Mark West Area Chamber of Commerce and VISITORS CENTER



BRINGING BUSINESS & THE COMMUNITY TOGETHER!4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403707-578-7975Visitors Center: Mon. - Fri. 9 am - 4 pmwww.markwest.orgoffice@markwest.org

The Lark January 2021 Volume XXXV Issue 1

OUR CITIZENS ADVISORY COUNCIL --- A BRIDGE BETWEEN COMMUNITY AND COUNTY

As the largest unincorporated area of Sonoma County, our community enjoys many advantages and also faces additional challenges. Among the greatest of these has always been maintaining a voice in local government. Although the Mark West Area Chamber of Commerce advocated for and worked toward the formation of a Citizens Advisory Council with three previous 4th District County Supervisors, it wasn't until the election of James Gore that the Mark West Citizens Advisory Council was established. The first five Council members were appointed on June 21, 2016 and it's been operating for the benefit of our community ever since.



Incoming Council Member Willie Lamberson (left, of Lamberson Tile) and outgoing Council Chair Brian Molsberry (right, of Molsberry Markets, Inc.)

Simply put, the Council serves as

an advisory body to the Board of Supervisors and other County decision makers, on local planning and management decisions relating to the Mark West area, and to provide a regular forum for citizen participation in the formation of advisory recommendations on those decisions. It also serves as a bridge for communication between the County and local residents and businesses, and the public in general, on local government decisions affecting the Mark West area.

More specifically, the Council provides a forum for public expression and for making advisory recommendations to the County of Sonoma and its Permit and Resource Management Department (PRMD), Board of Zoning Adjustments, Planning Commission, Transportation and Public Works (TPW), and Board of Supervisors (BoS) on the following:

Continued on page 6

LUNCHES FOR LIFESAVERS RESUMES

Like many of our essential workers, our emergency healthcare workers are once again facing tough days ahead and incredible emotional and physical challenges at the frontlines of the COVID-19 battle. As hospital workers, they can also face isolation from the rest of their community. We want to acknowledge them and show them we are grateful by bringing them an occasional meal or snack. This program made a real impact last spring and summer, so we're bringing it back! (Bonus: we support local restaurants and businesses, too!) To donate to Lunches for Lifesavers, contact coordinator Stephanie Bisordi at (707) 321-1227 or email at bisordi@me.com.



The staff of Anytime Fitness in Larkfield delivers dinner to the Emergency Department at Sutter Santa Rosa Regional Hospital on June 8, 2020.



Steve Plamann Aaction Rents President

Our Mission: The Mark West Area Chamber of Commerce is organized to advance the economic wellbeing 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

OK, let me see where we are at. Oh yeah! It's a new year and we have a new President of the United States. I am hopeful. We still have Covid-19, but we have a vaccine. We can build on this! We can feel relief and we can move towards normal. The good news is you don't have to know where you are going before you can move forward. Sometimes it is better to remember where you were. I do know what I miss and want back in my life.

I want to be anywhere and everywhere, I want to hang out with friends, neighbors and associates, and not have a forbidden circle around me that no one can penetrate. I want to have a heart-felt conversation with friends and confide in them that I have already broken most of my New Year's resolutions. Not that that is something new or life changing, but it is a simple conversation about something other than trouble or something worrisome. I want to go out on a date with my wife. I want to spend money at local businesses who have suffered for months, and eat

indoors at a restaurant. I want to gather at a local pub with friends and shake their hands or hug them. I want to throw away all my masks. I want an ice cream cone, even though it is winter (well, that's an everyday desire, even before Covid.)

I want to confess that turning on my Christmas lights every night at 5 pm for 4 weeks was a breather from life as it had been. I knew I was making my wife happy, my grandkids happy, my neighbors happy, and strangers happy, and because of that I was happy. Throwing that magical switch became an interlude from the rest



Roses, from our garden, in December. Despite all the other limitations, THAT'S something to be thankful for!

of what was going on in our world. It was a ritual I looked forward to every day and it brought me pleasure. WOW, when confronted with a big scary world, a simple routine and a simple pleasure seems to help.

So where do I go from here? I think I will start preparing myself for normal life again. This means getting ready to experiences things that have become unfamiliar. Things like touching others, having a grandchild on my lap, struggling to find a parking spot, and tipping our server after a fun and entertaining evening out. I'm not sure I remember how to do all these things, but I will enjoy learning them all over again.

The Mark West Area Chamber of Commerce will continue to support our members and our business community by making and sharing promotional videos and photos of Chamber members and their businesses. We will continue to print articles, ads and photos in the Lark and use email blasts for any business press releases or promotional content you share with us. If you would like us to come to your business and film a promotional video, or if you already have one you would like us to share, or if you would like to email us other promotional information, contact us at office@markwest.org

Let us know how we can help you and your business. And please check out the promotional videos we have already made at:

https://www.facebook.com/MarkWestAreaChamber/ or

https://www.youtube.com/results?search_query=mark+west+area+chamber.

Best wishes to all, and remember to Shop Local!

Steve Plamann, President

SBA RE-OPENING PAYCHECK PROTECTION PROGRAM TO SMALL LENDERS

The U.S. Small Business Administration, in consultation with the U.S. Treasury Department, will re-open the Paycheck Protection Program (PPP) loan portal to PPP-eligible lenders with \$1 billion or less in assets for First and Second Draw applications on Friday, January 15, 2021 at 9 am ET. The portal will fully open on Tuesday, January 19, 2021 to all participating PPP lenders to submit First and Second Draw loan applications to SBA.

Earlier in the week, SBA granted dedicated PPP access to Community Financial Institutions (CFIs) which include Community Development Financial Institutions (CDFIs), Minority Depository Institutions (MDIs), Certified Development Companies (CDCs), and Microloan Intermediaries as part of the agency's ongoing efforts to reach underserved and minority small businesses.

SBA will continue its emphasis on reaching smaller lenders and businesses by opening to approximately 5,000 more lenders, including community banks, credit unions, and farm credit institutions. Moreover, the agency also plans to have dedicated service hours for these smaller lenders after the portal fully re-opens during the week beginning January 18.

First Draw PPP Loans are for those borrowers who have not received a PPP loan before August 8, 2020. Second Draw PPP Loans are for eligible small businesses with 300 employees or less, that previously received a First Draw PPP Loan and will use or have used the full amount only for authorized uses, and that can demonstrate at least a 25% reduction in gross receipts between comparable quarters in 2019 and 2020. The maximum amount of a Second Draw PPP loan is \$2 million.

Updated PPP Lender forms, guidance, and resources are available at www.sba.gov/ppp and www.treasury.gov/cares.

To learn more, visit www.sba.gov.

Adapted from a press relase by the U.S. Small Business Administration, January 13, 2021.



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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





WELCOME TO NEW MEMBERS

A New Year means new beginnings and new possibilities – and new members in the Chamber! Join us in welcoming three businesses.

Health First CPR and First Aid Training

Owner Leo Clamar is hardly a new face in the Mark West area, as he and his wife Kathryn have lived here for over a decade. An EMT in Sutter Hospital's Emergency Department, Leo is more than qualified to instruct RNs, CNAs, firefighters, paramedics and other EMTs. In addition, they lead classes in First Aid and CPR for corporate response teams, construction workers, coaches, daycares, and wineries, either at their training center or in your business. They are a recognized American Heart Association Training Center and have been serving Sonoma County for over 18 years. Classes are offered in both English and Spanish. http://www.cpr-asap.com/

Joe Magelitz of Magelitz Agency

Located right across the street from the Larkfield Center, they have numerous ties to our community. With over 20 years of experience as a Farmers Insurance agent, Joe has the knowledge and experience to help you better understand your coverage options, with straightforward and personalized answers to help make you smarter about insurance, whether that's auto, home, renters, business, or more. Give him a call or stop by his office for a quote. http://magelitzagency.com/

M Designs Floral Events

Have you walked into Blue Beagle Coffee lately and seen the gorgeous flowers on display on the front counter? They are the work of Maria Chesmore of M Designs Floral Events. Her beautiful storefront and design center is located in Montgomery Village, but her roots are in Mark West. Maria believes that every event has the opportunity to be beyond beautiful by integrating all the cherished details, mementos, family traditions for your special day. Look for her ready-wrapped bouquets in Blue Beagle for Valentines Day (\$25), or to really WOW your special someone, check out the all-inclusive, all-local Bubbles Package at https://www.breathlesswines.com/product/Romance-in-Your-Bubble. Visit M Designs Floral Events online: http:// mdesignfloralevents.com/

Contributed by Beth Henry, VP Membership



Serving Sonoma County Since 1959 Family Owned and Operated We offer more to our shoppers. Stop by our Gournet Cheese Counter and Sample Imported and Domestic Cheese 522 Larkfield Center, Santa Rosa

707/546-0307



Leo and Kathryn Clamar of Health First hang an ornament on the Molsberry Christmas tree on December 4, 2020.



Joe Magelitz and Houston are the friendly faces at Magelitz Agency.



M Designs Floral Events is featured in a high-end Valentines package that includes artisan cheese & charcuterie, Breathless Wines sparkling rose, Fleur Savage chocolates and a flower bouquet from M Designs.



MARKWESTAREACHAMBER OF COMMERCE & VISITORS CENTER

SHARE THE LOVE – DINE MARK WEST

We love our area businesses and we know you do too! Show your sweetheart you care by bringing home an exceptional meal this Valentines Day, or maybe all week long. We've collected a list of the special offerings from our Mark West Area businesses and we will be sharing them on social media for the next three weeks. There is something for everyone so you can plan a lovely event that is perfectly suited to your loved one. Or maybe you want to surprise your Valentine with flowers and treats too! We encourage you to "Share the Love," and let our small businesses know that you care as well.

Costeaux on the Go – located at the Sonoma County Airport, they are featuring individual slices of their famous chocolate truffle or princess cake 2 for \$10 - from 2/11 thru 2/15. https://www.costeaux.com/bakery-cafe/on-the-go/

Creperie Chez Solange – Limited Edition 3-Course Gourmet Valentines Meal featuring beet salad, mahi mahi, white chocolate dessert \$49 per person - pre-order by 2/7, pick-up 2/14. (707) 791-7633

COOKIE...take a bite! - Premium Variety Tin is loaded with over 25 of their most decadent chocolate flavors \$35. https://www.cookietakeabite.com/shop/cookie-tins/platinum-tins/valentines-day-premium-cookie-tin/

Homerun Pizza – Family Love Special from 2/11 thru 2/14- 1 Giant Pizza of choice, 1 Large Salad (house or Caesar) and 4 Large Sodas \$50.00 https://www. homerunpizzalarkfield.com/

Buns, Burgers and BBQ – Piggy Love from 2/11 thru 2/14 Pulled pork plate with choice of side and a beverage \$14.50 (707) 546-6835

Molsberry's Market - Famous Sweetheart Ribeye Steak! \$14.99 per pound - Save \$3 when you mention the Chamber on 2/14 and 2/15.

Tambayan Filipino Eatery – Dinner for Two 2/11 thru 2/14 – Longbeans and squash w/ coconut milk, Panfried milkfish, and flan for dessert \$29.95. (707) 843-3824

Kaffe Mocha – Creamy chicken fettuccine Alfredo (ask about steak, shrimp or veggie options) served with fresh garlic bread and salad \$17.95 per person 2/11 thru 2/15. https://kaffemocha.weebly.com/?fbclid=IwAR1xfhbc2l6sxBYwEeBSRLBy-g4CCjs5chehUj6kQHPvmfRAgVUHLcOvhhs

Blue Beagle Coffee – Floral bouquets available in-store 2/11 thru 2/14 so you can pick up gorgeous flowers from M Designs at the same time as your coffee. https://www.facebook.com/bluebeaglecoffee/about/?ref=page_internal

M Designs Floral Events has teamed up with local artisans for the perfect WOW romance package available now thru 2/14 - includes bouquet, bubbles, bon bons, and board of charcuterie \$175. https://www.breathlesswines.com/product/Romance-in-Your-Bubble

Contributed by Beth Henry, VP Membership







Costeaux on the Go



COOKIE...take a bite!











Mark West Citizens Advisory Council, continued from page 1

- Applications for use permits, rezoning, and general plan amendments (PRMD)
- Needed transportation and transit improvements or maintenance projects (TPW)
- Allocations of franchise fees in the Mark West Area (TPW)

• Liaise with the Fourth District County Supervisor on community support and outreach for residents in this unincorporated community (BoS)

The Council consists of five members appointed by the Board of Supervisors. All members must reside within the Mark West area. Two members are nominated by the Mark West Area Chamber of Commerce, one member is nominated by the Mark West Union School District Board of Trustees, one member is nominated by the 4th District Supervisor from the Fulton area, and one member is nominated by the 4th District Supervisor to serve "at large." Council members' terms are for two or three years and may be re-appointed at the end of their first term by the organization they represent.

There is no monetary compensation for serving in these positions. Duties include:

- · Attend and participate in meetings of the MWCAC
- Study and analyze appropriate material submitted
- Keep the Fourth District Supervisor informed of any necessary planning-related issues
- · Serve on such subcommittees as may be designated by the MWCAC
- · Advise applicants of project issues and concerns
- · Vote on advisory recommendations or motions made by members of the MWCAC

• Engage with community members to gauge community sentiment and learn of actual and potential issues confronting the community, and so she or he may raise these matters for the Council's consideration.

Our current Council members are:

• Council Chair: Karen Fies, At-Large Representative appointed by Supervisor James Gore (newly appointed Jan 1, 2021)

- Council Vice Chair: Brad Sherwood, Mark West Union School District Representative
- Council Member Roni Berg: Town of Fulton Representative

• Council Member Willie Lamberson: Mark West Area Chamber Representative (newly appointed Jan 1, 2021)

• Council Member Pete Lescure: Mark West Area Chamber Representative

Brian Molsberry, who serves on the Board of Directors of the Mark West Area Chamber of Commerce, was the MWCAC's first Council Chair, and recently left the Council after nearly five years of service. As outgoing Chair, Molsberry said that the Council makes government part of the community, like a hand reaching out to the citizens. He believes that because of the formation of the Council, people now have a local place to voice their concerns and opinions on projects for the area. And with even more citizen input, he believes the Council will have more in-depth discussions, better handle "hot topics", and do better ground work to air out ideas and solutions before they go to the Board of Supervisors for consideration and vote. He added that the Council helps ensure that what is done at the County level is in the best interest of our area, because the Council is made up of five people who live, work, shop and drive on the streets of our Mark West community every day.

Brian was replaced on the Council by long-term Wikiup resident Willie Lamberson, who also serves on the Mark West Area Chamber of Commerce Board of Directors.

The Council currently meets virtually on the second Wednesday of every month at 6pm. The community is encouraged to participate in Council meetings. More information and meeting agendas are available online at https://sonomacounty.ca.gov/Mark-West-Citizens-Advisory-Council/

or Mark West Citizens Advisory Council | Facebook

Contributed by Steve Plamann, Chamber President, and Beth Henry, VP Membership

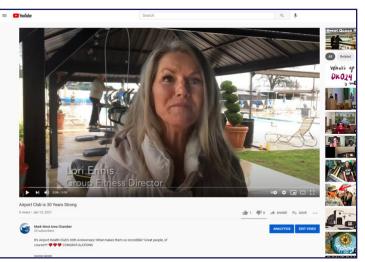
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AIRPORT HEALTH CLUB CELEBRATES 30 YEARS

What normally would be a big anniversary for Airport Health Club had to be celebrated in a different way this year, rather than with the usual party and large gathering. The Mark West Area Chamber was happy to help acknowledge the Club's thirty-year milestone by creating a video paying tribute to the people, staff, and leadership that make the health club one of the most loved and successful in Sonoma

County. Thirty years of success is founded on a family atmosphere, a team environment among the owners and managers, and staff members who strive to make everyone feel welcome and included.

You can view the video on the Mark West Chamber's new YouTube channel - https:// www.youtube.com/watch?v=uan9qGl0KBM&t= 24s While you're there, take a look through the other videos we have made for our members. It's just one of the many new marketing tools we are making available to our membership. The Airport Club video was also posted on our Facebook page: https://www.facebook.com/ MarkWestAreaChamber. As of last week, the video had over 1100 views!



Would your business or organization benefit from some social media exposure like this? Give the office a call, or send Beth an email to discuss your messaging and make a video appointment – office@ markwest.org. Can't everyone use a little more marketing?

Contributed by Beth Henry, VP Membership

REMEMBERING RONALD DAVID DEGRANGE, 1944-2020

Born August 20, 1944 in Hayward, California to Elmer and Marjorie (Fancher) DeGrange, Ronny was raised in Ione, CA and attended Amador County schools and Sacramento Community College. He had a passion for horsemanship, and in 1963 took a summer job at the Cloverleaf Ranch where he became a wrangler and met his wife-to-be, Virginia (Ginger) Armstrong.

He served in the US Air Force from 1965-1967, was a music promoter and continued to improve as a horseman. As fate would have it he would reunite with Ginger at a horse show and the two would marry in the Cloverleaf Ranch Buzzards Gulch chapel on August 18, 1974.

An accomplished horseman, Ron spent years mentoring with professionals like Harold Cummins and Greg Ward. He competed in cutting and reining events and was a respected horse breeder and trainer. He worked with thousands of horse enthusiasts while running the Cloverleaf Ranch Summer Camp alongside his wife. He was a great teacher who understood both horse and rider. As a member of both the Sonoma County Trail Blazers and the Reno Sierra Riders, Ron could always be found on



the trail or in the arena. Genuine and relatable, Ron was a man of few words, but when he spoke, people listened. He was fair, gentle, and kind to humans and horses alike. He loved to host dinner parties and cook for friends and family.

He is survived by his loving wife Ginger DeGrange, daughters Rachel Morgan and Shawna DeGrange, son Tye DeGrange, brother Allen DeGrange, and grandchildren Logan and Hayward DeGrange and Nicole and Shane Morgan.

A memorial service was held on Sunday, November 8 at Cloverleaf Ranch. Donations may be made in Ron's memory to Charm's Place at 3892 Old Redwood Hwy, Santa Rosa CA 95403 or to the Sonoma County Trailblazers Foundation at PO Box 324, Santa Rosa CA 95402.

EXTENDED CHILD CARE CONTINUES TO SUPPORT CHILDREN AND FAMILIES DURING PANDEMIC

In spite of school closures and a multitude of other COVID-19 related challenges, school-age children and their families are finding much needed support from Extended Child Care (ECC).

The nonprofit, founded in 1978, currently serves school-age children and families of the Mark West, Windsor and Wright Elementary school districts. ECC has faced its share of hardships since the pandemic hit our community last March, and credits its resilience to a long history of sound financial management, strong community partnerships and a resolute staff and governing board.

"In March we had to abruptly close our child care centers, which meant a significant financial impact to our agency, and left many families with no child care options. We reopened on July 1st operating under strict COVID-19 regulations, significantly reduced classroom sizes and substantially increased operating costs", states the Executive Director, Jason Riggs.

Due to state and local restrictions, current child care facilities are limited to about 50% of normal capacity. In a typical year, ECC has approximately 200 children actively enrolled in the Mark West Union School District based child care centers, and over 600 enrolled across all of their centers.

Throughout the crisis, ECC has vowed that decision making would be based on a set of guiding principles consistent with their core mission: protect the health and safety of families and staff; support the livelihood of their staff; continue to foster and maintain relationships with children and their families; and implement a realistic process that allows them to continue face-to-face child care in a safe, clean and healthy environment.

With a limited number of slots, ECC has had to prioritize children of essential workers and the families that have no work-from-home options. "In the Mark West USD based centers, we currently have 60 children enrolled. Children are getting daily support with distance learning, benefiting from much needed social interactions with their peers, receiving emotional supports from our amazing teachers and accessing nutritious meals and snacks daily. Our staff are some of the most caring and dedicated professionals I have ever had the pleasure to know. True heroes, making a positive impact in our community", Jason said.

For more information about Extended Child Care, and for information on how to support their efforts, visit their website at https://www.extcc.org/.

Contributed by Extended Child Care



Below: The staff of Extended Child Care. Director Jason Riggs is leaning on the railing, fourth from right.

MARK WEST LEADERS MEET WITH REP. JIM WOOD

Did you know that Assemblymember Jim Wood is a big fan of Molsberry's Market? And just like many of us, his cat likes to walk across his keyboard during meetings.

These were two of the lighter moments during a Zoom meeting held with members of the Mark West Area Chamber of Commerce and the Citizens Advisory Council on Friday, January 22. Although brief, the time was well spent as Dr. Wood heard from our local leaders about the rising cost of business insurance and continued supply chain disruption. Jim offered his political clout to make sure that the PG & E settlement funds were used to match grants for vegetation management programs that will be needed to



ensure fire resilience. He asked for patience with the slow roll-out of vaccine distribution and urged his constituents to reach out to his office for help with whatever challenges they are currently facing, whether business or personal. Assemblymember Jim Wood's Santa Rosa office is staffed by Field Representative Will Tesconi: (707) 576-2526.

Contributed by Beth Henry, VP Membership



TO BLITZER, OR NOT TO BLITZER? THAT IS THE QUESTION

I say "Blitzer!"

I survived my first Blitzr, and believe me, it is not for the faint at heart. Blitzr is "go and show time" from the beginning to the end. It is intense, informative, very personal and exhausting, but you can accomplish a whole lot of one-on-one networking in an hour. I never actually finished my wine.

Blitzr is the Mark West Area Chamber's solution to networking in the time of Covid. Instead of getting together in person and rubbing elbows with a bunch of professionals, strangers, and colleagues, you log on to an online meeting and talk with a collection of people one-on-one, one right after the other. It's kind of like speed dating, if you know what that is.

After an introduction by the host, all the participants are divided into groups and then everyone in their group has a five-minute conversation with each member of that group. Prior to the meeting you can pick the members you want to be in a group with, which allows you to maximize your networking potential. You can also pick who you would rather not talk with. You are also given the contact information for all your group members.

I learned a lot about everyone I talked with and we all connected deeply, although it was online with no olfactory sensing or touching. I felt like I made ten new friends and I intend to re-connect with all of them, because I just barely got to know them. I feel that most of the connections I made will lead to a future business relationship.

So how do I compare this to an in-person, face-to-face Chamber social? Well, I can't because they are two different experiences. Also, currently I am isolated and more in need of social contact with others. Regardless, Blitzr is a professional and controlled environment and gives an opportunity to promote yourself and your business and to connect with old and new friends during these extremely limiting times. There was a serious tone to it and the participants attended for business' sake, but it is also exciting and fun. I intend to do it again.

Contributed by Steve Plamann, Chamber President, and Beth Henry, VP Membership

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MARK WEST AREA COMMUNITY INFORMATION

AREA POPULATION - within a 3 mile radius - 20,000ELEVATION - 160 feet above sea levelBOUNDARIES - Area approximately bounded by:
Shiloh Road - NorthShiloh Road - NorthWest Olivet Road - WestLodge 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

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discount off

Basic pricing

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Standard Dues

- \$149.00 Business (1-5 Personnel)
- \$229.00 Business (6-10 Personnel)
- \$299.00 Business (11+ Personnel)
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