

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

June 2019
Volume XXXIII 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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JUNE 5, 2019 LUNCHEON REPORT

We had our first luncheon of 2019 on June 5th, looking at the future of air travel in and out of Sonoma County.

A special presentation was given by Jon Stout, the Airport Manager of the Charles M. Schulz - Sonoma County Airport. Jon talked about the outlook for additions to the airport and for growth in airline service to and from Sonoma County

Last year the airport had 385 based aircraft with approximately 85,000 takeoffs and landings. The airport currently has 19 employees and houses 26 businesses. There are 276 on-airport employees. Rental car operations are currently renting 35,000 cars per year.

There are four airlines flying into and out of the airport, with 11 destinations and 11 to 16 flights per day. Every new flight generates approximately \$23 million in economic impact and 70 jobs in the community. 15 daily flights represent approximately \$345 million in economic impact and 1,050 jobs in the community. The average visitor to Sonoma County will spend \$442.98 per day.

This year, Jon anticipates that the airport will serve approximately 490,000 passengers. New destinations under consideration will include Hawaii, depending upon the availability of aircraft which can handle the current runway size. No plans are under consideration to expand the runway any further than the latest completed expansion. Other destinations being looked at are Chicago, Burbank, Palm Springs, and Guadalajara. It takes 2-5 years to begin operations to a new destination.

The airport has just completed a parking expansion, adding 450 new spaces with 15 electric charging stations. They are adding over-parking solar generation which will provide 100% of the airport's power needs as well as provide for 15% of the needs of the County Jail.

Proposed terminal expansion has an anticipated cost of \$30 million, and is being phased in so that it does not impact current operations. It will add 30,000 square feet, which includes a new gate area, new TSA check points, seating for 350 people, permanent concession spaces, new ticket counters, and a new vestibule to enable a better traffic cross flow. They are also looking at constructing a new consolidated rental car facility with many additional parking spaces for their inventory. Handicapped services are a priority. In addition to ADA requirements, they are looking into ways to automate airport information with smart phone apps.

On the lighter side, answering a question from the audience about the origin of the STS designation, Jon responded that, although no-one has yet been able to find out the true meaning of the acronym, he likes to refer to it as "Swirl, Taste, and Savor".

Contributed by John Essman, Sonoma CONNECTION



Steve Plamann of Aaction Rents (left), and Jon Stout, Airport Manager of the Charles M. Schulz - Sonoma County Airport, at the June 5 luncheon.

June Social hosted by
Mark West Union School
District and Community Soil
Foundation
See p3

UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL
Co-Hosted by **A M Maggio & Associates and**
Aggie Maggio, Realtor, Coldwell Banker
345 Mayfield Drive, Santa Rosa

Thurs. July 11, 2019
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

The Mark West Area Chamber is looking for a few members to get more involved by becoming Ambassadors. This is a great way to get more out of your membership and have fun with the other Ambassadors planning and helping out at our monthly Socials. It doesn't involve much of your time, but it is highly rewarding. You will be able to network your business as you interact with all the other members. Just by increasing your involvement you will regularly be on the minds of all the other members who will be referring you to their friends and associates.

The Mark West Union School District and the Community Soil Foundation hosted our June Social. It was held outdoors in their beautiful Larkfield Gardens and Community Learning Center, which has been developed by local volunteers with and for the students of the Mark West School District. This great outdoor learning center was originally founded by Senator Mike McGuire and so far over 400 students have participated in this hands-on learning experience. Ron Calloway, Superintendent of Mark West Union Schools District and Program Director, Kristin Suarez, from the Community Soil Foundation, explained to the Mark West Area Chamber members in attendance the importance and popularity of this program. They are having a fund raiser on August 17th from 4 to 8 PM at 450 Noonan Ranch Lane in Larkfield. Senator McGuire and 4th District County Supervisor James, Gore will be at that event to show their continued support of the garden learning center. Please attend the event if you can and help support this valuable program. For more information, email kristin@communitysoil.org and to get your tickets for the event go to <https://www.communitysoil.org/annualbenefit>.

We have a great Social coming up July 11th from 5:30 to 7:30 PM. It will be an old-fashioned backyard barbecue hosted by Aggie and Anthony Maggio at 345 Mayfield Drive in Santa Rosa. They are a great couple and very involved with our community. We will be doing our 50/50 drawing, and our "Pot of Gold" drawing.

Don't forget to sign up early and save on our yearly trade show extravaganza. The Mark West Area Chamber Wine Country Harvest Faire and Business Showcase is hands-down the best in the county. It is scheduled for September 26th and will be held again at the Luther Burbank Center for the Arts. This year we have booths available outside on the new patio. Last year we had nearly 1000 people attending to help us support the rebuilding of our community.

A reminder that our yearly Installation Dinner will be held again at Charlie's Grill in Windsor on October 25th. 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. 4th District County Supervisor James Gore will be our guest speaker and we will be entertained by Miss Sonoma County. Sign up early, as seating is limited.

Steve Plamann, President



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JUNE 13 SOCIAL REPORT

June's Social was hosted by Community Soil Foundation and Mark West Union School District. It's appropriate that they joined forces as they work in partnership with the local community garden and schoolchildren.

Ron Calloway, Superintendent of the Mark West School District and Kristin Maharg Suarez, Executive Director of Community Soil Foundation, were our hosts in the garden on a very cool and breezy evening after a very warm day. Isn't that the way it is in our part of Sonoma County?

Community Soil Foundation is a non-profit organization, working with schools and regional parks. In Larkfield, they have six acres in which they are building a vast vegetable, fruit, and flower farm, and trails through a wooded area. The 400 students who attend classes in the park every week are learning gardening, nutrition, academics, and science.

This garden was used as a fire recovery staging ground after the Tubbs fire. A local church built the greenhouse in which new plants and trees are always taking root, many of which helped fire victims rebuild their yards.

Everyone is invited to join the volunteers on the third Saturday of each month to work in the garden. Besides a lot of learning, volunteers get snacks, beverages and bounty from the garden.

All are also invited to the August Garden Benefit in support of their mission to support a healthy community. Check out the Community Soil Foundation Facebook page for more information.

Kristin finished by reminding us that in spite of all this greatness, they are still in need of donors and foundations, to continue the service to students.

Superintendent Ron Calloway added that the children involved in the garden are becoming hands-on critical thinkers. They take their experiences back to their schools and homes and help with the communities in their own worlds.

Donors & Winners

The Pot of Gold \$80 drawing was won by Big Boy's Buns & Burgers. Unfortunately for them, no one from their business was present so Johnathon Williams will write an article about Community Soils and the Mark West Union School District for a future issue of The Lark newsletter.

The 50/50 drawing was \$45.00 and was won by Pete Lescure, Lescure Engineers.

I'm happy to say that I won the business card drawing: two tickets to the Community Soil Foundation fundraiser party. I am so happy to be attending.

I also talked a few minutes about the next social which will be held at my house on July 11. I'm so looking forward to having you all as our guests. It won't be fancy but good food and good company, We'll have a good time.

Contributed by Aggie Maggio Realtor @ Coldwell Banker



The park-like grounds of the Community Soil Foundation garden provided a great evening setting for a Business After Hours networking social.



Kristin Maharg Suarez, Executive Director of Community Soil Foundation (left) and Lesley Alkire, Marketing Director at Villa Capri at Varenna (right).



Left to right: Ron Calloway (Mark West Union School District), Julianne Jones (The Tutoring Center - Santa Rosa), and Brian Molsberry (Molsberry Markets, Inc.)



Chamber President Steve Plamann (left) presents Pete Lescure (Lescure Engineers) with his winnings from the 50/50 drawing.

BUSINESS SPOTLIGHT**THE FOUNTAINGROVE CLUB: A COMMUNITY FOR THE COMMUNITY**

All businesses have a relationship with the community around them. In most cases, the two sides of this relationship are talked about as separate entities. The business is a part of the community, but not the community itself. However, there are some instances where business and community combine in order to form a single entity. Such is the case for The Fountaingrove Club, a local club that is owned by its members, and stands strong as a part of both its internal community, and others throughout Sonoma County.

As the years have gone on, The Fountaingrove Club has had the goal of providing its members with what Membership Director Ricky Potts and Membership Coordinator Melanie Bartlett describe as, “their third ‘place.’” The club is not meant to be just a place to go for a brief respite from life, but another place that members can treat as a second home. As their slogan states: “One club, one community.”

To help form this club community, The Fountaingrove Club offers many different events so that every member can find something to enjoy. Golf, trivia nights, and socials are among the general activities offered, but the club also asks its members what kinds of activities would suit their needs. “Someone may, for example, say they like horseback riding,” says Ricky. “So when they mention it to us, we see if we can add that to the list of activities.”

The employees at the club are also very active in building relationships with the members of the club. This means not only finding out what members like for the aforementioned events list, but also finding out who the members of the club are as people. When someone becomes a member of The Fountaingrove Club, they are joining a family, not a faceless business.

This connection with their members is also what allowed the club to survive the Tubbs Fire of 2017. The club suffered significant damage during the fire, losing not only their clubhouse and tea room, but also seeing significant damage to other buildings on the property. Many members were displaced by the fires, with some having to move away. Those who remained, however, were able to join with The Fountaingrove Club in rebuilding. The club is its members; when they were hurting, the club was hurting, and when they were able to rebuild, so was the club.

The Fountaingrove Club is also thankful for its relationship with the Mark West Area Chamber of Commerce. This relationship has given the club a new avenue for networking, and has even seen members of the Chamber join the club.

Despite the tragedy faced in its recent past, The Fountaingrove Club has not been knocked down. Ricky and Melanie believe that everyone should take the chance to experience the community for themselves. Anyone who is interested is welcome to join the club in their Fountaingrove Fridays, from 4 P.M. to 9 P.M. weekly, and anyone who is interested in becoming a member is welcome to reach out, with initiation fees being as low as \$250. “People don’t realize that we are thriving,” say Ricky and Melanie, “but we welcome all to come experience our club and our dedicated community for themselves.”

Contributed by Johnathan Williams, Freelance Writer



Ricky Potts, Membership Director of the Fountaingrove Club, speaks to Chamber members and guests at a recent Social. The venue was the Club’s Sunset Grill, which is the temporary gathering place until the clubhouse and other facilities are rebuilt.

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, July 11, 2019
 Chamber Business After Hours Social 5:30-7:30pm
 Co-hosted by **A M Maggio & Associates** and
Aggie Maggio, Realtor, Coldwell Banker
 345 Mayfield Drive, Santa Rosa

Thursday, August 8, 2019
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **Harmony Ag Supply**
 1175 River Road, Fulton

Thursday, September 12, 2019
 Chamber Business After Hours Social 5:30-7:30pm
Open Date - Please contact the Chamber office
 at 578-7975 or email us at office@markwest.org to
 host this social

Wednesday, September 26, 2019
**29th Annual Wine Country
 Business Showcase**
 The Luther Burbank Center
 for the Arts
 50 Mark West Springs Road,
 Santa Rosa



This free event showcases businesses
 while you enjoy complimentary food
 and Sonoma County wines and beverages. It's a
 great family event!

Thursday, October 10, 2019
 Chamber Business After Hours Social 5:30-7:30pm
Open Date - Please contact the Chamber office
 at 578-7975 or email us at office@markwest.org to
 host this social

Friday, October 25, 2019
Chamber 38th Annual Installation Dinner
 6:00 - 9:00pm
 Hosted at Charlie's Restaurant at the Windsor Golf
 Club, 1320 19th Hole Drive, Windsor

Thursday, November 14, 2019
 Chamber Business After Hours Social 5:30-7:30pm
 Hosted by **Anytime Fitness**
 620 Larkfield Center, Santa Rosa

Wednesday, December 4, 2019
Holiday Tree Lighting - Community Event 6:00pm
 Hosted by Molsberry Markets, Inc.
 522 Larkfield Center, Santa Rosa

Thursday, December 12, 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

**HOST A SOCIAL!
 2019 DATES STILL AVAILABLE!**

Our Chamber Business After Hours Socials
 are a great way to promote your business and
 introduce it to the local business community.
 Please contact the Chamber office at 578-7975
 or email us at office@markwest.org



Our chamber socials are great for networking!



**Sonoma
 CONNECTION**

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PG&E READY TO CUT POWER TO PREVENT FIRES IN HOT AND DRY CONDITIONS

Adapted from a story on the North Bay Business Journal website, June 30, 2019

With the onset of wildfire season, North Bay residents are bracing for the prospect of calamities along with a new concern: intentional blackouts aimed at preventing fires but also posing threats for people who are caught unprepared.

Hot, dry and windy conditions — the primary ingredients for devastating fires — are also the criteria for PG&E to preemptively shut off electricity in power lines running through areas at high risk of catching fire.

The embattled utility, driven into bankruptcy early this year by billions of dollars in liabilities for 17 Northern California wildfires that broke out in October 2017, has significantly augmented the public safety power shut-off program it launched in 2018, aimed at about 10% of its customers.

In Sonoma County, there are nearly 1,500 miles of power lines in high-risk fire zones that cover the hilly areas outside of the Highway 101 corridor and Sonoma Valley, largely excluding the nine cities. High-risk zones in the Mayacamas Mountains and on Sonoma Mountain hug and intrude into Santa Rosa's eastern flank. Parts of the city could be included in a power outage, if they are served by a line that runs through a high-risk area.

The California Public Utilities Commission sets the standards for shut-offs.

Chris Godley, Sonoma County's emergency management director, said the agency is working on responses to the potential shutdowns, which will impact public services, including emergency response, as well as people's lives. A blackout affects traffic signals and could reduce water pressure, he said. People may not be able to call 911, access the internet or buy gasoline for their cars, and a shutdown could be life-threatening to those who depend on power to operate medical devices or keep medicines refrigerated, Godley said.

Read the entire story on the North Bay Business Journal website at <https://www.northbaybusinessjournal.com/northbay/sonomacounty/9757383-181/pge-electricity-wildfire-outage>

TOURISM PHILANTHROPY TAKES MANY FORMS

Adapted from an email sent by Sonoma County Tourism, June 27, 2019

Sonoma County's hospitality businesses give back to the local community in many ways -- providing space to local non-profits, donating event and performance tickets to underprivileged families and youth, fundraising for educational programs, serving on local nonprofit boards and committees, donating silent auction items to myriad fundraisers throughout the county, paying employees to volunteer for local causes, and more.

This month, we're highlighting some of the local products where part or all of the proceeds help specific groups, both here and abroad. It's a great reminder of the generous nature of our industry.

A recent study by the national Tourism Cares program (see below) demonstrates that many travelers also have the desire to contribute to the communities they visit.

As part of Sonoma County Tourism's commitment to sustainability and community, we recently launched a ground-breaking partnership with Kind Traveler, the first socially conscious "Give + Get" hotel booking and education platform (see details below) to empower our visitors to make a positive impact on the local community and environment while visiting Sonoma County.

It's both encouraging and exciting to see all the ways that tourism supports both this community and others around the world.

As we forge ahead in this spirit of stewardship, we build a better Sonoma County to work, live, and share with our visitors.

From Nicole Bradin, Director of Community Engagement, Sonoma County Tourism
nbradin@sonomacounty.com

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 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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Mark West Area Chamber of Commerce and VISITORS CENTER



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AFTER HOURS BUSINESS SOCIAL

Thursday July 11
5:30 - 7:30 pm

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THE WINDSOR TIMES

