

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

December 2014
Volume XXVIII Issue 12

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

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ECONOMIST ON 2015: LOCAL ECONOMIC OUTLOOK UPBEAT

By Gary Quackenbush, Special to the Business Journal

Reprinted from the North Bay Business Journal, December 29, 2014

Employment in Sonoma County and surrounding areas is approaching peak levels of eight years ago, but housing for employees in those jobs hasn't increased substantially in a decade though inventory is dwindling, an economist told business leaders recently.

Beacon Economics founding partner Christopher Thornberg, Ph.D., provided analysis of today's economy while offering views of what's ahead in 2015. The annual event is sponsored by the Sonoma County Economic Development Board.

"For some people, the world has become a scary place with fears about Obamacare, Ebola, inflation, tight Fed policy, a global slowdown and other factors, but there is more treat than trick," he said... "The economy is growing and will continue to do so next year."

Dr. Thornberg summarized what he called the "big themes" for 2014-15 with six predictions:

- Consumers will continue to spend due to better incomes and wealth management results.
- The housing recovery to rebound.
- Commercial growth will continue, along with construction hot spots.
- Both exports and business spending to grow steadily.
- The Fed will continue to taper long-term rates, which should drift up slowly — with a flatter yield curve ahead.
- California is still in the growth mix, as long as there is still slack to work with.

He said several issues remain unresolved, including:

- Constrained government investments.
- A global economy that is still wobbly, leading to uncertainty in the developing world.
- California's housing shortage, and the need for CEQA reform.
- The state "budget surplus," a surplus in name only, calling for revenue reform.
- The growing inequality of income and wealth.
- Long-term issues, such as healthcare, pensions and entitlements.

The key factor in all of the above is the role of politics in shaping the future. Read more at <http://www.northbaybusinessjournal.com/103368/economist-on-2015-local-economic-outlook-upbeat/>



*Economist
Christopher Thornberg,
Ph.D.*

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

UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL
hosted by **BEST WESTERN PLUS**
WINE COUNTRY INN & SUITES.
870 Hopper Ave, Santa Rosa

Thursday January 8,
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
Grace Fellowship
608 Larkfield Center

Ambassadors Mtg.

Second Thursday
Of Each Month
4:00 pm - 5:00 pm
At the Chamber offices

PRESIDENT'S MESSAGE

I have always heard that if you ask for something you will get it. So who was it that asked for all this rain? Well, despite all the rain it has been a busy Christmas season with shoppers filling the stores and emptying the shelves. We had a great Christmas tree lighting event at the Larkfield Shopping Center sponsored by Molsberry Markets, Inc., with school children from the Mark West Area singing Christmas carols. A cup of hot chocolate, decorated cookies and the fire department bringing Santa Claus in a fire truck makes this a memorable event.

Our Christmas Social at Exchange Bank co-sponsored by Molsberry Markets, Inc. was well attended. We all shared holiday cheer, great food and many opportunities to win a prize. It is always nice this time of the year to see everyone so happy and friendly on the outside while they are frantically trying to get everything done by Christmas Eve.

I have tried hard again this year, and not just around Christmas, to buy from my neighborhood stores, to support the little shops that help make my town interesting and unique. I would like to ask you all to join in on this effort whenever you can. This helps us all in the long run. I'm sure there are a lot of young people out there who may think this is a new concept, a new way for us to be a more "sustainable society". Many of us, those who were born in the '40s, '50s, and '60s, know that this is what we all did when we were growing up. We walked a block or two to the neighborhood grocery store, which was usually the ground floor of a big house and the owners lived above. We bought our bag of groceries and walked home with it. If grandpa or grandma bought a bag of groceries there was always a kid handy to carry the bag home for them. This could earn someone a nickel tip. The gas station, also a few blocks away, is where our parents bought gas and had their cars repaired and where we kids got our bike tires repaired, usually for free. The local hardware store, barber shop, Tasty Freez and the A&W root beer stand (all within walking distance), rounded out our lives. Neighbors were very supportive of one another and most certainly "shopped local". (I think I just fell into a Norman Rockwell painting.) Simpler times did make it easier to figure out what the right thing to do was. We didn't have all the confusion from so many choices and deceptive ads.

One thing hasn't changed, and that is by shopping locally you enrich your community and encourage locally owned small family businesses, unique in flavor, to be the rule. If we didn't have those neat little specialty shops in our area, Christmas shopping would be pretty boring.

Our New Year's Party / monthly Social will be January 8th at the Best Western Plus Wine Country Inn and Suites from 5:30pm to 7:30pm. Please join us and help us welcome in the New Year. It's a great opportunity to blow your own horn.

I hope you, like many people I've talked to, had a good 2014. There are many economic indicators for 2015 which are predicting an even better year ahead with sales growing and more jobs being added. It seems to be a slow but steadily increasing economy. Fuel prices are down, giving everyone a little more spending money and new businesses seem to be emerging, focusing on our sustainability as well as new medical technologies.

I wish you all a Happy New Year and I hope to see you soon at one of our monthly socials or our quarterly luncheons.

Steve Plamann, President



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

The December Social was a winter delight this year. Everyone was surprised and encouraged by the large turnout, in spite of it being only one week before Christmas and a one-week postponement because of the storms. Molsberry Markets, Inc. put out a festive spread of delicious hors d'oeuvres and several Molsberry employees helped serve and joined in the festivities.

Eugene Patterson of Exchange Bank was our co-host along with Brian Molsberry of Molsberry Markets, Inc. Eugene welcomed everybody with his usual big happy smile and set the stage for one of the friendliest socials ever. It was like a reunion with some members who haven't been to a social in a while, lots of new members, and some very enjoyable guests.

Brian introduced many of his family members and employees. He gave honors to his dad, who passed away this year. He also introduced his mother and stepfather, who he says are the support team and encouragers for the Molsberry family.

Eugene acknowledged Shawna DeGrange, Cloverleaf Ranch, for being honored with the Service Award at this year's Spirit of Sonoma County Awards Ceremony.

Missy Danneberg, Extended Child Care Coalition announced her pending retirement. She will be going back to teaching. Missy told us how much she has loved her position and how much she enjoyed the Chamber.

Some winners this month were:

Tony Gerald, Sonoma County Airport Express, won \$87.00 from the 50/50 drawing.

There were several Door Prize Winners. I couldn't keep up with recording who donated them all, but some were from Sonoma County Airport Express, Exchange Bank, Cal American Water, and Willie Lambertson. I must apologize, because there were great prizes donated by caring business people. If anyone will let me know who they were, I will report in next month's newsletter. The winners were:

- Paul Erickson, Paul Erickson Real Estate Appraisals
- Dorothy Erickson, Realtor
- Margaret DiGenova, California American Water
- Willie Lambertson, Lambertson Tile
- Lori Rooney, NorthBay biz Magazine
- Tom Eichler, Eichler's Auto & Truck Repair
- Missy Danneberg, Extended Child Care Coalition
- Mary Markell, Markell Inc.
- Sally Crain, Broker @ Century 21 Alliance

The Pot of Gold was \$100 and the winner was not present to win it. Therefore it will be \$120 for the January 8 social.

Contributed by Aggie Maggio, Realtor @ Coldwell Banker



Sally Crain, Broker @ Century 21 Alliance chooses her door prize as Host Eugene Patterson of Exchange Bank, Larkfield branch presides over the event.



Brian Molsberry of Molsberry Markets, Inc. with his mother, Anita Schmidt. Brian credits her with being a prime supporter of the thriving Molsberry Market.



Left to right: Carlo Rossi, Loran Soukup (Missy Danneberg's daughter), and Missy Danneberg of Extended Child Care Coalition.



Right: From left to right are Todd Anderson of Best Western Plus Wine Country Inn & Suites, Brian Molsberry of Molsberry Markets, Inc. and Ashley Lopez-Lantz of Exchange Bank Larkfield Branch, one of our hosts.

**SPIRIT OF SONOMA COUNTY AWARD:
CONGRATULATIONS SHAWNA DEGRANGE**



The Annual Spirit of Sonoma County Award luncheon honors those who contribute to the economic development of the communities in which they live and work through donations of their time and expertise in support of local business, and in helping others. This year's event was held on Friday, December 5, at the DoubleTree Hotel Sonoma Wine Country in Rohnert Park.

The Mark West Area Chamber of Commerce honored Shawna DeGrange of Cloverleaf Ranch for her ongoing and outstanding work for the betterment of our community. Thank you Shawna, and congratulations on this well-deserved recognition!

Left: Shawna DeGrange receives her Spirit of Sonoma County award from Sonoma County District Supervisor David Rabbitt.

Below: Standing, left to right: John Essman, Tony Geraldi, Skylaer Palacios, Steve Plamann, Todd Anderson, Doug Williams. Seated, left to right: Ron DeGrange, Ginger DeGrange, Shawna DeGrange.



Serving Sonoma County Since 1959
Family Owned and Operated
We offer more to our shoppers.
Stop by our Gourmet Cheese Counter and
Sample Imported and Domestic Cheese
522 Larkfield Center, Santa Rosa
707/546-0307



David Hartman

15 Lark Center Drive
Santa Rosa, CA 95403

707-546-5717
FAX 707-546-0902

UPCOMING BUSINESS SOCIALS

Thursday, January 8, 2015
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Best Western Plus
 Wine Country Inn & Suites**
 Location: 870 Hopper Ave., Santa Rosa

Thursday, February 12, 2015
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **2Up Yoga**
 Location: 50 Mark West Springs Road, Santa Rosa

Thursday, March 12, 2015
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Royal Care Lifestyle**
 Location: 192 Wikiup Drive, Santa Rosa

Thursday, April 9, 2015
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Right at Home**
 Location: 1111 Sonoma Ave. Ste 324, Santa Rosa

Thursday, May 14, 2015
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Hilton Garden Inn Sonoma
 County Airport**
 Location: 417 Aviation Blvd, Santa Rosa

Thursday, June 11, 2015
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Wikiup Swim & Tennis Club**
 Location: 500 Wikiup Drive, Santa Rosa

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 by **TBA**

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



Thursday, October 8, 2015
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Friendly Feed & Supply**
 and
Aaction Rents
 Location: 1000 River Road, Fulton

Thursday, November 12, 2015
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Anytime Fitness**
 Location: 490 Larkfield Center, Santa Rosa

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 Eugene Patterson
 Exchange Bank, Larkfield Branch
 707-523-4392
 Eugene.Patterson@exchangebank.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



Above and below: The children of the Mark West Union School District opened for Santa, playing and singing Christmas music.



Below: Santa and Mrs. Claus arrived on a fire engine provided by the Central Fire Authority of Sonoma County. Right: They were thronged by eager youngsters.



HOLIDAY TREE LIGHTING STARTS THE SEASON RIGHT

The annual Holiday Tree Lighting took place Wednesday, December 3rd at 6 :00 pm. and as always, it attracted a large and happy holiday crowd. The festivities were held outside Molsberry’s Market at Larkfield Center.

To start things out, the kids in the music departments from the elementary schools in the Mark West Union School District performed Christmas music for us, both choral and instrumental. Later, Santa and Mrs. Claus arrived aboard a fire engine provided by the Central Fire Authority of Sonoma County. Later, the tree was turned on and the holiday season was officially under way.

This special event was brought to you by the Mark West Area Chamber of Commerce, Molsberry Markets, Inc., Mark West Union School District, Larkfield Center and Central Fire Authority of Sonoma County. We also thank Pete Foppiano of Golden Bear Financial and his wife Marian Barbieri, whose very special efforts made Santa’s appearance possible. We extend a special “Thank You!” to Mike Gutzman of Kringles Korner Christmas trees who donated the tree. Remember, he’s the one who donated a replacement tree in 2013 when the first one was stolen!

Now, with another holiday season behind us, it is good to look back and remember how nice it was to start it out right. See you all again next year!



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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
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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)	

You can pay online at <http://markwest.org/payment>

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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

Thu. Jan. 8, 5:30-7:30 pm

**BEST WESTERN PLUS
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RIVER ROCK CASINO
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