

# 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

707-578-7975  
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**The Lark**

December 2015  
Volume XXIX Issue 12

## **AMBASSADORS NEEDED!**

As we move into spring and summer we need to grow our ambassador membership. The ambassadors will be vital to our membership drive and to a Chamber that has the most effective programs possible to benefit the membership.

### **Getting the Most out of the Ambassadors Program**

Ambassadors are in a unique position to meet a wide variety of local business people. While attending functions and calling on members and prospective members, you represent your own company as well as the Mark West Area Chamber. You will undoubtedly develop a long and varied list of contacts and an array of community information which will prove helpful as you do business in the Mark West area.

Above all else, ambassadors are expected to communicate to members, and others, what the Chamber is all about. As an ambassador, you will constantly practice your interpersonal communication skills. Even the shyest ambassador can become comfortable meeting new people and often quickly begins to more skillfully communicate with them. Ambassadors practice and develop skills which will serve them a lifetime both personally and professionally.

### **Ambassadors Program Mission**

The mission of the Mark West Area Chamber ambassadors is to help build an exceptional community, advocate for a strong business climate, and provide value to our Chamber members. Ambassadors serve as a liaison between the Chamber and its members, and continually strive to improve the level of personal customer service Chamber members receive. Through monthly socials, periodic visits, and phone calls to new, prospective, and existing members, ambassadors assist members in fully recognizing the benefits of membership. Ambassadors further assist the Chamber in gaining a better understanding of members' business needs and in developing services to meet those needs.

### **Minimal Time Invested Provides Maximum Results**

It does not require a great deal of time to be an ambassador. We meet on the same day as the social and spend just a few additional hours during the month on any special projects we have volunteered to help with. The old adage "many hands make light work" is especially true in the Ambassadors Program. Please consider becoming an ambassador for the Mark West Area Chamber and help us grow so we can be a greater benefit to our community businesses and local individuals.

*Contributed by Ed Whitt, Valley Yellow Pages, and Head Ambassador of the Mark West Area Chamber*



*Ambassadors have a fun and easy job that gets them into regular contact with Chamber members and local businesses. Left to right are ambassadors Beth Henry of Windsor Times, Sarah Preston of Preston Property Shop, and Ed Whitt of Valley Yellow Pages.*

*December Social  
hosted by  
Molsberry Markets, Inc.  
and Exchange Bank.  
See p3*

**UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL**  
*Hosted by Vineyard Commons*  
**3585 Round Barn Blvd.**  
Santa Rosa

Thursday January 14, 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

Is the drought really over? Well, despite all the rain we have gotten, we need a lot more. Does the rain make it more like what our Winter and Christmas season is supposed to be or did it just make Christmas shopping even harder? I try to do all my shopping locally, especially at Christmas, when our local merchants are counting on a good end to their year. Walking in the rain this year, we spent most of our money for gifts in small locally owned shops. The service is always better and more personal when the store owner is part of the local community. We all benefit by shopping locally.

We had two really fun Chamber events in December: the Christmas Tree Lighting at the Larkfield Shopping Center, sponsored by Molsberry Markets, Inc. and our Christmas Social at Exchange Bank, co-sponsored by Molsberry Markets, Inc. Both events were well attended and filled with the Christmas spirit of giving, sharing and enjoying each other's company. At the Christmas Social, we also shared holiday cheer, great food and many opportunities to win a prize. Thanks again to our hosts Laura and Brian.

Our New Year's Party / monthly After Hours Social will be January 14th, hosted by Vineyard Commons at 3585 Round Barn Blvd., Santa Rosa. It starts at 5:30pm and ends around 7:30pm. Please join us and help us welcome in the New Year. It's a great opportunity to blow your own horn and start the year off spreading the word about who you are and what you do at your business.

I hope you, like many people I've talked to, had a good 2015. 2016 is an election year and besides all the entertainment that comes with that, there are many economic indicators for 2016 which are predicting an even better year ahead, with sales growth and more jobs being added. It seems to be a slow but steadily increasing economy. Experts say the California economy will maintain strong growth despite the predicted soft U.S. economic growth. The Bay Area has had the hottest economy in the state; in 2016, it will remain vibrant and continue leading the state's economy. Because of increased hiring in the professional, scientific, and technical services fields, the state's unemployment rate is expected to remain between 5% and 6% in 2016. Health services has become the largest employment sector in the state and continues to grow. We certainly felt all the good economic effects from Sutter's new hospital in the Mark West Area.

New home construction is beginning to pick up to pre-recession levels. Housing starts in California are projected to exceed 125,000 units in 2016, and grow to more than 150,000 units in 2017. It is estimated that 72,000 single-family housing units and 61,000 multi-family housing units will be started. This will bring back many jobs previously lost in the construction industry.

I hope your New Year is off to a great start and I hope to see you soon at one of our monthly socials or our quarterly luncheons.

*Steve Plamann, President*



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**David Hartman**

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Santa Rosa, CA 95403

707-546-5717  
FAX 707-546-0902

## DECEMBER SOCIAL SPONSORED BY MOLSBERRY MARKETS, INC. AND EXCHANGE BANK

Ed Whitt of Valley Yellow Pages was our Emcee for the evening, and his choice of attire certainly set the right mood for a holiday get-together: a bright red cowboy shirt and a Santa hat perched atop a cowboy hat.

Laura Buhrer of Exchange Bank welcomed us and thanked us for attending. Brian Molsberry introduced a few employees and family members as well as thanking us for coming.

Jenny Chamberlain stood in for Supervisor James Gore, who had intended to be there but was held up at a meeting. Jenny wanted us to know that Supervisor Gore is actively working on putting together the Mark West Area Advisory Council.

Ed introduced our guest and newest member, Rami Batarseh, a commercial Realtor and investment advisor, and owner of Fulton Crossing. Welcome Rami!

### Announcements:

Roger Olson, a business development consultant and representative of the Pacific Coast Air Museum, told us about Santa being scheduled to arrive by helicopter at the museum on Saturday, December 19. Sponsored by the Active 20-30 Club of Santa Rosa, this is a free event that happens every year that attracts hundreds of visitors.

Walt Smith told us about his new thrift store in Rohnert Park, the Wounded Vets Thrift Store. He also told us that every fourth Tuesday of the month the food bank gives out food at the Vets Building, for free for those in need.

### Winners for the Evening:

The Pot of Gold was \$100. The winner was Molsberry's Markets, Inc. Brian and Dean Molsberry were both there and happily split their winnings.

The 50/50 drawing was \$62.50 and went to a pair of Molsberry employees, Dino and Hans.

Mili Cantu brought six loaves of wonderful cinnamon bread from Greenlee's best Cinnamon Bread and More. Winners were Terry Morgan, Rami Batarseh, Jules Street, Peter Loughlin, John Essman, Laura Buhrer and me, Aggie Maggio. I can tell you, on Christmas morning it made the best Crème Brulee French Toast ever.

Molsberry's Markets, Inc. donated a great food basket, which was won by Mary Markell of Markell Incorporated.

Our next meeting is January 14, at Vineyard Commons. Our meeting hours are the same as the residents' dinner, a very busy time. So they are hoping for volunteers to help set up for our meeting. Contact Ed Whitt if you are able and would like to help out.

*Contributed by Aggie Maggio, Realtor @ Coldwell Banker*



Master of Ceremonies Ed Whitt (Valley Yellow Pages) in seasonally-appropriate attire awards co-host Brian Molsberry of Molsberry Markets, Inc. with his \$100.00 Pot of Gold winnings. Dean Molsberry is at right.



Event co-host Laura Buhrer of Exchange Bank, Larkfield Branch and Bev Graham of GRP Wealth Strategies Group, LLC.



Jenny Chamberlain of 4th District Supervisor James Gore's office (left), Willie Lamberson of Lamberson Tile (Center) and Millie Cantu (right).



New member Rami Batarseh of Fulton Crossing (left) receives his membership plaque from chamber president Steve Plamann of Aaction Rents (right).

## WINDSOR SHOPPING CENTER PLANS RESTARTED

This story originally appeared in The Press Democrat on Dec. 3, 2015.

Development plans are again moving forward on a key piece of property at the southern gateway to Windsor. A revised proposal for a medium-size shopping center will drop a hotel, conference center and mix of housing once envisioned there.

The latest plan for the site fronting Highway 101 and Shiloh Road, south of Wal-Mart and Home Depot, calls for a commercial center with a mix of yet-to-be-named major retailers, along with smaller shops and restaurants.

The 125,000-square-foot shopping center would be less than half the size of the 345,000-square-foot Shiloh Center across the street, but developers aim to bring in stores to stem “retail leakage,” created when residents go to neighboring cities to shop for merchandise that isn’t available in town.



*The proposed project site is just south of Shiloh Road and east of 101. See the blue arrow above.*

Those categories identified in previous studies include apparel, home furnishings and specialty shops.

“They are looking at tenants that would fill the void in Windsor,” said Windsor Principal Planner Pauletta Cangson.

Peter Stanley, the project architect, said a Southern California-based developer, Rich Development Enterprises, is working with a number of potential lessees that are interested in coming in, but nothing has been finalized.

The 50-year-old company, headed by Joseph W. Rich, specializes in midsized, multi-tenant retail commercial projects and has developed shopping centers, banks, supermarkets and other retail outlets throughout California and other western states.

The Windsor project, which is scheduled for a conceptual review by the Planning Commission at 6 p.m. Tuesday, comes at a time of post-recession economic resurgence that is pushing development in Windsor and other cities.

Reprinted from the North Bay Business Journal website

Read more at <http://www.northbaybusinessjournal.com/northbay/sonomacounty/4872314-181/windsor-shopping-center-plans-restarted#usYbrF5B7PscT wkf.99>

## UPCOMING BUSINESS SOCIALS

Thursday, January 14, 2016  
Chamber Business After Hours Social 5:30-7:30pm  
Hosted by **Vineyard Commons**  
3585 Round Barn Blvd., Santa Rosa

Thursday, February 11, 2016  
Chamber Business After Hours Social 5:30-7:30pm  
Hosted by **Military Order of Purple Heart,  
Chapter #78**  
Hosted at Best Western Plus Wine Country  
Inn & Suites  
870 Hopper Ave, Santa Rosa

Thursday, March 10, 2016  
Chamber Business After Hours Social 5:30-7:30pm  
Hosted by **Mark West Lodge**  
2520 Mark West Springs Rd., Santa Rosa

Thursday, April 14, 2016  
Chamber Business After Hours Social 5:30-7:30pm  
Hosted by **Postal Plus**  
422 Larkfield Center, Santa Rosa

Thursday, May 12, 2016  
Chamber Business After Hours Social 5:30-7:30pm  
Hosted by **Cloverleaf Ranch & Valley Yellow Pages**  
3892 Old Redwood Hwy., Santa Rosa

Thursday, June 9, 2016  
Chamber Business After Hours Social 5:30-7:30pm  
Hosted by **Central Fire Authority of Sonoma  
County**  
45 Lark Center Drive, Santa Rosa

Thursday, July 14, 2016  
Chamber Business After Hours Social 5:30-7:30pm  
Hosted by **AJ Printing & Graphics**  
1350 Central Avenue, #1 , Santa Rosa

Thursday, August 11, 2016  
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](mailto:office@markwest.org) to host  
this social

Thursday, September 8, 2016  
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](mailto:office@markwest.org) to host  
this social

Wednesday, October 5, 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, October 13, 2016  
Chamber Business After Hours Social 5:30-7:30pm  
Hosted by **Aaction Rents & Friendly Feed & Supply**  
1000 River Road, Santa Rosa

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**  
and  
**Molsberry Markets, Inc.**  
500 Larkfield Center, Santa Rosa

*Interested in joining our Ambassador Club?*  
Contact Ed Whitt  
Valley Yellow Pages  
707-322-8770  
[edward.whitt@myyp.com](mailto:edward.whitt@myyp.com)



*To host a Ribbon Cutting, contact...*  
Aggie Maggio  
Realtor @ Coldwell Banker  
707-486-1303  
[aggiemaggio@icloud.com](mailto:aggiemaggio@icloud.com)



*Want to keep abreast of important information pertinent to local business issues?*  
Visit: [Sonoma-county.org/edb](http://Sonoma-county.org/edb)

**WINTER HEATING AND CARBON MONOXIDE SAFETY**

With the winter months upon us, we want to remind homeowners about the fire dangers associated with heating equipment. Improper use of equipment like portable or stationary space heaters, wood burning stoves and fireplaces can be incredibly dangerous, and their misuse is a leading cause of U.S. home fire deaths.

Half of home heating equipment fires are reported during the months of December, January, and February. More than half of the home heating fire deaths resulted from fires that started when something that could burn, like upholstered furniture, clothing, blankets or bedding, was too close to heating equipment.

During the colder months there is also an increased risk of carbon monoxide (CO) poisoning. Fuel-burning equipment, including vehicles and generators running in an attached garage, can produce dangerous levels of CO and should be vented to the outside to avoid it from building up in your home. In a 2012 NFPA report, U.S. fire departments responded to an estimated 80,100 non-fire CO incidents in which carbon monoxide was found, or an average of 9 such calls per hour in 2010. The number of incidents jumped 96 percent from 40,900 incidents reported in 2003. This surge, according to NFPA, is most likely due to the increased use of CO detectors, which alert people to the presence of CO.

Installing and maintaining CO alarms can also help reduce the risk of carbon monoxide poisoning. If you smell gas in your gas heater or other appliance, do not light it. Leave the home immediately and call your local fire department or gas company.

To ensure a safe and cozy winter this year, NFPA offers some easy tips to follow:

- Use your oven to cook food only. Never use it to heat your home.
- Hire a qualified professional to clean & inspect heating equipment & chimneys every year.
- Turn portable heaters off when leaving the room or going to bed.
- Place a sturdy screen in front of your fireplace to prevent sparks from flying into the room, and burn only dry, seasoned wood. Allow ashes to cool before disposing them in a metal container, and ensure that they are kept a safe distance from the home.
- If you need to warm a vehicle, remove it from the garage immediately after starting it. Do not run a vehicle or other fueled engine or motor indoors, even if garage doors are open. Make sure the exhaust pipe of a running vehicle is not covered with snow.
- During and after a snowstorm make sure vents for the dryer, furnace, stove and fireplace are clear of snow build-up.
- Test smoke alarms and CO alarms monthly. Properly maintained alarms can save lives in the event of a fire.

Find additional resources including tips sheets, videos, reports and more about heating safety and carbon monoxide by visiting NFPA's website.

*Contributed by Cyndi Foreman, Central Fire Authority of Sonoma County*



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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 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



4787 Old Redwood Hwy, Suite 101  
Santa Rosa, CA 95403

## AFTER HOURS BUSINESS SOCIAL

Thursday  
January 14, 2016  
5:30 - 7:30 pm

## VINEYARD COMMONS

3585 Round Barn Blvd.  
Santa Rosa

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THE WINDSOR TIMES



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