

Mark West Area Chamber of Commerce and VISITORS CENTER



BRINGING BUSINESS & THE COMMUNITY TOGETHER!

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403
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The Lark

June 2015
Volume XXIX Issue 6

Mark West Area Chamber of Commerce & Visitors Center
Cordially Invites You to Attend Our

34th Annual Installation Dinner

Friday, July 17, 2015

6:00 p.m. Reception (no host bar)
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 ~ Vegetarian Pasta
Mixed Green Salad ~ Fresh Vegetables ~ Rolls ~ Dessert
Red & White Wines at tables ~ Coffee, Tea

Presentations 7:30 p.m.

James Gore, 4th District Supervisor
Athena Brattin-Cain, Miss Sonoma County 2015
Katie Gu, Miss Sonoma County's Outstanding Teen 2015
Installation of Officers

Please RSVP and Pay by July 15, 2015
Cost is \$50 per person (includes gratuity and tax)

Pay online at www.markwest.org or print, fill out, and send in:

Business Name _____ Number in Party _____

Visa ___ MC ___ Credit Card # _____ Exp. Date _____ Security Code _____

Address _____ Make checks payable to MWACC)

Signature _____ Name on Card _____



Photos from the 33rd Annual Installation Dinner, July 2014.

June Social
hosted by Wikiup
Tennis & Swim
Club... p3

UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL

Hosted by
EXTENDED CHILD CARE COALITION,
1745 Copperhill Parkway Suite #5, Santa Rosa

Thursday July 9, 2015
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

Sonoma County is alive with summer activities such as the Hot Air Balloon Classic, the Vineman Triathlon and other athletic events, summer concerts and farmers markets, and hot days on the river or beach. Despite our hotter and drier weather we keep adding buildings, homes and vineyards. I can't blame people for wanting to live in Sonoma County. We really are blessed with beauty and great people. All this is giving us a growing economy and another prosperous year.

I'd like to thank the Wikiup Tennis and Swim Club and our host Peter Lamonica for sponsoring the June Social. See page 3 for a full report. We are truly the "fun" chamber, but we are also very relevant and involved with support and a total commitment to our community. The Mark West Area is 20,000 citizens strong and an important and powerful economic area.

On June 18, 2015 from 5:30 pm till 6:30 pm many members attended a Ribbon Cutting at the Wells Fargo Center for the Arts, hosted by new member North Bay Stage Company. Artistic Director John DeGaetano presided. The Ribbon Cutting preceded their 2nd Annual Grand Gala, featuring their cast members.

Our upcoming Social will be held on July 9th, hosted by Extended Child Care. It will be from 5:30-7:30pm at 1745 Copperhill Pkwy #5 in Santa Rosa. This is always a special event with great-tasting and well-prepared food. It will be a fun and relaxing time with many networking opportunities.

The Mark West Area Chamber's 34th Annual Installation Dinner with guest speaker 4th District Supervisor James Gore will be held July 17th. Full details are on page 1. This is a must-do event which completes another year of effort, enthusiasm and commitment for our Board members and our Ambassadors. Our Board members are sworn in and we honor our Business, Board Member and Volunteer Of the Year. Please come and support those who do the most to make our chamber the best.

The Mark West Area Chamber's 26th Annual Wine Country Harvest Faire & Business Showcase will take place October 7, from 4:00pm-7:00pm. Booths are still available at very good prices. Don't miss this great opportunity to put your business in front of hundreds of local residents and share in this evening of good old local fun and community togetherness. This free event for the public showcases businesses while you enjoy complimentary food and Sonoma County wines and beverages. Meet Supervisor James Gore and get great deals on our silent auction items and help support your chamber.

Our newly appointed board members are Erin McCauley with Hilton Garden Inn Sonoma County Airport and Peter Lescure, with Lescure Engineers, Inc. Our deep appreciation goes out to them for their contribution and commitment.

Steve Plamann, President



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JUNE SOCIAL SPONSORED BY WIKIUP TENNIS & SWIM CLUB

This month's social was hosted by the Wikiup Tennis & Swim Club, on Wikiup Drive. Our host was club president Peter Lamonica. Peter has been with the Club since the early 1980s. The Club has three pools dedicated to different activities, six tennis courts, and a 2,000 square foot clubhouse with a snack bar. There are two shaded outdoor picnic areas which can handle 100 and 150 people, so it's a great place for hosting corporate parties and family barbeques. They even host Friday evening Family Parties every week during the summer. The list of amenities is long. They have swimming programs, swim lessons, and the Wikiup Warriors swim team. Junior and adult tennis programs, tennis teams, and tennis camps are available. They recently remodeled their bathrooms, upgraded all their outdoor furniture and installed solar water heating. Water conservation is always a big issue; during the summer months they can lose two to three inches of water from each pool every day. While we were there, enjoying each other's company and eating snacks and sipping wine, there was a large contingent of kids leaping about in the pools and having a great time. The place is surrounded by trees and there is a great view from the clubhouse. It really is an oasis right here in town. Learn more at <http://www.wikiupclub.com/>.

Peter was a great host, and provided a delicious spread of snacks and wine from his own vineyard!

Winners for the Evening:

Katherine Phillips (Key Properties), Missy Danneberg (associated with Extended Child Care Coalition), Michael "MJ" Girard (Girard Organization), Steve Plamann (Aaction Rents) and Doug Williams (Central Fire Authority of Sonoma County) each won a bottle of Peter Lamonica's wonderful wine. Peter Loughlin (Loughlin Marketing) and Shawna DeGrange (Cloverleaf Ranch) won free yoga lessons from Two-Up Yoga. Sally Crain (Broker @ Century 21 Alliance) won a subscription to the Windsor Times.

The Pot of Gold was \$120 but the winner wasn't present. Next month's pot will be \$140. To explain, we draw the name of a current Mark West Area Chamber member. If they aren't present, they don't win. The pot increases by \$20 for next month.

The 50/50 Drawing for \$40 was won by Katherine Phillips (Key Properties). This is run raffle style. We pull one ticket of those sold that evening. The winner gets half of the proceeds from the raffle sales, and the rest goes to the Chamber.

Join us for the July social on Thursday July 9 at Extended Child Care Coalition, 1745 Copperhill Pkwy #5, Santa Rosa.

Contributed by Peter Loughlin, Loughlin Marketing



Our host Peter Lamonica of Wikiup Tennis and Swim Club (center, orange shirt) gave away bottles of his delicious estate wine to some lucky door prize winners. From left to right, Katherine Phillips (Key Properties), Michael "MJ" Girard (Girard Organization), Missy Danneberg (Extended Child Care Coalition), Doug Williams (Central Fire Authority of Sonoma County), and Steve Plamann (Aaction Rents).



Sally Crain, Broker @ Century 21 Alliance (left) and Michael "MJ" Girard of Girard Organization ham it up over raffle ticket sales.



Sarah Preston, Preston Property Shop (left) and Beth Henry, Windsor Times (right).



Left to right: Robby Meyers (guest, from WSI Smart Marketing), Steve Plamann (Aaction Rents) and Doug Williams, Central Fire Authority of Sonoma County.

CHAMBER MEMBER BEAR REPUBLIC BREWING NAMED 2015 SBA SMALL BUSINESS OF THE YEAR

By Bill Swindell
The Press Democrat
April 15, 2015



Cloverdale-based Bear Republic Brewing Co. has been named the 2015 Small Business of the Year for Northern California by the U.S. Small Business Administration.

The agency's San Francisco office [honored] the brewery, founded by the Norgrove family in 1997, at a private ceremony on May 8.

The family used their own savings to start the business, but encountered difficulty after being turned down by several banks. The company later was later able to get a \$250,000 loan through a lender as part of the SBA's guaranty loan program.

In 2006, First Community Bank and Bay Area Development Co. worked together to provide a special loan to Bear Republic to buy part of an industrial office space in Cloverdale, which later became part of its new brewing facility. It employs more than 150 people and is the 39th largest craft brewer in the country.

Congratulations to Bear Republic Brewing from your friends and colleagues at the Mark West Area Chamber of Commerce!

NEW SUTTER HOSPITAL GETS LEED CERTIFICATION

Chamber member Sutter Santa Rosa Regional Hospital (SSRRH) has been awarded LEED Gold Certification by the U.S. Green Building Council (USGBC) in recognition of the building's energy saving features and "green" construction, making SSRRH the first hospital to attain LEED Gold Certification in Northern California.

Leadership in Energy and Environmental Design, or LEED, is the USGBC's rating system, which recognizes buildings designed to reduce environmental impact and enhance operational efficiency.

To receive LEED certification, projects must satisfy specific requirements such as reduction in energy use and incorporation of green building materials.

Gold Certification is the second highest of LEED's four levels of certification for a new construction project.

Contributed by Aggie Maggio, Realtor @ Coldwell Banker

LESCURE ENGINEERS, INC. WINS AWARD FOR TREATMENT PLANT

The American Council of Engineering Companies of California (ACEC California) has honored Mark West Area Chamber of Commerce member Lescure Engineers, Inc. with a Small Firm Merit Award, in connection with its prestigious Engineering Excellence Awards and for their work on the Graton Community Services District Water Resource Recovery Facility Upgrade.

The Water Resource Recovery Facility project upgraded an existing wastewater treatment facility to tertiary treatment using a combination of technologies for a "first in the world" system eliminating residuals requiring further treatment or removal.

Lescure Engineers, Inc. designed the process control system to integrate equipment from three manufacturers. According to Lescure Engineers, Inc., the addition of competing technologies may serve to drive down the capital costs of wastewater treatment in the future.

*(ACEC of California. **Engineering Firm Receives Industry Award For Work on Graton Water Resource Recovery Facility, February 9, 2015.** <https://www.acec-ca.org/docuserfiles/files/Contact.pdf>)*



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David Hartman

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Santa Rosa, CA 95403

707-546-5717
FAX 707-546-0902

UPCOMING BUSINESS SOCIALS

Thursday, July 9, 2015

Chamber Business-After-Hours Social 5:30-7:30pm

Hosted by **Extended Child Care Coalition**

Location: 1745 Copperhill Pkwy #5, Santa Rosa

Friday, July 17, 2015

33rd Annual Installation Dinner 6:00-9:00pm

Hosted at Charlie's Restaurant at the

Windsor Golf Club

Location: 1320 19th Hole Drive, Windsor

Thursday, August 13, 2015

Chamber Business-After-Hours Social 5:30-7:30pm

Hosted by **Coldwell Banker - Aggie Maggio**

Location: 600 Bicentennial Way #100, Santa Rosa

Thursday, September 10, 2015

Chamber Business-After-Hours Social 5:30-7:30pm

Hosted by **ReMax Full Spectrum, Sarah Preston**

Location: TBA

**25TH ANNUAL
WINE COUNTRY
HARVEST FAIRE &
BUSINESS SHOWCASE**

Wednesday, October 7, 2015

4:00-7:00pm

Hosted by 60+ Local Businesses

Location: **Wells Fargo Center for the Arts**

50 Mark West Springs Road, Santa Rosa



Wednesday, October 28, 2015

Chamber Business Luncheon

Matt Stevens, Community Education & OutreachTopic: **SMART Train Status Update**

Location: Best Western Plus Wine Country Inn & Suites, 870 Hopper Ave. Santa Rosa

Cost: \$10 for members, lunch included. \$15 for non-members, lunch included. Free w/o lunch.

RSVP: Required. See www.markwest.org.

Thursday, November 12, 2015

Chamber Business-After-Hours Social 5:30-7:30pm

Hosted by **Anytime Fitness**

Location: 490 Larkfield Center, Santa Rosa

FUNDRAISER TO HELP LONG-TIME
CHAMBER VOLUNTEER

PATTI DEARMIN

Last month we reported on Patti Dearmin's medical situation, and asked for donations to help pay her medical bills. Our thanks to everyone who contributed! You brought in over \$1,000 and this helps a lot, but her needs will continue.



We ask that anyone who can contribute dig into their pocket and help out this steadfast and beloved community volunteer. Patti has been a volunteer for The Mark West Area Chamber of Commerce for over seven years. She has volunteered for numerous other non-profit organizations that have benefited her community, and the time has come for the community to give back in her time of need. The medical costs related to her recent treatments and care have exceeded her ability to pay and without help she will be unable to continue treatment such as physical therapy or live in a proper rehabilitation medical facility.

Please donate what you can:

<https://www.giveforward.com/fundraiser/k9c8/patty-dearmi>

HOLIDAY TREE LIGHTING

Wednesday, December 2, 2015 6pm

Location: **Molsberry Market**,
522 Larkfield Center, Santa Rosa

Thursday, December 10, 2015

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 Ed Whitt
Valley Yellow Pages
707-322-8770
edward.whitt@myyp.com



Interested in having a
Chamber Ribbon Cutting?

Contact Aggie Maggio
Realtor @ Coldwell Banker
707-486-1303
aggiemaggio@icloud.com



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

HIGHWAY 101/AIRPORT BLVD. INTERCHANGE LANDSCAPING

Sonoma County Transportation and Public Works held a public forum, and requested feedback from those interested in the landscaping around the Highway 101/Airport Boulevard Interchange. Although they were hoping to find some consensus, they found the opposite. Basically, the written responses they received settled into three different ideas.

Some requested redwood trees. They hope to have noise buffered from the freeway, and have noticed that since the vegetation was removed there has been an increase in noise. Others specifically requested no redwoods. They were concerned that with the ongoing drought, planting water-thirsty trees such as redwoods is not in everyone's best interest. They also heard from cactus Pete about the potential benefits of planting cacti in the Caltrans right of way.



Jennifer Larocque, Public Affairs Program Manager, says, “While there may be some benefits to cacti there are many limitations on this project because of the Caltrans right of way requirements for maintenance and fruit bearing plants. One day, we would like to try mixing cactus plantings into a smaller area more accessible to maintenance at a different project location.”

Their plan, at this point, is to learn more from Caltrans about water restrictions caused by the drought, and do a cost analysis for recycled water with different mixes of trees.

Jennifer also stated, “We appreciate folks taking their time to write and share their ideas, or maybe attend a public meeting. As we evaluate our next steps we will take into consideration all the themes we heard from the community.”

For project information and updates, check out the project page at: <http://sonomacounty.ca.gov/TPW/Roads/Projects/Hwy-101-Landscaping/>.

COMMUNITY GARDEN

The folks at the Community Soil Foundation posted on Facebook: “So grateful for all of the neighbors, family, friends, Moms, Dads, and kiddos who came out to make the garden a place for community. There are now plants growing and the children’s garden is taking shape. Thank you to everyone who came out, you made it a beautiful day! We’re looking forward to the next one!”

Go to Community Soil Foundation to see some great pictures of the volunteer workday they had on May 31 at the Larkfield Community Garden.

UPDATE TO MANDATORY DROUGHT RULES

Cal American Water held a meeting at Mark West Elementary School on May 19. It had higher attendance than most of the meetings they held in the past.

Basically they went over the proposed revisions to the water restrictions. The representatives of Cal American Water said that these are in order to comply with the Governor’s executive order, emergency regulations from the State Water Resources Control Board and orders from the California Public Utilities Commission. When the Commission accepts the revisions, the proposed changes to the plan would modify current mandatory restrictions in Larkfield.

If you didn’t get those revisions in the mail, you can contact the local office of Cal American Water. Or contact me (Aggie Maggio), and I’ll send you a copy of my copy.

*These three articles were contributed by Aggie Maggio, Realtor @ Coldwell Banker
Reprinted from her column “Mark West Compass” in the Windsor Times, June 9, 2015*

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
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 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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