

Mark West Area Chamber of Commerce and VISITORS CENTER



BRINGING BUSINESS & THE COMMUNITY TOGETHER!

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403
Visitors Center: Mon. - Fri. 9 am - 4 pm

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The Lark

March 2017
Volume XXXI Issue 3

NORTH BAY JOB MARKET TIGHTENS

Reprinted from the North Bay Business Journal Website, March 24, 2017

As unemployment dwindled to ever-lower single-digit rates across the North Bay in February, annual job growth in the six-county region slowed to about 2 percent, according to state figures released Friday.

Sonoma, Solano, Marin, Napa, Mendocino and Lake counties each saw a drop of a few 10ths of a percentage point and remain well below year-ago estimates from the California Employment Development Department. After falling in the state ranking of lowest county unemployment rates for several months, Napa gained ground, rising to 10th from 14th.

Two industries adding the most jobs across the region from January were government and education and health services. Government in Sonoma gained 900, in both Napa and Solano 500, and in Marin 400. Education and health services in Solano added the most — 1,400 — followed by Sonoma with 1,100 and Marin with 500.

The biggest sector and county losses for the year were mining, logging and construction, in Napa, losing 700, and in Sonoma, manufacturing in both durable and nondurable goods continues to lose jobs, the only county to do so.

Between December 2016 and January 2017, Sonoma lost 500 jobs in manufacturing, and was down another 100 in February, bottoming out at a loss of 1,500 for the year.

The manufacturing industry accounts for about 14 percent of Sonoma's workforce, employing about 30,000, according to Ben Stone, Sonoma County Economic Development Board's executive director. So a loss of 1,500 over the course of a year is not that significant.

About 300-400 of those losses can be attributed to the closing of Santa-Rosa's Data-Flow, several months. Enphase Energy in Petaluma, and Trivascular in Santa Rosa have also laid off employees, and other explanations could include retirements and automated jobs.

Read about conditions in Sonoma County on the North Bay Business Journal website:

<http://www.northbaybusinessjournal.com/northbay/sonomacounty/6817051-181/napa-sonoma-marin-solano-mendocino-lake-employment>



UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL

March Social hosted by
Fulton Crossing
See p3

Hosted by

Hilton Garden Inn Sonoma County Airport
417 Aviation Boulevard, Santa Rosa

Thursday April 13, 2017
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:

We can continue to feel confident about our economy and spend a few dollars on things we need. As a matter of fact our economy continues to grow despite all the crazy things going on between our two political parties. In Sonoma County more than 12,500 job postings were advertised in January 2017, an increase of 26.8% compared to the same period in 2016. In the two-month period from December 1, 2016 to January 31, 2017, Santa Rosa had 8,621 public online job postings and continues to have nearly double the number of job postings of any other Sonoma County city.

Just remember to "shop local" to keep the dollars flowing in our area. You can always visit our website and click on Business Directory to find a local Chamber business that provides the products or services you need. And as you are looking at the Mark West Area Chamber's Business Directory remind yourself to place your ad in the new Directory as it is a great way to promote your business. You can get more information about the new and improved Business Directory on our website. (www.markwest.org)

I'd like to thank Rami and all the artists at Fulton Crossing Artisan Center for hosting our March Social. We had good attendance and a great time. Everyone enjoyed looking at all the fine artwork from all the individual artists. The food and wine rounded out the event nicely. What a great use of this historic place. Rami and his crew did a fantastic job converting the old Fulton Processing plant into a multiple gallery art center. Each artist has their own space for working in and displaying their art work.

Our next Chamber Social will be hosted by Hilton Garden Inn Sonoma County Airport on April 13th. Come say hello to Erin, Director of Sales for Hilton. Erin is also a Director for the Mark West Chamber Board. Our special thanks go out to her for all she does for this Chamber and the community. Her socials are always fun with great food, wine and many opportunities to win money and prizes. The "Pot of Gold" drawing will be for \$320.00. Please join us for networking and refreshments. You are always welcome to bring a friend or a guest interested in joining our Chamber.

A reminder that our yearly Installation Dinner will be held again at Charlie's Grill in Windsor on August 18th. 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. Our guest speaker will be James Gore, 4th District County Supervisor and we will be entertained and enlightened by Miss Sonoma County and Sonoma County's Outstanding Teen. For more information or to purchase tickets for the event, please check out the Chamber's website at www.markwest.org.

Don't forget to sign up early and save on our yearly trade show extravaganza. The Mark West Area Chamber of Commerce Wine Country Harvest Faire and Business Showcase is hands-down the best in the county. This will be our 28th annual trade show. It is scheduled for October 24th and will be held again at the Luther Burbank Center for the Arts.



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MARCH 9 SOCIAL SPONSORED BY FULTON CROSSING

Fulton Crossing is an industrial artisan center in Sonoma County providing workshop space to local artists, crafters and makers of visual and functional art and furniture. It occupies an old food processing plant on River Road right at the railroad tracks. It's a spectacular re-purposing of a property whose original role is no longer needed locally.

Rami Batarseh and his wife Sandi, owners of Fulton Crossing, were our most gracious hosts for the evening.

Rami was the speaker and he thanked everybody and welcomed us to be a part of the community at Fulton Crossing.

It was impressive how Rami gave all credit for his success to the artists in his community and the manager of the gallery. He couldn't seem to say enough about the artists and introduced as many as he could who were there. He said he loves them all, and it's pretty clear that they all love him as well. He said they make the building beautiful, and not only that but they pay rent, which makes any property owner happy!

He also gave credit to Karen Finkle, the gallery manager who, in his words, "put the gallery together". She's very experienced, and has a natural talent for attracting artists with diverse styles and media and intriguing bodies of work.

Currently there are 24 to 35 artists at Fulton Crossing.

Everyone who I talked to remarked about how interesting all the art is. There is so much variety and so much beauty. There's everything from traditional landscapes and modern abstract paintings to fine cabinetry and steampunk lamps made of cast-off items! If you haven't been to Fulton Crossing, drop by. Get details at <https://www.fultoncrossing.com/>

Donors & Winners

The pot of gold was \$300 and the winning business was not present.

Sooooo... Be there next month. It may be your lucky social and you could walk away with \$320!

The 50/50 drawing was a whopping \$80.00 won by Pete Lescure of Lescure Engineers.

Fulton Crossing donated a beautiful bottle of red wine from Fogline Vineyards, Tim Campbell, Friendly Feed and Supply was the happy winner.

The next social is on April 13, at the Hilton Garden Inn Sonoma County Airport.

*Contributed by Aggie Maggio,
Realtor @ Coldwell Banker*



Our host Rami Batarseh (left) and Gallery Manager Karen Finkle (right).



A mix of Mark West Area Chamber members and artists from Fulton Crossing.



It was a good crowd. Lots of Chamber members were there, and many Fulton Crossing artists were present to show and discuss their work.



At right: The Fulton Crossing gallery is spacious, inviting, and slightly maze-like. It invites you to explore options in art as you explore the space.

NORTH BAY COMMERCIAL REAL ESTATE: LEASING AND SALES TO LEVEL OFF IN 2017

By Al Coppin, Keegan & Coppin

Reprinted from the North Bay Business Journal Website, March 21, 2017

The big question for 2017 is what will be the actual impact of the Trump administration reducing taxes and regulation and increased infrastructure spending have on businesses and the economy in general.

The new regime proposes that the old supply-side economics can kick-start the economy to a 3 percent–4 percent gross domestic product growth rate at least in the short term. The counter argument by economists is that we have a labor-supply and productivity problem that will hamper the results of the above fiscal proposals.

John Fernald of the San Francisco Federal Reserve Bank has said there have been no significant productivity gains in the economy since 2004. With slowing labor force growth and education attainment the full potential of the economy engine just can't be realized. He reports that the potential growth in the economy GDP is more like 1.5 percent–1.75 percent per year.

Read the entire article on the North Bay Business Journal Website at

<http://www.northbaybusinessjournal.com/northbay/sonomacounty/6764553-181/north-bay-commercial-real-estate-economics-2017?artslide=0>

CANNABIS VENTURES SCOOPING UP WELL-KNOWN SANTA ROSA SPOTS

By Kevin McCallum and Robert Digitale, The Press Democrat

Reprinted from the North Bay Business Journal Website, March 24, 2017

Three prominent commercial properties in Santa Rosa that were the long-time homes of well-known entities — T&B Sports, the Sonoma County Farm Bureau and Cokas Diko furniture outlet — are now slated to become marijuana businesses, the strongest sign to date of how deeply the cannabis industry is taking root in the city.

The three properties in northwest Santa Rosa have all sold in recent months either to cannabis operations or to new owners leasing the sites to cannabis cultivation, manufacturing or testing facilities.

The million-dollar-plus sales suggest that the “green rush” of investment that many predicted would follow California’s 2016 approval of marijuana for recreational use is coming to pass in Santa Rosa. It was the first city in the region to create a legal pathway for commercial cannabis production and its proposed tax framework is viewed favorably by the industry.

Read the entire article on the North Bay Business Journal Website at

<http://www.northbaybusinessjournal.com/industrynews/realestate/6817084-181/cannabis-ventures-real-estate-santa-rosa-sonoma?artslide=0>



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UPCOMING BUSINESS SOCIALS

Thursday, April 13, 2017

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

Hilton Garden Inn Sonoma County Airport

417 Aviation Blvd., Santa Rosa

Thursday, May 11, 2017

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

Hosted by **Vineyard Commons**

3585 Round Barn Blvd., Santa Rosa

Thursday, June 8, 2017

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

Hosted by **Mark West Lodge**

2520 Mark West Springs Rd., Santa Rosa

Thursday, July 13, 2017

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

Hosted by **Cloverleaf Ranch**

3892 Old Redwood Hwy., Santa Rosa

Thursday, August 10, 2017

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

OPEN DATE

Contact the Chamber to schedule for this date!

Thursday, September 14, 2017

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

OPEN DATE

Contact the Chamber to schedule for this date!

Thursday, October 12, 2017

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

Hosted by **Mark West Union School District**

305 Mark West Springs Road, Santa Rosa

Wednesday, December 6, 2017

Holiday Tree Lighting - Community Event

Hosted by Molsberry's Market

522 Larkfield Center, Santa Rosa

Thursday, December 14, 2017

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

Hosted by **Larkfield Exchange Bank and****Molsberry's Market**

500 Larkfield Center, Santa Rosa

**SPRING ECONOMIC FORECAST
BREAKFAST PRESENTED BY
SONOMA COUNTY ECONOMIC
DEVELOPMENT BOARD**

April 28, 2017 from 7:15 – 9:00 AM

DoubleTree Hotel Sonoma Wine Country

One DoubleTree Drive

Rohnert Park, CA 94928

Keynote Speaker:

Dr. Steve Cochran,

Moody's Analytics



Our local economy is now thriving, but dynamic national and international economic factors may indicate changes ahead. Where are we now in the business cycle? Ever popular, Moody's Steve Cochran, who has tracked Sonoma County's economy for many years, is back to help your business prepare for and get in front of the changes to come.

\$75 per person.

Get more information and contact the EDB at <http://sonomaedb.org/Calendar/2017-Spring-Economic-Forecast/>

**SONOMA-MENDOCINO ECONOMIC
DEVELOPMENT DISTRICT**

Have you heard about the Sonoma-Mendocino Economic Development District (EDD)? This initiative sponsored in part by the Sonoma County Economic Development Board unites the counties of Mendocino and Sonoma in creating the first joint economic development strategy for the two-county region. Being developed in collaboration with local partners and community members, the multi-year strategy aims to uncover untapped economic potential in the region and to secure a robust and stable regional economy for many years to come.

For information on workshops and how to get involved, go to the SMEDD website at www.sonomamendocinoceds.com.

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

707-486-1303



Keep abreast of important information pertinent to local business issues: <http://edb.sonoma-county.org/>

CO-WORKING RISES IN THE NORTH BAY

By Jeff Quackenbush

Reprinted from the North Bay Business Journal Website, March 30, 2017

Dutra-Cerro-Graden used to have a North Bay office for its commercial real estate work with local school districts and faith-based organizations.

But the company found that co-working in Vallejo's relatively new Green Hive Spaces was more economical and flexible.

"We didn't require a full-time presence, as our activities were driven by our clients' needs," said principal Landis Graden, whose company has Dublin and Los Angeles offices. "The model saved us money, and the amenities allowed for us to be fully functional, especially with access to the conference room in which we were able to meet with clients."

Graden is among the dozens of teleworkers, startups and longtime "solopreneurs" who have become regulars or as-needed users of the handful of co-working facilities that have opened in Santa Rosa, Petaluma, Vallejo, Ukiah and San Rafael in the past few years. One is set to open in Napa this spring, and another reportedly is on the drawing board for the First Street Napa downtown redevelopment.

Marisela Barbosa opened Green Hive in less than 2,000 square feet at 425 Virginia St., Suite B, a year ago. Its fully booked four office suites, and 14 desk spaces in the co-working area are mostly taken by professionals like Graden who are meeting clients in the city or those who drop in as they pass through the Solano city.

"Our clients have come from Southern California, South Bay, East Bay, Solano, Nevada County and Shasta County and one international business," Barbosa said. "Some are employees, startups and established businesses. Our conference room has been used mostly by lawyers."

Roberto Cortez, president and CEO of 13-year-old Monarch Engineers (monarchengineers.com) is part of the three-person team that has the largest private office in Green Hive. The structural, civil, mechanical and electrical engineering and design firm also has a number of employees who work from home and come to Green Hive to meet with clients at open desks.

"It is a great option since we don't have to lease a large space to house all employees providing conference room availability and other amenities, in addition to being able to expand and contract desk availability to fill our needs in short-term basis," Cortez said.

Liz Ramos started Engeniate (engeniate.com) team-development consultancy four years ago and run it from a home office, rent-by-the-hour shared offices and coffee shops before landing her own office at Green Hive.

"[I]t has allowed me to have a clean separation between home and work, which is something I personally needed," Ramos said.

Read the entire article on the North Bay Business Journal website at

<http://www.northbaybusinessjournal.com/northbay/sonomacounty/6814341-181/coworking-sonoma-napa-marin-solano-office-real-estate>



*Green Hive co-working center opened in Vallejo in 2016.
Photo copyright Green Hive*

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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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

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 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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AFTER HOURS BUSINESS SOCIAL

Thursday
April 13, 2017
5:30 - 7:30 pm

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