

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

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The Lark

January 2016
Volume XXX Issue 1

SONOMA COUNTY'S 4.2 PERCENT UNEMPLOYMENT RATE UNCHANGED FROM NOVEMBER

By Robert Digitale, The Press Democrat, January 22, 2016

Sonoma County's unemployment rate in December remained unchanged from the previous month at 4.2 percent, the state Employment Development Department reported Friday.

A year ago, the unemployment rate was 5 percent in the county. Since then, the county has added 6,200 jobs.

"We've improved since last December," said Janet Klaven, an EDD labor market consultant based in Santa Rosa. "There are more jobs out there."

The county's jobless rate compares with 5.8 percent for California and 5 percent for the nation. From November to December, the county added 300 non-farm jobs and another 100 jobs in agriculture. The monthly gains included 600 new jobs in retail trade and 400 in leisure and hospitality. In contrast, construction jobs fell by 500.

Over the last year, the county has added 5,800 non-farm jobs and 400 jobs in agriculture. They include 2,200 in business and professional service, 1,100 in construction, 1,000 in health care and 800 for retail trade.

The main area of decline was in manufacturing. In the past year, the nondurable goods sector shed 700 jobs, while durable goods lost 400 jobs.

December was the 40th consecutive month in which the construction sector reported more jobs than for the same month a year earlier. For the transportation, trade and utilities sector, it was the 64th consecutive month.

"It's another month of good news," said Ben Stone, executive director of the Sonoma County Economic Development Board. To the delight of job seekers and the lament of human relation managers, Stone said, "We are in full recovery."

With strong demand for workers, he said, "I would expect this year to see wages start to rise."

Sonoma last month ranked sixth among the state's 58 counties based on the lowest unemployment rates. Marin ranked second at 3.2 percent; with Napa 13th at 5.1 percent; Mendocino 24th at 5.9 percent and Lake 32nd at 7.3 percent. San Mateo County ranked first at 3.1 percent.

You can reach Staff Writer Robert Digitale at 521-5285 or robert.digitale@pressdemocrat.com. On Twitter @rdigit

Reprinted from the Press Democrat Website:
<http://www.pressdemocrat.com/business/5109793-181/sonoma-countys-42-percent-unemployment>



January Social
hosted by
Vineyard Comons.
See p3

UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL

Hosted by **Military Order of Purple Heart, Chapter #78**

At Best Western Plus Wine Country Inn & Suites
870 Hopper Ave. Santa Rosa

Thursday February 11, 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

The New Year is off and running at full speed. The playoff games are over and the Super Bowl is next. Good competition usually brings out the best in all the players. That same thinking also applies to the business world. If we want to attract more customers into the Mark West Area we need to look our best and offer the customers good products and services with top notch customer service. Quality products and service plus uniqueness are also the best way to encourage local shoppers to shop where they live or work rather than shopping online or at big box stores. Please support your local merchants whenever you can and check out the Chamber's online business directory to find your fellow Chamber member who provides the product or service you need. Visit <http://www.markwest.org/memberdirectoryaz.cfm>.

I'd like to take a moment and thank all of our members for their continued support of the Chamber, with a special thanks to the members who hosted a business social last year or had a booth at our yearly trade show. I would also like to give a special thanks to Molsberry Markets, Inc. for providing food for the trade show and hosting the Christmas tree lighting, and to Best Western Plus Wine Country Inn and Suites for hosting all of our luncheons.

I also want to express my appreciation to all the members of our Board of Directors and to our Ambassadors. Without their efforts, we would not be the well managed and "fun chamber" that we are known as. I know there are many good things on the horizon for this coming year, besides our monthly Socials, and they include our yearly Installation Dinner held at Charlie's Grill in Windsor. This year it will be on Aug 19th at 6pm. We also have a few business luncheons planned including one with District 4 County Supervisor James Gore on September 21st at the Best Western plus Wine Country Inn and Suites.

I would like to thank Karin Berry and Vineyard Commons in Santa Rosa for doing a great job hosting our January Social. We had a great turnout, excellent food, and many valuable prizes for those who attended.

Our upcoming February social will be hosted by Walt Smith and the Military Order of the Purple Heart Chapter #78 at the Best Western Plus Wine Country Inn and Suites at 870 Hopper Ave. Santa Rosa.

We are always looking for volunteers to help out in the Chamber office or to canvas for new members.

Don't hesitate to get more involved! It's a good way to further promote yourself and your business.

Steve Plamann, President



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David Hartman

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FAX 707-546-0902

JANUARY 14 SOCIAL SPONSORED BY VINEYARD COMMONS

Ed Whitt, Valley Yellow Pages was our MC. He introduced Karin Berry, Marketing/Sales Leader for Vineyard Commons. She welcomed and thanked us for attending their first social. She gave a very interesting presentation of the services they provide and answered loads of questions. She also received a few accolades from our members who know people who live or have lived there.

A big "Thank You" also goes to volunteers from the Central Fire Authority. They stood out in the cold and the rain and provided excellent parking guidance and direction to the lobby, very important on that cold and wet evening!

Ed Whitt put a call out for members who are interested in joining the Ambassador team. He made it very clear that it's not very much work and the meetings are just one hour before the social. I will vouch that it's a great way to get to know the members. That always promotes business.

Winners for the Evening:

The Pot of Gold was \$60. The winner was not present to win. It will be \$80 for some lucky winner in February... that's if the winner is in attendance!

Doug Williams, Fire Chief, Central Fire Authority of Sonoma County, won the 50/50 drawing.

John DeGaetano, Artistic Director of the North Bay Stage Company donated two tickets to the play "Other People's Money". The winner was Terry Morgan of Loughlin Marketing. Mark Molina of Wells Fargo Advisors, LLC, donated several half-price coupons for tickets to plays at North Bay Stage Company which were won by Margaret DiGenova (California American Water), Steve Plamann (Action Rents), Erin McCauley (Hilton Garden Inn), and Sally Crane (Century 21 Alliance).

Walt Smith of Military Order of the Purple Heart, Chapter #78, donated a few items. Willie Lamberson of Lamberson Tile won the teddy bear, Karin Berry of Vineyard Commons won a ceramic teapot, and John Essman of Sonoma CONNECTION won a wine journal.

Vineyard Commons donated two boxes of cookies and a grand prize basket of goodies, including dinner for eight. Mark Molina of Wells Fargo Advisors, LLC and Larry Gilbert of Gilbert and Gall – Legal Shield Independent Associates, won the cookies. John Essman of Sonoma CONNECTION won the grand prize basket.

The Military Order of Purple Heart, Chapter #78 and Best Western Plus Wine Country Inn & Suites will be hosting our February social. It will be at the Best Western Plus Wine Country Inn & Suites on Hopper.

Contributed by Aggie Maggio, Realtor @ Coldwell Banker



Karin Berry, Marketing/Sales Leader for Vineyard Commons (left), and Ed Whitt (Valley Yellow Pages) present John Essman of Sonoma CONNECTION (center) with the grand prize of the evening, a big gift basket donated by Vineyard Commons.



Karin Berry of Vineyard Commons, and our host for the evening (left), with Erin McCauley of Hilton Garden Inn Sonoma County Airport (right).



Walt Smith of Military Order of Purple Heart, Chapter #78 (left) with Sally Crane of Century 21 Alliance (right). Walt will be hosting the February social.



Anthony Maggio (left), Aggie Maggio, Realtor @ Coldwell Banker (center), and Terry Morgan of Loughlin Marketing (right).

SONOMA COUNTY ECONOMIC DEVELOPMENT BOARD 2016 GOVERNMENT PROCUREMENT CONFERENCE

The Economic Development Board presents several seminars and events throughout the year that address key opportunities, challenges, and initiatives facing Sonoma County. These events and online reports are supported by business and community sponsors through the Economic Development Board Foundation.

On February 25, come and learn how to get your small business involved in selling to public agencies and other large buyers.

- What: 2016 Government Procurement Conference
- When: Thursday, February 25, 2016
7:30 am – 4:00 pm
- Program: 7:30 am – Registration & Breakfast
8:00 am – Local Purchasing Practices
– Brandalyn Tramel, City of Santa Rosa
8:15 am – Government Contracting Opportunities for Small Business
– Teri Williams, Monterey Bay PTAC
10:15 am – “I’m Certified, Now What?”
– Wayne Gross, California Department of General Services & Networking and Resource Room – Public and private sector buyers available to meet and network with business owners
1:00 pm – Panel Discussion presented by Creative Sonoma Opportunities for artists, designers, and others
12:00 pm – 4:00 pm - Special Opportunity for One-on-One Consultation with Teri Williams
Available only with advance registration
- Where: Finley Community Center
2060 West College Ave.
Santa Rosa, CA 95401
- Get driving directions
- Cost: \$40 – Workshop
\$60 – Workshop + One-on-One Consultation (adv. registration required)
- RSVP: Register for the Event
- Contact: Email Ann Gospe at ann.gospe@sonoma-county.org
or call (707) 565-7298

SONOMA COUNTY HOTEL REVENUE JUMPS 75 PERCENT FROM 2010

By Robert Digitale, The Press Democrat, first published January 22, 2016

Sonoma County hotel revenues rose 75 percent in the past five years, further evidence that Wine Country tourism has made a strong rebound since the recession.

The county’s hotel sector last year alone saw revenues climb 9.5 percent, to \$255 million, the national travel research company STR Inc. reported Friday. The county’s 2015 growth rate was about the same as Monterey County, at 9.1 percent, but less than Napa County, at 14.6 percent.

“Business is good,” said Ken Fischang, CEO of Sonoma County Tourism.

In 2010, hotel revenues here amounted to \$146 million, according to the Hendersonville, Tenn.-based, STR, which gathers data on more than 50,000 hotels in 160 countries. In the subsequent five years, those revenues climbed 75 percent. Read the whole story at:

<http://www.pressdemocrat.com/business/5113558-181/sonoma-county-hotel-revenue-jumps>

UPCOMING BUSINESS SOCIALS

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 to host
 this social

Friday, August 19, 2016
Chamber 35th Annual Installation Dinner
 6:00-9:00pm
 Hosted at Charlie's Restaurant at the Windsor Golf Club
 1320 19th Hole Drive, Windsor

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 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



To host a 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*

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 volunteer 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.



Sonoma CONNECTION

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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 Hiwy, 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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 Photography Credits: John Essman, Sonoma CONNECTION
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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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Santa Rosa, CA 95403

AFTER HOURS BUSINESS SOCIAL

Thursday
February 11, 2016
5:30 - 7:30 pm

MILITARY ORDER OF THE PURPLE HEART, CHAPTER #78

AT

BEST WESTERN PLUS WINE COUNTRY INN & SUITES

Best Western Plus Wine
Country Inn & Suites

870 Hopper Ave.
Santa Rosa

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THE WINDSOR TIMES



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