

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

July 2020
Volume XXXIV Issue 7

COMMUNITY FAIRE GOES ONLINE THIS SEPTEMBER

Celebrate our Mark West community! The Mark West Community Faire is fun for kids and adults with games and activities, silent auction, rebuild and public services information, food and wine sampling, Faire Specials and promotions at our local businesses and restaurants, and of course, the Grand Raffle. Stay connected to your neighbors and be a part of the fun!

The Mark West Area Chamber of Commerce and Visitors Center is hosting its annual community event and business showcase ONLINE for 2020. Interactive daily activities, short cooking demos for kids and adults, Silent Auction website and Grand Raffle, Dunk Tank Fun featuring adventuresome local leaders, all kinds of informative and silly videos by our local organizations and businesses, even food and wine sampling! It all takes place from Sunday, September 13 through Thursday, September 17, with a different theme every day. Daily themes are:

Sunday, September 13 – Tiger King Day

Monday, September 14 – Mask Day

Tuesday, September 15 – Toilet Paper Day

Wednesday, September 16 – Some Good News Day

Thursday, September 17 – Resiliency Day

Thursday, September 17 from 4-5pm - Dunk Tank finale and Grand Raffle Drawing



**Mark West
Community
Faire**
& Business Showcase

ONLINE
2020

There will be plenty of time to bid on your favorite auction items donated by our great member businesses. The Faire culminates in a livestreaming event on Facebook and YouTube on Thursday, September 17 from 4-5pm with the Dunk Tank Fun finale and Grand Raffle drawing.

Starting September 1, announcements and schedule details will be found on our website and social media channels: www.markwest.org, Facebook/MarkWestAreaChamber, communityfaire.betterworld.org, and our Youtube channel.

Every day will have new upload challenges, cooking demos, business spotlights, food specials, and more, and the public has the opportunity to be engaged not only through our own social media, but the online involvement of our many community partners like the Mark West Union School District, neighborhood resiliency organizations, and Faire sponsors.

We would like to especially thank our 2020 Platinum Faire Sponsors: Molsberry's Market, California American Water, Carlton Senior Living, Sutter Santa Rosa Regional Hospital, Jackson Family Wines, and Accent Printing and Design.

DO WE NEED THIS? YES, NOW MORE THAN EVER, WE DO!

See flyer on page 4

INCREASED COVID-19 BUSINESS RESTRICTIONS BEGAN JULY 13

Adapted from a press release by the County of Sonoma, July 12, 2020.

The state Department of Public Health has ordered new restrictions on bars, restaurants and other indoor business operations in Sonoma County as part of statewide actions to slow the increased spread of the coronavirus. The restrictions took effect at 12:01 a.m. on Monday, July 13 and will remain in place until the state takes further action, which will be no earlier than August 2. Read the full press release at <https://sonomacounty.ca.gov/CAO/Press-Releases/State-places-restrictions-on-some-businesses--due-to-rising-Sonoma-County-coronavirus-cases/>



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 Tuesday
Of Each Month
1:30 pm - 3:00 pm at
Best Western Plus Wine
Country Inn & Suites
870 Hopper Av. S.R.

PRESIDENT'S MESSAGE

Don't wish it away, Don't look at it like it's forever

Between you and me I could honestly say, That things can only get better

Those words from Elton John seem appropriate for our current situation.

We are not in a quick fight. This far into the Pandemic we are not even aware of what it may mean and how long it could affect our daily lives. Much of our business community must be prepared to withstand a very tentative economy for another year. We can't count on things happening as they have in the past. Our kids' schooling will occur online, so merchants will likely see a big drop in back to school sales. We may not see "trick or treating". Elaborate Thanksgiving meals and Christmas shopping may be at a fraction of a normal year.

Life is and always has been a challenge and a learning experience. We can help each other and all our local businesses by shopping locally. Give every dollar we spend to someone in our community. And merchants, you need to keep your inventory at normal levels to encourage people to buy. Make sure you present a safe environment by following CDC guidelines. Work with your vendors to order and quickly get something that a customer wants, and if you can't get it, send customers to another local store. We all must discourage online shopping from the giant retailers who don't contribute anything to our local economy.

Sadly, we had to cancel our July Social, as our county and state virus numbers continue to go up. We also had to further delay our annual Installation Dinner. Currently, we don't have a new date. We have 45 to 55 people attending this indoor event. It is hard to say when that will be allowed.

Our 30th Annual Community Faire and Business Showcase will be unique and interesting this year, as we overcome the restrictions from the coronavirus and do an online five-day event, culminating in a star-studded live show on September 17th. Besides interviewing very special guests (we will announce the names soon) and the incredible Dunk Tank, we also will feature our live silent auction items and we will be drawing the names of all the raffle winners... big prizes again this year!

If you are interested in participating in our online Community Faire, we will come out to your business and do a promotional video for your business. It will be featured for all five days on our Facebook page, on our new YouTube channel, with email blasts, and with a link on our website. It will remain as a permanent advertisement on our Facebook page and YouTube channel. You may also link this promotional video to your company's website and Facebook page. If you already have a promotional video, we can use that instead. We also appreciate any donations to our silent auction.

Please join in on this very special community event. Go to our website for information on how you can participate, <http://www.markwest.org/> or contact the Mark West Area Chamber by phone (707) 578-7975 or by email office@markwest.org.

Steve Plamann, President



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Laura L. Buhner
Vice President
Branch Manager

707.523.4392
Fax 707.573.8094

Cell 707.293.5139
NMLS #737972

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LUNCHESES FOR LIFESAVERS: COMMUNITY SUPPORTING COMMUNITY

We are blessed to be able to live in one of the most beautiful places in the world, and when you look close, you see that the real beauty is our community. The community has survived natural disasters by being there for each other, defining the word resilience. Our neighbors, schools, businesses, hospitals and county have been through the unimaginable.

Our state seemed to be back to normal last year and then came a red flag warning on October 23. A wildfire started to the North of our community and ended up threatening it within days. Thanks to solid work and some cooperation from mother nature, the Kincadee fire was contained on November 6. With the end of 2019 came a time to reflect and count our blessings. It was during this time that we began to learn of a new virus, which seemed a world away. As the new year began, so did reports of the virus spreading into Europe. Unfortunately, those reports would continue and what felt like a world away, was now at home.

Everything changed overnight. We started to learn about the Spanish Flu, social distancing, and flattening the curve. Overnight, our schools, businesses, restaurants, and gyms closed. Life as we know it was placed on pause, and we learned the best defense is to shelter in place. With this began the transition for our fire stations and new Fire/EMS dispatching protocols for Covid-19. At that time, hospitals were changing their intake and screening procedures and preparing for the surge of patients throughout the world. Italy and New York City were reporting skyrocketing cases, and a lack of personal protection equipment and other equipment.

One evening after supper, we were talking about the impacts the virus would have on families and our community. We started to think about what we could do that might help those on the front line. We could vividly recall the impact a warm meal has on first responders during an emergency. The importance of a meal is magnified by the duration of an emergency; hours are manageable, but when days turn into weeks and then months, things change. A meal provides first responders with a moment to pause from the stress of an ongoing incident and to take care of themselves. This pause allows for time to decompress, while sharing a meal and conversation with their team. With that, we thought of providing meals from our stores/delis/restaurants for the frontline workers. We reached out to our dear friend Nichole Frey and the Mark West Area Chamber of Commerce with the idea.

The idea became reality with the Chamber and our local community. Lunches for Lifesavers began in March, with the amazing support of our community; individuals, families and businesses all contributed to our heroes. We hope that the greatest impact is letting the frontline workers know that their local community appreciates them and their families. Our Chamber provided the horsepower for the community to support our heroes through the month of June.

Numerous fundraising programs ended during the shelter in place period. The Girl Scouts donated their entire inventory of cookies to our Lunches for Lifesavers program. Santa Rosa High School boosters donated their entire inventory from the snack shack. With these and many other donations we were able to reach all of our hospitals in Sonoma County and two local animal hospitals.

Our family settled down here in 1898 and we have lived in this community for five generations. Times are not always as beautiful as our surroundings, but the one given is that our community always will be.

Contributed by Rob and Stephanie Bisordi, Bisordi Ranch & Vineyards, LLC



These people are taking care of our community! Fred and Nichole Frey of Vintage Tree Care donated dinner to our health care heroes at Sutter Santa Rosa Regional Hospital on Monday night, June 22. The delicious food came from Pacific Market's Santa Rosa location and was delivered by Deli Manager Mary Jo. ED Tech Brandi picked up the donation at the front entrance. Nichole Frey created a special expression of gratitude for the staff, which Brandi is holding for the camera at left.

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

TIGER KING DAY



Mark West Community Faire

& Business Showcase

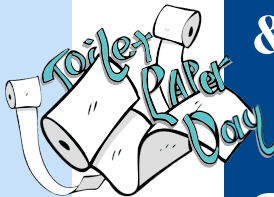
ONLINE

Sept 13–Sept 17, 2020

Dunk Tank Finale
and Grand Raffle Drawing
Livestreamed • Sept 17, 4pm

See your favorite community leaders get dunked!

Online Auction, Dunk Tank pledges and Grand Raffle tickets at
communityfaire.betterworld.org



#StrongerTogether
RESILIENCY DAY



FIVE DAYS!

Grand Raffle • Online Auction • DUNK TANK FUN
Family-Friendly • DAILY Challenges • Food Sampling
Give-Aways • Faire Specials • FUN Videos
Cooking Demos • Rebuild Info



www.markwest.org

Presented by the Mark West Area Chamber of Commerce

THANKS TO OUR FAIRE SPONSORS

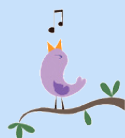


To host a Ribbon Cutting, contact...

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



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



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Mark West
Community
Faire
& Business Showcase

ONLINE
2020

Sunday, September 13 – Thursday, September 17, 2020

GRAND RAFFLE • ONLINE AUCTION • DUNK TANK FUN • COOKING DEMOS • FOOD & WINE SPECIALS • FUN FOR KIDS • UPLOAD CHALLENGES

PARTICIPATION SIGN-UP

BUSINESS / ORGANIZATION INFORMATION:

COMPANY: _____ CONTACT NAME: _____

ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

CURRENT CHAMBER MEMBER NEW CHAMBER MEMBER _____

PARTICIPATION INFORMATION (CHECK AS MANY AS APPLY):

- DONATE AN ONLINE AUCTION ITEM** - Everyone will want to be a part of the Mark West community auction! We'll be promoting our online auction — this means you — during the weeks leading up to the Faire. Bidding will be open from Thursday, September 10 – Friday, September 18 at communityfaire.betterworld.org.
- SHOOT A VIDEO** - Pick a day and be a part of the fun. We'll help you shoot a video promoting your business and we'll post it on Facebook and YouTube as part of our featured Faire offerings. Suggested donation: \$75
- SUBMIT A VIDEO** - Already have a promotional video? Pick a day and we'll promote it on Facebook and YouTube as part of our featured Faire offerings. Suggested donation: \$50
- SUBMIT A COOKING (or other) DEMO** - What are you good at? Pick a day and we'll promote you on Facebook and YouTube as a spotlight "Faire Demo." Suggested donation: \$50
- HOST A FOOD (or other) SAMPLING** - Host a one-time event where you offer pre-packaged samples for pick-up, with limited quantities and a specific time window. We'll provide signage and pre-promote it with a video on Facebook and YouTube as a spotlight "Faire Sampling." Suggested donation: \$50
- CREATE AN IN-STORE FAIRE SPECIAL** - Develop a special promotion for the week of the Faire. We'll take pictures and boost it on Facebook and provide window signs identifying you as a Faire participant. Suggested donation: \$25

PAYMENT INFORMATION:

CREDIT CARD INFO BELOW CHECK ENCLOSED PAY ONLINE AT MARKWEST.ORG

NAME ON CARD: _____

BILLING ADDRESS: _____

CARD NO: _____ EXP DATE: _____ CCV: _____

Presented by the Mark West Area Chamber of Commerce & Visitors Center

THANKS TO OUR FAIRE SPONSORS



BUSINESS SPOTLIGHT**HELPING STUDENTS GROW: THE TUTORING CENTER**

Children are the heroes of tomorrow. They are future doctors, firefighters, engineers, and teachers. But reaching this future requires teaching. Some will be taught in a traditional classroom, others will be taught at home. Regardless of where they receive their education, all students will need help “getting it” at some point. That point is where tutors step in to save the day. For students in the Larkfield and Mark West Springs area, the Tutoring Center stands ready to offer help to students of all grades and ages who want to improve their skills.

The Tutoring Center of Santa Rosa, located in the Larkfield Shopping Center, is a franchise of the nationwide company of the same name. Julianne Jones, a retired principal, is the director of the franchise, and she knows how important it is for students to be able to understand their schoolwork. Along with her fellow tutors, she is working all year to ensure local children are able to learn at their best. “It’s the best thing on the planet to watch a child ‘get it,’” says Julianne.

Students from all over Sonoma County have attended the Center, though the majority of students come from Riebli and Mark West elementary. At the Tutoring Center, students are not just improving academically, but are in fact building character as well. The Center’s unique one-to-one approach and their own standards-based materials are used to help students grow academically. New students are able to take a free diagnostic test that will determine their aptitude and reading in math, and those who choose to attend classes will be able to attend up to three sessions per week depending on their current learning level.

The Tutoring Center has two classrooms, and can hold up to six students per classroom under normal circumstances. The Center also has a “Wall of Fame” that holds photos of the many students who have attended classes at the Center, and one goal for Julianne and her fellow tutors is for every student to be on the wall. The Center also holds a small toy store, where students who have earned “fun money” can trade it in for toys.

Although the Tutoring Center’s main goal is education, they are also able and willing to communicate with students who may be going through a hard time. Because the Center opened only a year after the devastating Tubbs Fire, many students were still dealing with the aftermath. Some had lost their homes, or became upset at even the smell of smoke in the air. The tutors were there for them at that time, and continue to be ready to help their students in all areas.

When the Tutoring Center opened in 2018, it also became a member of the Mark West Area Chamber of Commerce. From the ribbon-cutting ceremony to the present, the Tutoring Center has continued to feel welcomed by fellow Chamber members, and hopes to continue this relationship into the future.

Whether you are a parent of a child at a local school, or even an adult looking to brush up on reading or math skills, the Tutoring Center is here and ready for you. To the Chamber, Julianne has this to say: “I appreciate all the help I have received from the Chamber... I really believe that the Chamber is key to our continued success as a business community and for the community as a whole.”

Contributed by Johnathan Williams, Freelance Writer



Julianne and a student in the Toy Store at The Tutoring Center.

UPCOMING EVENTS

Schedule Subject to Change Due To COVID-19 Health Emergency

The times, dates, and locations of all Mark West Area Chamber events are subject to change, depending upon governmental guidelines. For the latest event information, check the Chamber website at <http://www.markwest.org/>

September 13-17, 2020
30th Annual Community
Faire & Business Showcase



We're ONLINE this year! The Mark West Community Faire is fun for kids and adults with interactive daily activities, short cooking demos for kids and adults, Silent Auction website and Grand Raffle, Dunk Tank Fun featuring adventuresome local leaders, all kinds of informative and silly videos by our local organizations and businesses, even food and wine sampling! Promote your own business with a video or a donation to our silent auction. Stay connected to your neighbors and be a part of the fun!

Thursday October 8, 2020
Chamber Business After Hours Social 5:30-7:30pm
Hosted by Extended Child Care Coalition
1745 Copperhill Pkwy #5, Santa Rosa

Thursday, November 12, 2020
Chamber Business After Hours Social 5:30-7:30pm
Hosted by Anytime Fitness
490 Larkfield Center, Santa Rosa

Wednesday, December 2, 2020
Holiday Tree Lighting - Community Event 6:00pm
Hosted by Mark West Union School District;
Molsberry's Markets, Inc.; Sonoma County Fire District; Mark West Area Chamber of Commerce

Thursday, December 10, 2019
Chamber Business After Hours Social 5:30-7:30pm
Co-hosted by Larkfield Exchange Bank and
Molsberry Markets, Inc.
500 Larkfield Center, Santa Rosa

Events postponed due to Covid-19 Response

Chamber 39th Annual Installation Dinner
6:00 - 9:00pm
Hosted at Charlie's Restaurant at the Windsor Golf Club, 1320 19th Hole Drive, Windsor

Chamber Business Luncheon
11:30am-1:00pm
Topic: Mark West Site-Specific Plan
Speakers: James Gore (Sonoma County 4th District Supervisor), Pete Lescure (Lescure Engineers), and PRMD staff
Hosted at Best Western Plus Wine Country Inn and Suites, 870 Hopper Ave, Santa Rosa

Chamber Business After Hours Social 5:30-7:30pm
Hosted by Salon Marcel (Ribbon Cutting)
4795 Old Redwood Hwy, Suite C, Santa Rosa

Chamber Business After Hours Social 5:30-7:30pm
Hosted by Solstice Senior Living at Santa Rosa (Ribbon Cutting)
3585 Round Barn Blvd., Santa Rosa

Chamber Business After Hours Social 5:30-7:30pm
Bisordi Ranch and Vineyards, LLC
1350 River Road, Fulton

Chamber Business After Hours Social 5:30-7:30pm
Hosted by Atlas Pavers Co.
1710 4th Street, Santa Rosa

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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 online newsletter.
 You supply the flyer - We do the work!*

CHAMBER MEMBERSHIP DUES

Standard Dues - *Effective January 1, 2020*

\$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)	

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ONLINE THIS YEAR

SEPTEMBER 13-17

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FRONT PAGE

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...and to our Corporate and Media Partners!



THE WINDSOR TIMES

