

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

January 2014
Volume XXVIII Issue 1

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403
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MARKWEST BUSINESS LUNCHEON JAN 15: SUPERVISOR 4TH DISTRICT MIKE MCGUIRE ON THE STATE OF THE COUNTY

Supervisor Mike McGuire gave a fantastic State of the County, 2014 presentation at the Mark West Chamber Quarterly Luncheon on January 15. The event took place at the Best Western Plus Wine Country Inn and Suites on Hopper Ave.

Before Supervisor McGuire arrived we were entertained by a beautiful violin piece written and performed by Ashley Kimball, Miss Sonoma County. She performed during the runup to Supervisor McGuire's presentation, and it was truly amazing.

Mike was enthusiastic and as energetic as ever. He packed so many facts and figures into his one hour that I could hardly keep up with them. The following is just a summary of what he presented.

DEFICIT IS DOWN

The Budget Deficit is on the move down. The County reduced it by \$120 million since 2009. It took tough decisions, sacrifice and lost jobs. I found that Supervisor McGuire did his part here, taking a 30% pay cut in his first year in office and a 10% permanent pay cut.

We now have a surplus of \$10 million, our first after many years of deficits. This is expected to continue for at least the next four years.

JOBS

Though Sonoma County was hit harder than most in the 2008 recession, losing 25,000 jobs, it is now #1 in the state in job growth.

Last year we added 3,600 new jobs. Unemployment is 6%, the fifth lowest in the state, which averages 8.3% statewide.

These jobs come from many sectors: professional business services, commercial, industrial, government, hospitality, healthcare and agriculture. Regarding hospitality, the county has had the largest single increase in bed tax, and a positive movement in room rates.



Sonoma County 4th District Supervisor Mike McGuire provided an informative and animated presentation on the State of the County at the Mark West Area Chamber's Quarterly Business Luncheon on January 15.

Continued on next page

UPCOMING EVENTS:

next AFTER HOURS BUSINESS SOCIAL hosted by

HILTON GARDEN INN

SONOMA COUNTY AIRPORT

417 Aviation Blvd., Santa Rosa CA 95403

Thursday February 13

5:30 PM - 7:30 PM

*December Social hosted by
Exchange Bank Larkfield Branch
and Molsberry Markets, Inc.
See page 6*

All these new jobs add \$3.4 billion in spending and taxes for our county.

There is a 41% increase in county microbreweries. Eight were added in this last year alone, with huge economic impact.

The new Sutter facility on Mark West Springs Road near Highway 101 is opening in October.... And this means jobs!

PENSION REFORM

The County negotiated historic pension reform agreements that will protect taxpayers, honor the hard work of our public employees and reduce the county's pension liability. As a matter of shared sacrifice and collaboration, the liability will be reduced by \$170 million.

BUSINESS

There is a big move toward online building permitting. This is calculated to take eight weeks off the average approval process.

The County is investing in rural broadband, from the Mendocino coast to inland population and business centers.

Sonoma County is studying the issue of new business coming in and providing for existing businesses. At this point, the County is focused



Chamber President and Fire Chief of the Central Fire Authority of Sonoma County Doug Williams introduced Supervisor McGuire. The event took place at the Best Western Plus Wine Country Inn and Suites.

on current business retention and expansion, mainly with improving bottom lines and incentives.

EDUCATION

Supervisor McGuire has been working through the Career Tech Education Foundation to raise \$1 million for career training and job skills classes for local high school students over the next four years. They have raised \$1 million in the past eighteen months.

Typically, 72% of high school students do not go on to four-year degrees. This is partly because, along with all their other challenges, community colleges have to turn down many applicants due to budget cuts. Therefore these job-skills classes are in health, agriculture, hospitality, senior services and light

manufacturing, all important fields in Sonoma County.

ROADS, STREETS, INFRASTRUCTURE

The county invested \$50 million in roads and streets in 2013 and will invest another \$50 million in 2014. That's more than in the last 20 years. By February or March there will be a comprehensive road plan with a budget and accounting.

There is now \$300 to \$400 million on the backlog of repairs and maintenance. Private contractors will do the majority of the work.

In 2013 the county upgraded and improved sections of Eastside Road, Westside Road, Airport Boulevard, Fulton Road, West Dry Creek Road, Lytton Station Road and Geyserville Avenue. Supervisor McGuire says he will continue to fight to make sure that a fair portion of county road funds are used for rural roads in our district.

Cyclists will be considered more than ever. Striping for bike lanes will be done but will take time.

Ditching and culvert crews have been rehired for the first time since 2008. They will be clearing hundreds of miles of ditches that have clogged up



Supervisor McGuire spoke in front of a big audience. Lunch was catered by Molsberry Markets, Inc.

Continued on next page

over the past several years and fixing dozens of failing culverts throughout the county.

The overpass at Airport Boulevard should be finished in October or November of 2014, in time for the opening of the new runway at the airport. Later they will take down the old overpass.

REALIGNMENT

Due to Federal rules that say something had to be done about overcrowded prisons, some of the prisoners' new homes are in the Sonoma County jail.

The average stay in the Sonoma County jail used to be six to twelve months. Now it is in the five to seven year range. Hundreds of felons have come back to the county from the state prisons. We were promised no violent prisoners or sex offenders would be sent here but they have. Jail violence, substance abuse and attacks on guards have all increased.

Fortunately, much of the millions of dollars in additional costs per year, are covered by the state.

WATER

We have less than we did in the drought of 1976 and 1977. Lake Pillsbury is at 22% of capacity, leading to a precarious situation downstream. The Eel and Russian Rivers are down too. Lake Mendocino is at 30% capacity. Lake Sonoma is at 67% capacity. Salmon and many other species are in danger.

We are now looking at mandatory water rationing!

AIRPORT EXPANSION

The Sonoma County Airport runway expansion project is on time and moving forward. The runway will be lengthened by 750 feet.

Alaska Airlines, Horizon Air and US Air are coming thru consistently in slow and peak times. The County is in final discussions with Sky West. One of the goals is to re-initiate service to Las Vegas. Each flight brings millions of dollars to the county, in the form of visitor spending, airport fees and jobs.

The top three destinations out of Sonoma County are Denver, Phoenix and Guadalajara.



Supervisor McGuire (right) talks with Roger Olson (left) after the presentation.

SMART TRAIN

Supervisor McGuire led the effort, in partnership with State Senator Noreen Evans and the SMART Board of Directors, to bring SMART to the Sonoma County Airport. They secured an additional \$4.4 million, which helped to cement the deal.

There will be a terminal half a mile from the airport with buses for transportation to and from. Ours will be one of the smallest regional airports in the nation to be connected to rail service.

He also led the effort, with the SMART Board of Directors, to locate the SMART Operations and Maintenance Facility in the North County, nearby. It's expected to employ 100 people when it is opened.

CHANGES IN FIRE DEPARTMENTS

Under consideration is the consolidation of north county fire services to improve administration and service. A similar consolidation combined a few different fire districts with much improvement.

Chief Williams of the Central Fire Authority of Sonoma County is leading these discussions.

This is what I'm comfortable reporting to you from a very fact-filled speech. If you want to know any more details, let me know, and I'll try to find the facts for you. Contact me at (707) 486-1303 or AggieMaggio@icloud.com.



Contributed by Aggie Maggio, Coldwell Banker

Miss Sonoma County Ashley Kimball performed a violin piece of her own composition in the minutes before Supervisor McGuire arrived.



*Doug Williams
Central Fire Authority of
Sonoma County
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
Grace Fellowship
608 Larkfield Center

Ambassadors Meeting

Second Thursday
Of Each Month
4:00 pm - 5:00 pm
At the Chamber offices

PRESIDENT'S MESSAGE

Welcome to the New Year!

As 2014 begins to unfold, it is time to look ahead at the calendar and prepare to promote our community. Each year the Mark West Area Chamber of Commerce sponsors and participates in a large variety of events.

I am very pleased to report that a majority of the monthly socials (normally the second Thursday of the month) are booked with hosts. The hosts this year will include veterans who have served the chamber faithfully for several years as well as new members who are excited to join the list. Please remember that the hosts of these monthly socials make a huge commitment and the best way to show appreciation for that commitment is for members and guests to attend. The first social of the year was hosted by Best Western Plus Wine Country Inn and Suites and was another fantastic evening. Todd Anderson (member of the board) and his crew attended to every detail with complete dedication.

Another function that the chamber sponsors is a series of luncheons to provide timely information to the membership. These lunches are held at the same Best Western Plus Wine Country Inn and Suites. The first luncheon of the year will feature Supervisor Mike McGuire. Later in the spring (May 28th) we have booked the manager of the Sonoma County Airport, Jon Stout, who will be providing some insight into the ongoing expansion of the airport and the quest for more destinations accessible from Sonoma County.

During the year Eugene Patterson (board vice president) is planning to schedule ribbon cuttings for new businesses or for existing businesses with something new to offer. Ribbon cuttings are another great way to highlight a business.

The chamber also hosts some annual events. Some of the most obvious include the installation dinner (July), the Harvest Faire and Trade Show (October), and tree lighting (December).

Thank you for your support of the Mark West Area Chamber of Commerce!

And remember, try to do business with other chamber members whenever possible!

Doug Williams, President, Central Fire Authority of Sonoma County

BRIAN MOLSBERRY AND SALLY SILVEIRA MARRIED NOVEMBER 23

We are very pleased to announce that Brian Molsberry and Sally Silveira got married on November 23, 2013 at the Sea Ranch Chapel.

Brian, part-owner of Molsberry Markets, Inc. and Past President and longtime Mark West Area Chamber member and Sally, of the Office of County Counsel for Sonoma County, tied the knot after eight years of romance. The ceremony was a small, private affair. County Supervisor Mike McGuire officiated. Sally says it was a beautiful, sparkly, autumn day and more perfect than they both could ever have imagined!"

Congratulations Brian and Sally!

*Right: Sally, Brian (right) and officiant
Supervisor Mike McGuire (left).*

Left: Their dog Jack was the ring bearer.

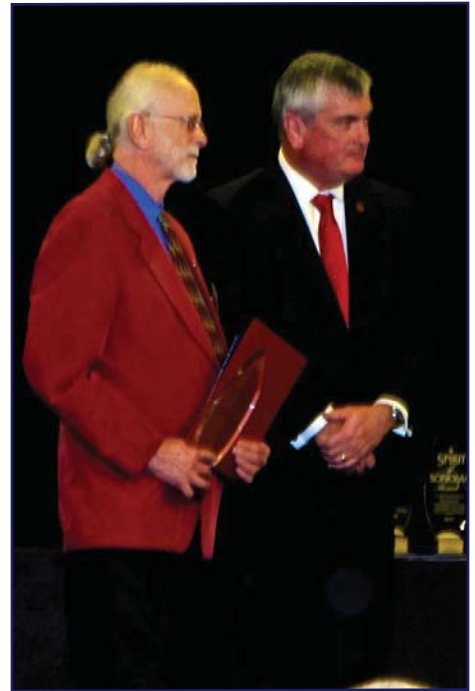


SONOMA COUNTY SPIRIT AWARDS

In December, the Chamber recognized recently deceased long-time volunteer and community leader Kathleen Palmer for her support and contributions. Her award was accepted posthumously by her husband, John Essman.



President Doug Williams, Central Fire Authority of Sonoma County; Past President Jim Bajgrowicz, Consultant; Todd Anderson, Best Western Plus Wine Country Inn & Suites



John Essman, Sonoma CONNECTION; David Rabbitt, 2nd District Sonoma County Supervisor



Past President Pete Foppiano of Golden Bear Financial and wife Marian Barbieri



Sally Crain, Broker @ Century 21 Alliance; Tony Gerald, Sonoma County Airport Express Inc.; Past President Shawna De Grange, Cloverleaf Ranch; Steve Plamann, Aaction Rents



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EXCHANGE BANK AND MOLSBERY MARKETS, INC. HOST A FESTIVE DECEMBER SOCIAL



Our hosts from Exchange Bank and Molsberry Markets, Inc.

December's After Hours Holiday Business Social was hosted by Exchange Bank and Molsberry Markets, Inc. and was held at the Larkfield Shopping Center branch of Exchange Bank. Eugene Patterson from Exchange Bank and Brian Molsberry from Molsberry Markets provided plenty of great food and beverages for Chamber members and guests.

Jim Bouler's name was drawn as the winner of the \$80 Pot of Gold. Unfortunately, Jim could not attend this evening and \$20 was added to the Pot of Gold to be drawn at January' social.

Shawna De Grange from Cloverleaf Ranch won the 50/50 raffle of \$80. Many other prize winners participated in the business card drawing, thanks



Sharon Gowan, Sonoma Family Life Magazine; Marian Barbieri Foppiano; Ashley Kimball, Miss Sonoma County 2013; Pete Foppiano, Golden Bear Financial; Tony Gerald, Sonoma County Airport Express.

to our many raffle prize donors. Winners were Missy Danneberg of Extended Child Care Coalition, office volunteer Patti Dearmin, Sharon Gowan of Sonoma Family Life Magazine, John Essman of Sonoma CONNECTION, Todd Anderson of the Best Western Plus Wine Country Inn & Suites, Erin Schreiner of Eichler's Auto & Truck Repair, Phil Essner of Essner Tree Service, Tom



Eugene Patterson from Exchange Bank displaying the prizes available to our business card drawing winners

Nunes of TD & Associates, Sally Crain, Broker at Century 21 Alliance, and Jolie Cook of Sonoma Family Life Magazine.

Congratulations to our winners and thank you to everyone at Exchange Bank and Molsberry Markets, Inc. for hosting a fabulous social.



Todd Anderson, Best Western Plus Wine Country Inn & Suites; Shawna De Grange, Cloverleaf Ranch; Eugene Patterson, Exchange Bank, Edward Whitt, Valley Yellow Pages



Marc Durand, Naturalight Solar, Inc.; Jim Bajgrowicz, Consultant; Phil Essner, Essner Tree Service



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UPCOMING BUSINESS SOCIALS

Thursday, February 13, 2014
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Hilton Garden Inn Sonoma County Airport**
 Location: 417 Aviation Blvd., Santa Rosa

Thursday, March 13, 2014
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Royal Care Lifestyle**
 Location: 192 Wikiup Drive, Santa Rosa

Thursday, April 10, 2014
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Right at Home**
 Location: 1111 Sonoma Ave. Ste 324, Santa Rosa

Thursday, May 8, 2014
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Central Fire Authority of Sonoma County**
 Location: Rincon Valley Fire Protection District - Larkfield
 45 Lark Center Drive, Santa Rosa

Wednesday, May 28, 2014.
 Chamber Business Luncheon 11:30am-1:00pm
 Topic: **Update on the Charles M. Schulz-Sonoma County Airport**
 Speaker: **Jon Stout, Airport Facilities Manager**
 Hosted at **Best Western Plus Wine Country Inn & Suites**
 Location: 870 Hopper Ave., Santa Rosa

Thursday, June 12, 2014
 Chamber Business-After-Hours Social 5:30-7:30pm
Open - please contact Tony Geraldi to host a social.

Thursday, July 10, 2014
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Extended Child Care Coalition**
 Location: 1745 Copperhill Pkwy #5, Santa Rosa

Friday, July 11, 2014
 33rd Annual Installation Dinner 6:00-9:00pm
 Hosted by **Charlie's Restaurant**
 at the Windsor Golf Club
 Location: 1320 19th Hole Drive, Windsor

Thursday, August 14, 2014
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Coldwell Banker - Aggie Maggio**
 Location: 600 Bicentennial Way #100, Santa Rosa

Thursday, September 11, 2014
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Sutter Medical Center of Santa Rosa next to the Wells Fargo Center for the Arts**
 Location: 50 Mark West Springs Rd., Santa Rosa

25TH ANNUAL WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE

Wednesday, October 1, 2014
 4:00-7:00pm
 Hosted by 60+ Local Businesses
 Location: **Wells Fargo Center for the Arts**
 50 Mark West Springs Road, Santa Rosa



Thursday, October 9, 2014
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Friendly Feed & Supply**
 and
Aaction Rents
 Location: 1000 River Road, Fulton

Thursday, November 13, 2014
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Anytime Fitness**
 Location: 490 Larkfield Center, Santa Rosa

HOLIDAY TREE LIGHTING
 Wednesday, December 3, 2014 6pm
 Location: **Molsberry Market**,
 522 Larkfield Center, Santa Rosa

Thursday, December 11, 2014
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Exchange Bank, Larkfield Branch**
 and
Molsberry Markets, Inc.
 Location: 500 Larkfield Center, Santa Rosa

*Interested in joining our
 Ambassador Club?*

Contact Tony Geraldi
 Sonoma County Airport Express
 707-837-8700
 tony@airportexpressinc.com



*Interested in having a
 Chamber Ribbon Cutting?*

Contact Eugene L. Patterson
 Exchange Bank, Larkfield Branch
 707-523-4392
 patterson@exchangebank.com



Want to keep abreast of important information pertinent to local business issues? Visit: Sonoma-county.org/edb

2013 HOLIDAY TREE LIGHTING KICKS OFF HOLIDAY SEASON RIGHT



Santa arrived on a big red fire truck and was promptly enthroned near the entrance to Molsberry Market. He handed out sweet treats to the kids.

The annual Holiday Tree Lighting in December was a great success. Sponsored by the Mark West Area Chamber, Molsberry Markets, Inc., the Mark West Union School District, Larkfield Center, and the Central Fire Authority of Sonoma County, it took place Wednesday, December 4, 2013 outside Molsberry Market at Larkfield Center. Hot cocoa and cookies were generously provided by Molsberry Markets, which helped take the chill off and added to the holiday mood.

The evening started with violin music by the children of the Mark West Union School District Music

Program, who played holiday songs accompanied by Music Director Sue Hufford. They were followed by carols sung by students in the Chorus program. The kids were from Mark West Elementary, San Miguel Charter Elementary, John B Riebli Charter Elementary, and middle school Mark West Charter School.

Then, for the highlight of the evening, Santa rode in on a bright red fire truck generously lent for the occasion by the fire department. The kids went wild when the Man in Red showed up. Santa had a seat near the Christmas Tree, and handed out sweets to all the kids despite the large number that pressed him from all sides. Fortunately, Mrs. Claus was there to help him.

We'd like to thank everyone involved for kicking off the 2013 holiday season in such fine fashion.



Students from the Mark West Union School District Music Program entertained one and all Above: Violins. Below: Chorus



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MARK WEST AREA COMMUNITY INFORMATION

AREA POPULATION - within a 3 mile radius - 20,000
 ELEVATION - 160 feet above sea level
 BOUNDARIES - Area approximately bounded by:
 Shiloh Road - North Piner Road - South
 West Olivet Road - West Lodge on Mark West Springs Rd - East

The Lark Newsletter is published monthly under the direction of:
 The Mark West Area Chamber of Commerce & Visitors Center
 4787 Old Redwood Hwy, Suite 101, Santa Rosa, CA 95403

ADVERTISING: 6 months \$107.50; 1 year \$200
 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)	

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Mark West Area Chamber of Commerce and VISITORS CENTER



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AFTER HOURS BUSINESS SOCIAL

Thu. Feb. 13, 5:30-7:30 pm

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