

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

July 2018
Volume XXXII Issue 6

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403
Visitors Center: Mon. - Fri. 9 am - 4 pm www.markwest.org

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office@markwest.org

FREE LANDSCAPING FOR FIRST COFFEY PARK REBUILD

Local landscaper Nature's Tailor has landscaped the front yard of the first home re-built in the fire burnt Coffey Park area for free. The project included installing a watering system, planting trees, rolling out a new lawn, and making a dry-scape area with a variety of plants and wood chip ground cover. Homeowner Dan Bradford was very grateful for the offer and surprised by the attractiveness and great quality of the work. The home at 1613 Kerry Lane now stands as a symbol of our resolve to rebuild our community. It also demonstrates the generosity displayed by Nature's Tailor and many other individuals and businesses who are donating time and money to help fire victims get back on their feet. The Mark West Area Chamber salutes everyone who is contributing to the recovery.



Contributed by Steve Plamann, President, Mark West Area Chamber of Commerce

POSTFIRES RECONSTRUCTION HUMS ALONG IN SANTA ROSA'S COFFEY PARK

Adapted from a story by Robert Digitale on the North Bay Business Journal website, July 2, 2018

The October wildfires claimed 24 lives and burned nearly 5,300 homes in Sonoma County, including more than 1,200 homes around Coffey Park.

Nearly nine months later, the neighborhood is bustling with activity, with some 220 homes in construction. The course of a summer's day in Coffey Park offers hundreds of scenes of workers in all stages of rebuilding homes burned in last fall's wildfires. Meanwhile, in the same neighborhood, often on the same streets, utility workers dig trenches and place conduit pipes for a new underground system of natural gas, electric and communication lines.

The neighborhood's rebuild involves construction crews from general contractors both large and small working next door to each other. Those building multiple homes often find their projects separated by several blocks.

Read the entire article on the North Bay Business Journal website at <http://www.northbaybusinessjournal.com/northbay/sonomacounty/8495648-181/sonoma-santa-rosa-coFFEY-park-rebuild>

*July Social hosted by
Central Fire Authority of
Sonoma County
See p3*

UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL

Hosted by

Aaction Rents and Friendly Feed & Supply

1000 River Road, Santa Rosa

Thursday August 9, 2018

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

If a small business is a member of its local chamber of commerce, the business enjoys a 44% increase in its consumer favorability rating, a 51% increase in consumer awareness, a 57% increase in its local reputation, and a 63% increase in the likelihood that consumers will patronize the business in the future.

Studies have indicated that chamber membership stimulates business-to-business commerce in the local community. Other businesses in town are more likely to do business with you and your company if you are a member of the local chamber. Because a major part of small business revenue typically comes from business-to-business services, it is essential to maintain a positive standing within the local business community.

Join your local chamber of commerce and good things will follow!

Our last Social was at the Rincon Valley Fire District's Larkfield station. We had a good crowd with many people exchanging business opportunities. We enjoyed great food and we gave away money and prizes. Chief Mark Heine gave everyone an update on our recovery from the Tubbs Fire. He also spoke about how the County Fire Districts are merging to provide better and more coordinated protection and to financially help the areas whose property tax revenue is severely reduced because of all the lost homes.

Our next Social will be August 9th, co-hosted by Aaction Rents and Friendly Feed at 1000 River Rd. in Fulton. Start time is 5:30 pm. A good time will be had by all.

Our "Pot of Gold" drawing will be for \$600.00.

Other Reminders:

The Mark West Area Chamber's 28th Annual Wine Country Harvest Faire & Business Showcase will return to the Luther Burbank Center for the Arts at 50 Mark West Springs Road, Santa Rosa, on Wednesday September 26th, from 4:00 PM to 7:00 PM. 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 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. This free event for the public showcases your business while everyone enjoys complimentary food and Sonoma County wines and other beverages. Sign up early for a discounted rate on a booth and help support your chamber.

The Mark West Chamber's 37th annual Installation Dinner will be held at Charlie's Grill at the Windsor Golf Course on Oct 12th. The starting time is 6:00pm. Bring your date or your office staff and have a fun and entertaining time. This is a once-a-year event that you shouldn't miss. Sonoma County 4th District Supervisor, James Gore, and Miss Sonoma County 2018, Tyler-Avery Lewis, will be our guest speakers. Don't miss this very special event!

Visit us at <http://www.markwest.org/> to find out more about all Chamber events.

Steve Plamann, President



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JULY 12 SOCIAL

Fire Chief Mark Heine and Fire Prevention Officer Cyndi Forman of the Central Fire Authority of Sonoma County were our hosts at our July networking mixer. Attendees mingled with the firefighters of the Central Fire Authority of Sonoma County. Everyone appreciated their generous offerings of food and beverages, especially the watermelons, as we thanked the firefighters for their heroic acts during the October firestorms, and their ongoing commitment towards protecting our community. It was quite hot the day of the Social, and many firefighters had been busy fighting two large vegetation fires in the Mark West area. Some were still out while we were partying at their station house.

In addition to our prize drawings, Chief Heine addressed the crowd, reviewing the aftermath of our recent firestorms and providing a status report of the current recovery efforts throughout the area.

We were also pleased to welcome Teresa Elward as the new Sales Manager at our Media Sponsor, the Windsor Times, a publication of Sonoma West Publishers, Inc.

In addition, we presented a plaque to Margaret DiGenova of California American Water to recognize her company as our newest Corporate Sponsor. It was Margaret's lucky day, as she also won \$36 in our 50/50 drawing.

Donors & Winners

The door prize for the evening was a round trip excursion on the SMART train, generously donated by Doug Williams. Dave Skarr, the winner, was looking forward to venturing out with his wife for a leisurely trip to Marin County.

Once again, our Pot of Gold winner was not present. As a result, the Pot will increase to \$600. Plan on coming to our August 9th mixer, hosted by Aaction Rents and Friendly Feed & Supply. Your business could be the winner! You have to be present to win!

Mark your calendars... It was announced that our Chamber has been invited to attend a November 13th Open House at Accent Printing & Design, Inc. Those of us who attended last year were very impressed by the hospitality of our hosts, David Mohle and Beth Henry.

Contributed by John Essman of Sonoma CONNECTION

Below: Firefighters at the Larkfield fire station were present to orient visitors to their firefighting equipment and their fire station. Pictured with them is Brian Molsberry of Molsberry Markets, Inc. (front row, right).



Steve Plamann of Aaction Rents, and also our Chamber president, presents Margaret DiGenova of California American Water with a plaque commemorating CalAm Water's new status as a Chamber Corporate Sponsor.



Left to Right: Doug Williams (retired Chief of Central Fire Authority of Sonoma County), David Mohle of Accent Printing and Design, Inc. (a new Chamber member), and current Fire Chief Mark Heine.



Paul Peck and Holly Hansen of Carlton Senior Living, a Chamber Corporate Sponsor and soon to build a new senior living facility in Larkfield.



Dorothy Erickson of Paul Erickson Real Estate Appraisals (left) and Marian Barbieri Fopiano of Golden Bear Financial (right)

WORK/LIFE/IN FOCUS: TONY GERALDI

Adapted from an article on the Northbay Biz website, July 2018

Chances are you or someone you know has hopped on a Sonoma County Airport Express bus en-route to either Oakland International Airport or San Francisco International Airport. It's one of the longest running airport transportation services in the North Bay, serving more than 300,000 travelers annually. Life-long Sonoma County resident Tony Geraldi has proudly worked only three jobs in his 55 years— Press Democrat newspaper carrier in 1980, a local Straw Hat Pizza delivery boy during college at Sonoma State University, and for the past 31 years, working for Sonoma County Airport Express. "I guess you could say delivery has always been in my DNA," he laughs.

King of the Road

Thirty-one years ago, Geraldi began working for Sonoma County Airport Express, a 6-year-old company at the time. As general operations manager, Geraldi's responsibilities are almost endless and not limited to keeping the Airport Express buses running.

"I oversee management and scheduling of employees, charter operations, the safety program, customer service, equipment dispatching and federally mandated alcohol and drug testing of employees," he says. "I also oversee our community outreach and support of Sonoma County nonprofits and local charities, including serving on the Sonoma County Fair Board of Directors and the board of the Miss Sonoma County Scholarship Program."

His involvement managing the fleet of 24 buses is not limited to Sonoma County as Geraldi acts as company liaison with various outside agencies including the Department of Transportation, California Highway Patrol, San Francisco International Airport, Oakland international Airport and California Public Utilities Commission.

Read the entire article on the Northbay Biz website at http://northbaybiz.com/Monthly_Features/Work_Life/Work_Life_In_Focus_Tony_Geraldi.php

Editor's Note: The Mark West Area Chamber of Commerce is privileged that Tony Geraldi is one of its Directors and one of its most active members at large. Sonoma County Airport Express is also a Chamber Corporate Sponsor. We thank Tony for his contributions and for being such an active part of our community!

WELCOME NEW MEMBER ACCENT PRINTING & DESIGN, INC

The Mark West Area Chamber of Commerce is pleased to welcome Accent Printing & Design, Inc. as its newest member. Accent is a commercial printing company that has been serving customers in the North Bay and beyond since 1978. They offer help with every aspect of printing projects including graphic design, 4-color printing, mailing services, and more. At right, Elizabeth Henry of Accent Printing & Design accepts the company's New Member plaque from Mark West Area Chamber President Steve Plamann. Accent is also a 2018 Tradeshow Sponsor.



Tony is deeply involved in local nonprofits, charities, and community booster activities. He is on the board of the Miss Sonoma County Scholarship Program, and manages the pageant winner's public appearances.



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



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



Keep abreast of important information pertinent to local business issues: <http://edb.sonoma-county.org/>

UPCOMING EVENTS

Thursday, August 9, 2018
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **Aaction Rents and Friendly Feed & Supply**
 1000 River Road, Santa Rosa

Thursday, September 13, 2018
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **Hilton Garden Inn Sonoma County Airport**
 417 Aviation Blvd., Santa Rosa

Wednesday, September 26, 2018
28th Annual Wine Country Business Showcase
 The Luther Burbank Center for the Arts is still working to restore their facilities after the fires. We are working with them to set a new date. Watch for news in this newsletter and on the Chamber website.



Thursday, October 11, 2018
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **Sutter Santa Rosa Regional Hospital**
 30 Mark West Springs Road, Santa Rosa

Friday, October 12, 2018
 37th Annual **Installation Dinner** 6:00-9:00pm
 At Charlie's Restaurant at the Windsor Golf Club
 1320 19th Hole Drive, Windsor

Thursday, November 8, 2018
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **Anytime Fitness**
 490 Larkfield Center, Santa Rosa

Wednesday December 5, 2018
 Holiday Tree Lighting - Community Event - 6:00pm
 Hosted by **Molsberry's Markets, Inc.**
 522 Larkfield Center, Santa Rosa

Thursday, December 13, 2018
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **Larkfield Exchange Bank and Molsberry's Markets, Inc.**
 500 Larkfield Center, Santa Rosa

SONOMA COUNTY EDB ANNOUNCES FALL ECONOMIC FORECAST

October 5, 2018, 7:00 – 9:00 AM

DoubleTree Hotel Sonoma Wine Country

KEYNOTE SPEAKER:
 Economist Dr. Chris Thornberg, Founding Partner of Beacon Economics



An expert in economic forecasting, regional economics, labor markets, economic policy, and real estate analysis, Dr. Thornberg was one of the earliest and most adamant predictors of the subprime mortgage market crash that began in 2007, and of the global economic recession that followed. Dr. Thornberg holds a Ph.D in Business Economics from The Anderson School at UCLA and in 2015, was named to California State Treasurer John Chiang's *Council of Economic Advisors*, the body that advises the Treasurer on emerging strengths and vulnerabilities in the state's economy. For further information: <http://sonomaedb.org/Calendar/Fall-Economic-Forecast-Breakfast/>

The Sonoma County Economic Development Board is a great source for business information and support. Visit <http://sonomaedb.org/>.



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SAN FRANCISCO AREA IS GLOBAL ECONOMIC POWERHOUSE, BUT HERE'S WHAT EXPERTS SAY ARE DIMMING THE LIGHTS

Adapted from a story by Cheryl Sarfaty on the North Bay Business Journal website, June 14, 2018

The North Bay — and the entire nine-county Bay Area — is increasingly becoming an economic force to be reckoned with on an international level, rising from the 21st-largest economy in the world to 19th in three years, according to the Bay Area Council Economic Institute.

“Whether you are looking at GDP growth, income growth, employment growth or productivity growth, we are outpacing all of our peer regions in the rest of the country,” said Micah Weinberg, president of the institute, during Thursday morning’s State of the North Bay Economic Insight Conference, hosted by the North Bay Leadership Council at the Sheraton Sonoma County – Petaluma hotel.

Population growth is the one area where the Bay Area isn’t a leading player in the world economy, he said. “You can’t grow population if you don’t have anywhere to put the population,” Weinberg said. “We’ve been at very low rates in housing construction for decades now,” even with the recent uptick in housing in the urban core.

In some ways, the North Bay is distinct from its neighboring counties, Weinberg noted.

“It’s important to emphasize that the economy of the three-county North Bay area is actually more of a locally based, internally coherent economy, less dependent on commuting across the broader Bay Area than any other part of the Bay Area,” Weinberg said.

Weinberg’s presentation about the North Bay’s economy concentrated more on the importance of building a resilient and inclusive community than October’s wildfires and ongoing recovery.

“Certainly, that event colors everything we think about when we think about development here in the North Bay,” he said, “not only about the fires we did have, but making sure we’re resilient to the future.”

Here are the key findings from the institute’s latest report:

Number of people considering moving away from the Bay Area:

- 46 percent in the Bay Area
- 43 percent in the North Bay
- 50 percent among millennials

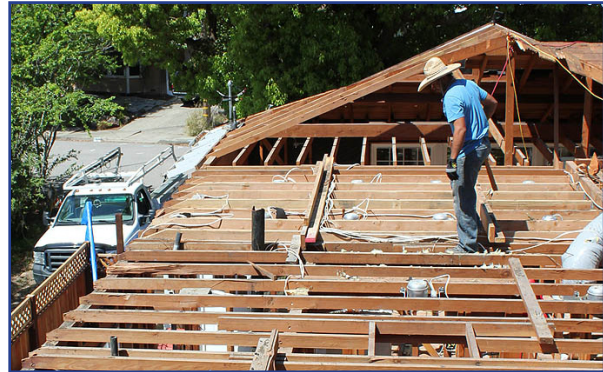
No. 1 place listed for relocation: Texas

North Bay residents’ main concerns:

- Traffic and congestion
- Housing
- Cost of living

“What’s extremely important to understand is that transportation and housing are very much linked,” Weinberg said. “If you don’t build housing near where people’s jobs are, those jobs don’t go away. Those people just go a little further, and then they clog the transportation networks that people are trying to use to get to work.”

Read the entire story on the North Bay Business Journal Website: http://www.northbaybusinessjournal.com/northbay/sonomacounty/8435291-181/north-bay-economy-growth-troubles?utm_source=Boomtrain&utm_medium=email&utm_campaign=nbbj_daily&utm_source=Boomtrain&utm_medium=email&utm_campaign=nbbj_daily



Even without the 2017 fires, growth in the North Bay has been hampered by limited construction.

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.
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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.
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*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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 Position Open*

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Mark West Area Chamber of Commerce and VISITORS CENTER



4787 Old Redwood Hwy, Suite 101
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AFTER HOURS BUSINESS SOCIAL

Thursday August 9
5:30 - 7:30 pm

AACTION RENTS & FRIENDLY FEED & SUPPLY

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