers, and more. Though business saw a brief decline at the start of the pandemic, 2020 became one of the most successful years in the history of West County Computers due to the increased need for

employees and employers to work from home instead of meeting in person.

For business owners in Sonoma County (and beyond), as well as personal computer users, reach out to West County Computers if you're in need of technical support, computer repair, or advice on upgrading your IT network. To the Mark West Area Chamber of Commerce, Tom says: "Thanks for having me! I'm looking forward to building a great relationship of trust with other businesses and Chamber Members!"

Contributed by Johnathan Williams, Freelance Writer

Serving the Wine Country Since 1979

- Project Planning
- Land Surveying
- Civil Engineering
- Wastewater Specialists

LESCURE
ENGINEERS, INC.
(707) 575-3427

www.lescure-engineers.com



Serving Sonoma County Since 1959
Family Owned and Operated
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



Laura L. Buhrer
Vice President
Branch Manager

707.523.4392
Fax 707.573.8094

Cell 707.293.5139
NMLS #737972

Laura.Buhrer@exchangebank.com

Larkfield Office
500 Larkfield Center, Santa Rosa, CA 95403
exchangebank.com



BUSINESS SPOTLIGHT

A HELP TO THOSE IN NEED: THE MAGELITZ AGENCY

Everyone needs insurance. Home, life, and auto insurance are among the most common types. These policies can give people a sense of financial security in the face of life’s unexpected accidents. Similarly, the insurance agents who help people acquire, maintain, and use these policies can be a great help to their clients. Joe Magelitz, an insurance agent with Farmers Insurance, has encountered many different scenarios over the years, and he is always ready to help his clients in their time of need.

Joe’s journey as a Farmers Insurance agent began when he met his future wife at college. Her father was an agent with Farmers, and Joe, who was working on his marketing degree, decided to pursue the same career. After starting out on his own in 1996, Joe eventually bought his father-in-law’s franchise, and has been providing his services to the people of Sonoma County ever since.

As a Farmers agent, Joe provides many of the services one would expect from insurance, such as home, fire, and auto. However, Joe also provides coverage for many other unique cases. His work with clients in areas with a high fire risk has also given him an opportunity to provide specialized coverage for their circumstances.

In the aftermath of the fires of the past four years, Joe has also been able to help many clients through the loss of homes and property. In 2017 alone, 50 of his clients lost their homes in the Tubbs fire, and it was Joe’s first time seeing total loss in action. Joe was able to help his clients work with Farmers, as well as lend a friendly ear as they dealt with the emotions of the time. Fortunately, he has also been able to see the fruits of his labor as many of his clients have completed, or will soon complete, their rebuilding process. “It’s been a real blessing to get to see them rebuild,” says Joe.

Joe is also a recent addition to the Mark West Area Chamber of Commerce. Joe has lived and worked in the Larkfield area for the past five years, and has recently signed for another five in his current location on Old Redwood Highway. Working in his office with his assistant, Christina Milleman, and his friendly Golden Retriever, Houston, Joe loves the small community feel of the area. Joe is not far from the Chamber office and is looking forward to the networking aspect that it provides.

Whether for home, auto, life, or any other kind of insurance, Joe Magelitz of the Magelitz Agency is ready to offer help and advice to clients in Larkfield and beyond. To his fellow members of the Chamber, Joe says: “I can’t wait to get more involved with the Chamber and attend the social events.”

Contributed by Johnathan Williams, Freelance Writer



Joe Magelitz and his faithful companion Houston. Photo credit: Beth Henry.

To host a Ribbon Cutting, contact...

Aggie Maggio
aggiemaggio@icloud.com
707-486-1303



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



Mark West Citizens Advisory Council, continued from page 1

The Council has operated on several themes related to the well-being and future of the Mark West community. Recovery from the Tubbs Fire has been a major theme as its most devastating effects were felt in Larkfield. Members have heard presentations from private advocacy groups, Block Captains, and public officials regarding their efforts to raise funds and provide other resources such as trees to rebuild neighborhoods. Rebuilding infrastructure—water, gas, electric power, and streets—has been a large part of this. Looking forward, Council members are seeking means and methods to protect the community through vegetation management and structure hardening.



New landscaping at the corner of Old Redwood Highway and Mark West Springs Road. Photo courtesy Larkfield Resilience Fund.

The Council has also hosted presentations by public officials and knowledgeable advocates on matters vital to the well-being and success of a community. Topics have ranged from the Brown Act for government transparency to fire districts consolidation, land use permitting, special districts formation, and planning for future housing development. Understanding of these topics is valuable for the Council in weighing the merits of private development projects that come to their attention via referrals from Permit Sonoma and providing counsel to the Planning Commissioners and Board of Supervisors.

The Council has been advocating for installation of a Hawk Light to protect pedestrians crossing Old Redwood Highway from Lark Center Drive to the Larkfield Shopping Center. The latest news is to expect its installation in Spring 2021. Other future developments include formation of an entity, likely a community services district, to own and operate a 25-acre community park at the former Wikiup Golf course which has been offered to the community by the Jackson Family Foundation. At the county level, Council members are organizing to provide input to the 2022 General Plan update on behalf of the Mark West community. A specific focus for the plan is to transform the Old Redwood Highway “speedway” through Larkfield with traffic-calming techniques such as landscaped shoulders incorporating stormwater mitigation measures, bike lanes, and pedestrian safety zones.

The Neighborhood Improvement Funding Program, unique to the Mark West Council, derives its funds from a franchise fee imposed by the County on the Larkfield District customers of California American Water Company. That area is mapped in Exhibit C of the Council Blue Book available on the website. It has funded a few projects including Fulton signage, Mark West Estates park landscaping replacement, and Larkfield Estates highway frontage landscaping replacement. Community Soils has an application pending for interpretive signage in their demonstration forest adjacent to their community garden in the Saddlebrook neighborhood. The Neighborhood Improvement Funding Program is described on the Permit Sonoma website at [Mark West Citizens Advisory Council | County of Sonoma (ca.gov)] which provides the guidelines and funding application form for interested community groups.

Looking forward to becoming more proactive, Council subcommittees are working on a variety of topics including CSD formation for ownership and management of the Jackson Family Foundation’s donation of the former Wikiup Golf Course. Other coming attractions include:

- | | |
|--|--------------------------------------|
| 1) Community interest survey | 4) General Plan update |
| 2) Community Park in Larkfield Estates | 5) Traffic speed and traffic calming |
| 3) Tubbs Fire Museum | 6) River Road / 101 Overpass |

The Council is currently meeting monthly via ZOOM at 6:00 PM on the second Wednesday. Meetings will resume in the Mark West School District Board room at Riebli School following the COVID19 pandemic. Members of the public are encouraged to attend to hear and be heard. Look for additional news and announcements, and sign up for notifications on the Council’s new website under construction at www.MarkWestCAC.org.

Contributed by Pete Lescure (Lescure Engineers) and Aggie Maggio (A. M. Maggio & Associates)



STUDENT CORNER

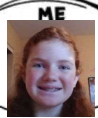
This new regular feature will highlight activities of the students in the Mark West Union School District.

ANIMAL ENVIRONMENTS AND HOW WE AFFECT THEM

We might not know it, but every day we are polluting animal environments. If you drive your gas run car, you're polluting. If you throw a piece of garbage into the ocean or storm drain, you're polluting. Every day we pollute without knowing it. This does not just affect the Earth, it also affects the animals living on it. In the ocean, animals are getting caught in pieces of plastic and garbage. On land, animals are either getting overheated or too cold for their normal environments. We are making them suffer or even die! Animals are eating plastic and dying! Some get something stuck over their mouth, or around their necks! We have to stop this! We cannot stand by and let animals suffer. We can help by switching to all electric vehicles and using recyclable products. We have to support these animals and stop the pollution. Please do not pollute and keep our earth healthy.

Contributed by Riley Bolin, 5th Grade, Mark West Elementary

MY JOURNALIST PROFILE



ME

NAME: Riley Bolin

AGE: 10

GRADE: 5th

MY FAMILY

Mom, Dad and Dylan (brother)

MY HOBBIES

Gymnastics, Horseback riding, Soccer, Piano, Chorus Guitar.

WHY I'M EXCITED ABOUT JOURNALISM

I am excited about journalism because I like to write about events that happen.

FUN FACTS

I love animals and outdoorsy type stuff. I love to travel and spend time with my family.

IN MEMORIAM: MICHAEL O'BRIEN

Loved by Many, Forgotten by None

Former Larkfield resident Michael O'Brien died January 16, 2021 after battling cancer for three years. He was 76. Michael had many talents, obsessions, and interests which would easily have earned him the title "Renaissance Man" in an earlier time. He was a decorated Navy combat pilot, a student of Buddhism, and a dedicated restaurateur who also studied painting and was fascinated with architecture. He wanted to know how things worked, and could fix anything, or would study it until he knew what needed to be done.

Following his departure from the Navy in the mid-1970s and a stint with the Victoria Station restaurant chain, Michael opened the Cricklewood Steakhouse in the spring of 1976. For over 40 years, it was known for its prime rib, French onion soup, inviting lounge with its fireplace and easy chairs, and the home-like atmosphere maintained by Michael and his partner, Lynette McGee. It was in 1992, while pursuing another of his passions (massage therapy) that Michael met Lynette at Harbin Hot Springs when she was studying to be a massage therapist. They had an apartment upstairs in the Cricklewood building, but "the only thing we did there was sleep," Lynette said. "We lived downstairs. It was our home."

For years, following the economic downturn in 2008, Michael and Lynette managed Cricklewood seven days a week for lunch and dinner. Then on October 8, 2017, they lost their business and their home in the Tubbs Fire. "We got out with two cars, two cats and our lives," Lynette said. They ended up finding a new home base in one of five tiny houses located off Old Redwood Highway in Windsor. As they had done many times in the past, they took the opportunity to travel, visiting with friends and relatives, seeing Vietnam, Cambodia and Thailand, and twice attending the art workshop in France run by Sebastopol artist Carole Watanabe.

Michael passed away peacefully with his wife Lynette at his side, and the hawks they loved to watch together flying outside the windows. Michael is also survived by his sister, Kate O'Brien of Knoxville, Tennessee; his brothers, John O'Brien of Coronado and Robert O'Brien of Sacramento; his stepchildren, Sara Stone of Redding, Abby Clester, also of Redding, Kris Vonderscheer of Cotati and Erik Vonderscheer of Redding, three nephews, three nieces, six grandchildren and one great-grandchild.

There will be a celebration of his life at a later date.



YOU CAN HELP: CONTRIBUTE TO LUNCHESES FOR LIFESAVERS

Would you like to help bring a little sunshine into a frontline health worker's life? Please consider supporting our frontline workers and helping Stephanie and Rob Bisordi with Lunches for Lifesavers

There's a lot of hardship and heartache in our community these days, and sometimes bringing a little sunshine into someone's life can help the giver as much as the receiver.

Here's how you can help right now.

On February 3, Stephanie Bisordi once again began delivering meals and snacks to health care workers at Sutter Santa Rosa Regional Hospital. This round included hearty meals from Sweet T's restaurant and Girl Scout cookies.

Stephanie is collecting donations to buy food from our local businesses and restaurants, and bringing snacks and meals at least twice a month to our heroes in the Emergency Department. The restaurants benefit, the workers know we are thinking of them, and everyone wins!

As the spouse of a frontline worker, Stephanie knows how grueling it can be to deal with a crisis for an extended period of time. Her husband is a fire captain. Now, with Covid 19, our community finds itself in an ongoing, slow-motion crisis. As the pandemic continues, the heightened state of urgency can make all our frontline healthcare workers feel isolated and cut off from the rest of the community. That's where Stephanie comes in, with a thoughtful program that she and Rob put into action last year at about this same time: Lunches for Lifesavers.

The Bisordis are personally acquainted with many of Sutter's EMTs and ER staff through the fire department community, but it is only one of the many ways they are involved county-wide. Stephanie works for the Mark West Union School District and also volunteers with the Sheriff's Department as part of their Volunteers in Policing program. The entire Bisordi family operates Bisordi Ranch and Vineyards LLC, cultivating grapes, walnuts, and animals. When it comes to giving back to the community, the Bisordis are committed to many causes, and expressing gratitude to our hospital workers is just one of them. Won't you give her a hand?

Stephanie can be reached at 707-321-1227 or you may donate directly to her Venmo account at Stephanie-Bisordi. Any amount is appreciated!

Contributed by Beth Henry, VP Membership



On February 3, Stephanie Bisordi coordinated lunch for the Emergency Department at Sutter Santa Rosa Regional Hospital. With donations from Michelle Franci, Lisa Layman, and an anonymous donor, Stephanie purchased food from Sweet T's Restaurant. Jerry Tussey, brother of owners Ann and Dennis Tussey, delivered the food piping-hot and fresh: biscuits, brisket, mac 'n' cheese, coleslaw, green salad, and all the fixin's.



Girl Scout cookies were also purchased for dessert and delivered by Karen Hancock and Kiley of Troop 10064. Accepting delivery on behalf of hospital staff was a very grateful Rick, RN. Photo credit this page: Stephanie Bisordi.

WELCOME TO NEW MEMBERS

Comcast

The Chamber is pleased to announce a new Corporate Sponsor, Comcast, represented by Brian Bottari, who is the North Bay Director of Government Affairs. Brian is a native of the North Bay who currently serves on the Board of Directors for Rebuild North Bay Foundation and United Way of the Wine Country, and as Chair of the Santa Rosa Metro Chamber Political Action Committee. Before joining Comcast, Brian served on PG&E's Government Relations team on the North Coast. Brian has also served as a District Representative for Congressman Mike Thompson in his Napa and Vallejo offices. We welcome Comcast in our community and are excited to have Brian's presence as we rebuild and grow.



Brian Bottari is the Comcast Government Affairs Director for the North Bay and North Coast.

music to my ears
 Fun Music Lessons
 FunMusicLessons.com
 707-664-0123

Music to My Ears serves adults and children and is locally owned by Christa Durand.

Music to My Ears

Music to My Ears is a local music education center offering private lessons in all instruments and voice (currently online and limited in-person), group programs, and musical theater productions.

They provide fun and enriching musical experiences for children and adults. Give Christa a call at (707) 664.0123, or check them out at <https://www.funmusiclessons.com/> or on Facebook/LessonsMusicals

Naturalight Solar, Inc.

Doesn't everyone deserve a little more light in their life? If you are thinking about installing a skylight or sun tunnel, make sure you do it right. Naturalight Solar, Inc. is committed to quality and unparalleled customer service in all aspects of their business. They specialize in VELUX Skylights, SUN TUNNEL skylights and blinds, and have achieved VELUX's highest standard of certification as an independent installer of their product. CSLB #955940 707-527-5330 NaturalightSolar.com

Naturalight Solar, Inc. serves all of Sonoma County and beyond, whether you are rebuilding or remodeling.

Naturalight Solar
 Bring your home to life
 707.527.5330

Contributed by Beth Henry, VP Membership

AMERICA'S FAVORITE CHARDONNAY

EDITORS' CHOICE
VINTAGE 2015
91
POINTS
JULY 2017*

EDITORS' CHOICE
VINTAGE 2016
91
POINTS
APRIL 2018*

VINTAGE 2017
90
POINTS
MAY 2019*

VINTAGE 2018
90
POINTS
APRIL 2020*

WINEENTHUSIAST | JIM GORDON

© 2020 Kendall-Jackson Winery, Santa Rosa, CA



WE KEEP COMMUNITIES FLOWING

At California American Water, we offer tools and tips to help customers conserve water so we can keep life flowing. Visit californiaamwater.com and click on "Conservation" for water-saving information.



CALIFORNIA AMERICAN WATER

WE KEEP LIFE FLOWING™

1-888-237-1333

californiaamwater.com

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
 FLYER INSERTION: \$35 per issue.
 You supply a .pdf version of your 8.5" x 11" flyer to office@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 707-578-7975.

Editor: Peter Loughlin, Loughlin Marketing
 707-704-6498 peter@loughlinmarketing.com

Deadline for publication is the 3rd Wednesday of the month.
 Please email your materials to office@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		
\$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)	

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

OFFICERS

President
 Steve Plamann Aaction Rents
 707-838-4373 stevep@aactionrents.com

Past President
 Doug Williams
 707-696-8244 dougw1955@aol.com

Corporate Secretary
 Alicia Mills Mark West Union School Dist.
 707-524-2970 amills@mwusd.org

Corporate Treasurer
 Millie Gibson Elusik Tax & Accounting
 707 575-7755 millie@elusiktax.com

VP Business Services
 Todd Anderson Best Western Plus
 Wine Country Inn & Suites
 707-545-9000 tanderson@heritagehotelgroup.com

VP Community Services
 Margaret DiGenova California American Water
 707-542-8329 margaret.digenova@amwater.com

VP InterChamber Events
 Position Open

VP Community Affairs
 Doug Williams
 707-696-8244 dougw1955@aol.com

VP Membership, Publicity, & Public Relations
 Beth Henry
 707-360-8027 ehenry@sonic.net

VP Government Affairs
 Willie Lamberson Lamberson tile
 707-483-0784 willielamberson24@gmail.com

DIRECTORS

Laura Buhler Exchange Bank, Larkfield Branch
 707-523-4392 laura.buhler@exchangebank.com

Peter Lescure Lescure Engineers, Inc.
 707-575-3427 plescure@lescure-engineers.com

Brian Molsberry Molsberry Markets, Inc.
 707-546-5041 brianm@molsberrymarket.com

Jason Riggs Extended Child Care Coalition
 707-545-2402 jason@extcc.org

AMBASSADOR COORDINATOR

Aggie Maggio A. M. Maggio & Associates
 707-486-1303 aggiemaggio@icloud.com

MEMBER SERVICES

Beth Henry
 707-578-7975 office@markwest.org

accent
 PRINTING & DESIGN, INC.

FOR ALL YOUR PRINTING NEEDS

**single to full color printing
 graphic design • mailing services
 posters and banners**

707.570.1444 • ACCENTPRINTING.COM
 5468 SKYLANE BLVD, SUITE D SANTA ROSA, CA 95403

Mark West Area Chamber of Commerce and VISITORS CENTER



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

GREAT PROGRESS
BY THE MARK
WEST CITIZENS
ADVISORY
COUNCIL

AND MORE GOOD
LOCAL BUSINESS
NEWS

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

Thank You to our Platinum Sponsors



...and to our Corporate Sponsors and Media Partners!



THE WINDSOR TIMES

