

# Mark West Area Chamber of Commerce and VISITORS CENTER



**BRINGING BUSINESS & THE COMMUNITY TOGETHER!**

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403  
Office Hours: Tues. - Thurs. 10 am - 3 pm      www.markwest.org

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**The Lark**

July 2016  
Volume XXX Issue 7

## **WINE'S ECONOMIC IMPACT ON CALIFORNIA \$57B, NATION \$114B**

*From the North Bay Business Journal website, August 4, 2016*

The business of growing grapes and making wine in California contributed \$57.6 billion to the state economy and \$114.1 billion to the national economy last year, a new report said.

The California wine and winegrape sector and allied businesses annually deliver a total economic contribution of \$57.6 billion to the state's economy and \$114.1 billion to the U.S. economy, according to a new report commissioned by San Francisco-based Wine Institute and Sacramento-based California Association of Winegrape Growers, or CAWG. California wineries and vineyards also directly and indirectly generate 325,000 jobs in California and 786,000 jobs across the nation

The report, "The Economic Impact of California Wine and Grapes 2015" by John Dunham & Associates of New York, is being presented Aug. 4 at a Joint Informational Hearing of the California Assembly Committee on Agriculture and Assembly Select Committee on Wine held at University of California, Davis.

By comparison, wine business activity in two key regions in the state, Napa and Sonoma counties, lifted those economies by a combined \$26.7 billion, according to 2012 and 2014 reports.

Economic activity related to the industry statewide grew 17 percent from \$49.2 billion when the last California report was done seven years ago and 19 percent from \$96.0 billion nationwide. The report authors said this strong growth started with the Great Recession and continued with the slow recovery points to the strength and resiliency of the nation's No. 1 wine-producing state as a positive economic force across the nation.

"California wine is an economic engine for our

*Continued on page 6*

### **IMPACT OF CALIFORNIA WINE AND WINEGRAPES**

#### **On the California economy:**

- Employment: 325,000 full-time equivalent jobs
- Annual economic activity: \$57.6 billion
- Wages: \$17.2 billion annually
- Taxes: \$7.6 billion total: \$4.5 billion in federal taxes, \$3.1 billion in California and local taxes
- Tourism visits: 23.6 million wine-related tourist visits annually to wineries
- Tourism spending: \$7.2 billion in estimated wine visitor-related expenditures annually
- Charitable contributions: \$101 million annually

#### **On the U.S. economy:**

- Employment: 786,000 full-time equivalent jobs: 325,000 jobs in California, 461,000 jobs in other states
- Annual economic activity: \$114.1 billion
- Wages: \$34.9 billion annually
- Taxes: \$15.2 billion total: \$8.9 billion in federal taxes, \$6.3 billion in state and local taxes
- Charitable contributions: \$249 million annually
- Links: Study methodology, California wine industry statistics for 2015

*July Social  
hosted by  
Sonoma County  
Sheriff's Department.  
See p3*

**UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL**

*Hosted by*

**Extended Child Care Coalition**  
1745 Copperhill Pkwy #5, Santa Rosa

Wednesday August 10, 2016  
5:30 PM - 7:30 PM



Steve Plamann  
Aaction Rents  
President

*Our Mission:*

*The Mark West Area Chamber of Commerce is organized to advance the economic well-being and uniqueness of the Mark West Area so that its citizens and all areas of its business community shall prosper.*

**CHAMBER MEETINGS**

**Board of Directors**

Second Tuesday  
Of Each Month  
11:30 am - 1:00 pm at  
Best Western Plus Wine  
Country Inn & Suites  
870 Hopper Av. S.R.

**Ambassadors Mtg.**

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

**PRESIDENT'S MESSAGE**

I'd like to thank Jenny Abrao (Community Services Officer), our tour guide Deputy McLain (Sonoma County Sheriff's Office), and Paul Erickson (Paul Erickson Real Estate Appraisals) for co-hosting our July Social. The food was great and we also toured the Sonoma County Adult Detention Facility. This was an amazing adventure and a great learning experience. The center is very well run and surprisingly humane. We were all impressed. A few of us stayed longer and also got a tour of REDCOM, (Redwood Empire Dispatch Communication Authority). Former Chief of Central Fire, Doug Williams, led that tour.

Next month, on Wednesday, August 10th, our Social will be at Extended Child Care Coalition. They have hosted before and the food is always great. Please note that it is on a Wednesday.

We also have another new Business Directory about to be printed. Ed Whitt is just about ready to roll it off the presses. It is not too late to get your ad in the Directory. The Directory will be available for viewing online at markwest.org, at the Chamber office and at many businesses in our area.

A reminder that our yearly Installation Dinner will be held at Charlie's Grill in Windsor on August 19th. The starting time is 6:00pm. Bring your date or staff and have a fun and entertaining time. This is a once per year event that you shouldn't miss. Sign up early, as seating is limited.

Our upcoming luncheon with James Gore is scheduled for September 21st at the Best Western Plus Wine Country Inn and Suites. The start time is 11:30. Sign up online and order your food at the same time. The sandwiches are from Molsberry's Market and they come with a drink. We have limited seating, so sign up early. Supervisor Gore will give us an update of what's been happening since he's taken office and what's in the works. Tickets are \$10.00 for members, \$15.00 for non-members and that includes the sandwich.

The Mark West Area Chamber's 27th Annual Wine Country Harvest Faire & Business Showcase will again be at the Wells Fargo Center for the Arts on Wednesday October 12, from 4:00pm-7:00pm. Booths are still available at very good prices. Don't miss this great opportunity to get your business in front of hundreds of local residents and businesses, and to share in this evening of good old local fun and community togetherness. This will be my 16th year attending this event. It is well worth the time and investment. The event is free for the public, and showcases your business while everyone enjoys complimentary food and Sonoma County wines and other beverages. Sign up early for a great booth location and help support your chamber.

Steve Plamann, President



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**David Hartman**

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Santa Rosa, CA 95403

707-546-5717  
FAX 707-546-0902

## JULY 14 SOCIAL SPONSORED BY ERICKSON REAL ESTATE APPRAISALS AND SONOMA COUNTY SHERIFF'S DEPARTMENT

Our social took place at the Sonoma County Sheriff's Department and Main Adult Detention Facility. Ed Whitt, our head Ambassador, once again was a fabulous MC for our social. After welcoming us, he turned the meeting over to Paul Erickson, Erickson Real Estate Appraisals and Jennifer Abrao, Community Services Officer and Deputy McCain, both of the Sonoma County Sheriff's Department.

Paul filled us in on just what an appraiser does. It was interesting to hear how much he does behind the scenes to come up with an accurate appraisal on a house or property. He said this year he's really busy with refinance appraisals. I was surprised to learn he has not raised his prices in 25 years. Now that's being competitive.

Thank you, Paul, for the delicious deli snacks and beverages for the evening.

Jennifer and Deputy McCain took us on an interesting, educational and fascinating tour of the Sonoma County's Main Adult Detention Facility. To quote John Essman "It was a sobering experience for everyone, and we were all impressed by the professionalism, competence and caring attitudes of our Sonoma County Sheriff's Office personnel."

A few facts for you: The maximum number of inmates the jail can handle is 900. They have a staff of 200. About 40% of the population that gets arrested has mental challenges. There are no bars on the cells, only walls and doors.

We were warned before we went in that there is a "No Hostage Negotiation Policy"

### Winners for the Evening

The Pot of Gold was \$180. The winner was not present to win. It will be \$200 for some lucky winner in August. Be sure to attend that social.

Dorothy Erickson, Realtor with Paul Erickson Appraisals, won the \$33.00 50/50 drawing.

KG Phillips, Realtor/Broker/Owner, Key Properties won a book, written by Ed Whitt: Better Communications Through Active Listening.

Next month's social is on Wednesday, August 10, at Extended Child Care Coalition.

*Contributed by Aggie Maggio, Realtor @ Coldwell Banker*



*Deputy McCain guides our group through parts of the Sonoma County Adult Detention Facility.*



*Deputy McCain made a great presentation, making clear the degree of security and also the lengths to which they go to keep everyone safe, both staff and inmates.*



*Head Ambassador Ed Whitt (center) holds the raffle bowl for Jennifer Abrao, Community Services Officer. She represented the Sonoma County Sheriff's Department during our visit and was a wonderful host.*



*It was good to see these two, whom we don't see too often. Bill Robbins (right) of Desmond Family Wines, and guest Bill Messick (left) of Computers Can Work.*



Mark West Area Chamber of Commerce and Visitors Center

*Cordially Invites You to Attend*

**Our 35th Annual Installation Dinner**

**Friday, August 19, 2016**

**6:00 p.m. Reception**

**6:45 p.m. Dinner**

**Charlie's Restaurant at the Windsor Golf Club**

1320 19th Hole Drive, Windsor

*Buffet Menu*

*Roast Pork Loin ~ Red Snapper ~ Au Gratin*

*Mixed Green Salad ~ Fresh Vegetables ~ Rolls ~ Dessert*

*Red & White Wines ~ Coffee, Tea*

**Presentations 7:30 p.m.**

**James Gore, 4th District Supervisor**

**Hannah Maffia, Miss Sonoma County 2016**

**Siobhan Hauff, Miss Sonoma County's Outstanding Teen 2016**

**Installation of Officers**

**Please RSVP and Pay by August 17, 2016**

**Cost is \$50 per person (includes gratuity and tax)**

Business Name \_\_\_\_\_ Total Number in Party \_\_\_\_\_

Make checks payable to: MWACC Mail to: 4787 Old Redwood Hwy, Ste. 101, Santa Rosa, CA 95408

Visa \_\_\_ MC \_\_\_ Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

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or pay online at [www.markwest.org](http://www.markwest.org)



Presenters for the evening will be 4th District Supervisor James Gore (left), Miss Sonoma County 2016 Hannah Maffia (center), and Miss Sonoma County's Outstanding Teen 2016 Siobhan Hauff (right).



**Sonoma CONNECTION**

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## UPCOMING BUSINESS SOCIALS

Wednesday, August 10, 2016  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by **Extended Child Care Coalition**  
 1745 Copperhill Pkwy #5, Santa Rosa

Friday, August 19, 2016  
**Chamber 35th Annual Installation Dinner**  
 6:00-9:00pm  
 Hosted at Charlie's Restaurant at the Windsor Golf Club  
 1320 19th Hole Drive, Windsor

Thursday, September 8, 2016  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by **Aaction Rents** and  
**Friendly Feed & Supply**  
 1000 River Road, Santa Rosa

Wednesday September 21, 2016  
**Chamber Business Luncheon** 11:30am-1:00pm  
 Topic: State of Sonoma County Report  
 Speaker: 4th District Supervisor James Gore  
 Hosted at Best Western Plus Wine Country Inn & Suites  
 870 Hopper Ave, Santa Rosa

Wednesday, October 12, 2016  
**27th Annual Wine Country Harvest  
 Faire & Business Showcase**  
 4:00pm-7:00pm

This free event showcases  
 businesses while you enjoy complimentary food  
 and Sonoma County wines and beverages.  
 For information call the Chamber: 707 578-7975  
 or contact us at [http://www.markwest.org/  
 contactus.cfm](http://www.markwest.org/contactus.cfm)



Thursday, November 10, 2016  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by **Anytime Fitness**  
 490 Larkfield Center, Santa Rosa

Wednesday, December 7, 2016  
 Holiday Tree Lighting - Community Event 6:00pm  
 Hosted by **Molsberry Markets, Inc.**  
 522 Larkfield Center, Santa Rosa

Thursday, December 8, 2016  
 Chamber Business After Hours Social 5:30-7:30pm  
 Hosted by **Exchange Bank, Larkfield Branch &  
 Molsberry Markets, Inc.**  
 500 Larkfield Center, Santa Rosa

## DELAYED DUNGENESS CRAB SEASON SINKS CATCH, SALES FOR CALIFORNIA FISHERMEN

*Reprinted from the Press Democrat website August 4 2016.*

A historic delay in the 2015-16 Dungeness crab season reduced statewide commercial landings by more than a third this year and cut into gross sales off the boat by about 44 percent, according to preliminary figures from the state.

Bodega Bay, one of nine key commercial ports between Morro Bay and Crescent City, mirrored the sharp statewide downturn, with Dungeness landings down 37 percent from the previous season, to 1.8 million pounds, according to early calculations.

The figures, from the state Department of Fish and Wildlife, offer the first postseason look at a grim year for the normally lucrative commercial Dungeness fishery — the state's second-most valuable, worth about \$60 million in most years.

Read the entire story on the Press Democrat website at <http://www.pressdemocrat.com/news/5921141-181/delayed-dungeness-crab-season-sinks?artslide=0>

*Interested in joining our Ambassador Club?  
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*To host a Ribbon  
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 Aggie Maggio  
 Realtor @ Coldwell  
 Banker*



*Want to keep abreast of important information pertinent to local business issues?  
 Visit: <http://edb.sonoma-county.org/>*

**WINE'S ECONOMIC IMPACT**, *Continued from page 1*

nation. Our predominantly small, family-owned businesses create jobs, pay significant taxes, and give back generously to charities and communities," said Robert "Bobby" Koch, Wine Institute president and CEO. "These are significant accomplishments when the strong dollar and pressure from imports make the U.S. the most competitive wine market in the world, and we continue to face the threat of increased taxes and regulation at every level of government."

John Dunham & Associates used new methodology for the 2015 report and has also adjusted the 2008 economic impact numbers so that the comparison in growth would be comparable.

"Vineyards and wineries are iconic images of the California landscape, but today's report reminds us that wine and winegrapes are also integral to a vibrant state economy," said John Aguirre, president of CAWG. "The scenic views and tasting rooms found in wine country attracted nearly 24 million tourist visits in 2015, and the commitment of California growers and vintners to sustainable practices forms a foundation that supports 325,000 jobs while also promoting important social and environmental benefits."

The report estimates the full economic impact of the wine and grape industries based on figures for employment, wages, taxes, tourism spending and visits, and charitable giving. It uses a standard and widely used methodology which includes direct, indirect and induced economic impact in order to present the full picture. The IMPLAN model, developed by the U.S. Forest Service and University of Minnesota, is used by many companies around the world as well as government agencies such as the National Agricultural Statistics Service, Economic Research Service and Federal Reserve Bank. It's also been used for economic-impact analysis by Sonoma State University's Center for Regional Economics.

Read the article on the North Bay Business Journal website at <http://www.northbaybusinessjournal.com/northbay/sonomacounty/5929429-181/wines-economic-impact-california?artslide=0>

**NATIONAL MAKER EDUCATION SUMMIT COMING TO SONOMA COUNTY**

*From the North Bay Business Journal website, August 4, 2016*

The Sonoma County Office of Education is hosting its first conference on maker education, drawing leaders in the movement from around the state and the country.

The reMAKE Education Summit ([remakeeducation.org](http://remakeeducation.org)) Aug. 3–5 has a goal to train more than 200 educators from all grade levels and subject areas in how to bring the maker movement to classrooms around Sonoma County, the state and nation. The summit will be held at 180 Studios, a newly opened 15,000-square-foot makerspace at 150 Todd Rd. in Santa Rosa.

"There is incredible energy surrounding the maker education movement, both locally and around the state and country," said Dan Blake, director of innovation and partnerships at the county education office (SCOE). "This summit is intended to capitalize on that energy by bringing educators together with leaders in the maker movement to learn alongside one another, share innovative ideas, and build professional networks."

Read the whole article on the North Bay Business Journal website at <http://www.northbaybusinessjournal.com/northbay/sonomacounty/5867987-181/maker-education-sonoma-santa-rosa?artslide=1>



Photo: Crista Jeremiason / The Press Democrat

*Elementary school kids learn about electronics at the Sonoma County Maker Kids Mini Maker Faire at Sonoma Country Day*

**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 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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## AFTER HOURS BUSINESS SOCIAL

Wednesday  
August 10, 2016  
5:30 - 7:30 pm

## EXTENDED CHILD CARE COALITION

1745 Copperhill Parkway #5  
Santa Rosa

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THE WINDSOR TIMES



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