



The Lark

Bringing Business & the Community Together!

Volume XX Issue 5

May 2006

Mark West Area Chamber of Commerce

642 Larkfield Center
Santa Rosa, CA 95403
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FAX: (707) 578-0397
markwest@markwest.org
www.markwest.org
Office Hours: M-Th 1-4 pm

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.

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After Hours Business Social

May 11, 2006

Hours: 5:30pm - 7:30pm

Hosted by:

Healdsburg Nursery

12950 Old Redwood Hwy.
Healdsburg

Chamber 2006 Directory!

The Chamber extended the advertising deadline for it's new 2006 Directory to accomodate many member requests for ad space. The Directory will be printed in early May. Thanks to all members that took advantage of promoting their businesses and advertising in the 2006 directory!

Our next After Hours Business Social is May 11, hosted by Healdsburg Nursery. Enjoy an evening of networking with Chamber members and their guests.

Congratulations to Marc and Janelle Hunter, who welcomed baby Charlotte Grace on April 15.

Wine Country Harvest Faire & Business Showcase

**Thursday
October 5, 2006
Wells Fargo Center
(Luther Burbank Center)**

Booths Available Now!

**Contact Pat or Dee
at the Chamber Office:
578-7975**

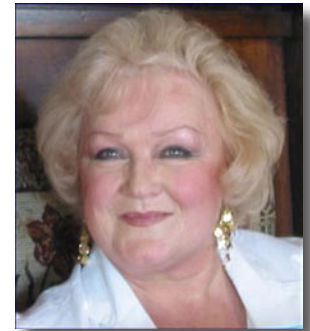
**Or purchase online:
www.MarkWest.org**

The Rincon Valley Firefighters Association annual Mothers' Day Breakfast will be at the San Miguel Elementary School on May 14, 2006, 8am - Noon.

\$5 Adults \$3.50 Ages 5-12 Free Under 5 years

No reservations are necessary!

**Visit your Chamber's office, or call 578-7975:
642 Larkfield Shopping Center, Santa Rosa, CA 95403**



DP Logan-Fadala of Logan LII Investigations won a gift certificate to Marbles Café at our April Social. see Page 3



Affordable Office Space Move in Now!

1 private office is for rent in the Chamber's new office space. 12x12 with janitorial, utilities, bathroom and a kitchenette included in the monthly rent. Call Pat at 578-7975 for details and a tour.

FYI: Chamber Advisory Council Finds California Economy Outpacing Nation

(May 1, 2006) Recent economic indicators indicate the state's economy looks quite healthy and California may be growing a bit more rapidly than the nation, according to the latest quarterly report of the **California Chamber of Commerce Economic Advisory Council**.

The U.S economy entered 2006 with a "considerable head of steam," the council said. Retail sales declined in February, but remained healthy enough to ensure that GDP growth in the first quarter will exceed 4 percent. The labor market also has remained strong, with monthly job gains restored to levels seen prior to the 2005 hurricanes.

The council believes that the economy will slow gradually during 2006 as healthy job growth provides support for spending.

California

The state has recently seen strong job gains in business services, tourism and financial services. Annual job growth based on job gains the first two months of the year came to 1.9 percent, compared to national job growth of 1.5 percent. The state's unemployment rate has fallen from 5.6 percent to 5 percent over the past year, although it is still a couple of tenths higher than national unemployment rates. California's personal income growth has outpaced the nation by a small margin.

There has been a more even distribution of growth across California regions. The San Francisco Bay Area economy continues to see improved job growth and a solid demand for high tech products and services. Growth in Southern California remains robust with good performances in international trade, technology and tourism.

There has been modest job growth in aerospace, while the motion picture and TV production industry has remained flat over the last year.

Industry Highlights

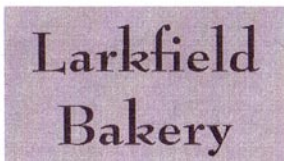
Real Estate: U.S. home sales have been declining in recent months and there has been a considerable buildup in home inventories, especially in California, where the decline has been steeper than the national average. Home price inflation is cooling, especially in new home and condominium markets where inventories are most abundant. The advisory council believes that the decline in home sales will be gradual, but the housing downturn could continue over a considerable period.

In California, commercial real estate markets are vibrant statewide. Southern California markets remain healthiest, with Los Angeles and the Riverside-San Bernardino area among the strongest markets in the United States. Northern California markets have not been as strong, but have seen steady improvements in recent quarters and are likely to continue in 2006.

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New Chamber Membership Dues Effective May 1

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 plaque or voting)	



Fresh Danish from Scratch
Sandwiches on Fresh Baked Bread
Cakes * Pies * Muffins * Donuts

Sunday 6 am - 12 pm
Mon-Thurs 6 am - 6 pm
Fri-Sat 6 am - 7 pm

Just North of the LBC on Old Redwood Hwy
570 Larkfield Center Santa Rosa, CA 95403
707-579-4991

We serve espresso.



Serving Larkfield

Our Larkfield team works hard each day to make sure you receive high-quality water. Please do your part in conserving this valuable resource. To learn more about your water quality and ways to conserve, visit our Web site at www.calamwater.com.



April Social
Hosted by
Marbles Café

Marbles Café is open daily for breakfast and lunch, but for the April After Hours Business Social, owner **Jana Kyntl** stayed open late to serve up pizza, sandwich fixings, cookies, wine & beverages to the **Mark West Area Chamber** members & guests who attended the event at 1770 Piner Road in Santa Rosa.

Two new members were introduced:



Jana Kyntl of Marbles Café, provided a Gift Certificate to Marbles Café to Doorprize winner DP Logan-Fadala of Logan LII Investigations

Sue Sloat, Board Secretary, MWUSD with Dave Sloat



Wayne Stras, Nationwide Financial Solutions is presented with his Membership plaque by Office Asst. Dee Gutmann



Max G. McDonald, Owner of AutoBahn Automobile Detail Cleaning, receives his Membership plaque from Pat Morelli, Chamber Office Manager



Dan Beck of Beck Law Offices (host of our July Social), with Kathleen Palmer of Sonoma CONNECTION.

President's Message

It is a great privilege to start this month's message by reporting some very positive news. The Mark West Area Chamber of Commerce has made some significant strides in improving its cash flow with the help of many members. One of the vacant office spaces has been rented, several new members have joined the Chamber, and the new directory is nearing completion.



A hearty thank you goes to office assistant Dee Gutmann for recruiting several new members. Dee's faithfulness to the Chamber is extraordinary! Dee and office manager Pat Morelli are a great team that serve the Chamber well. In addition to the many tasks that are accomplished, Dee, and her husband Wes, have sponsored the advertising of the Chamber office in the Larkfield Center directory.

The work of John Essman and Kathleen Palmer, Sonoma Connection, continues to be a terrific asset to the Chamber. The new directory should be out soon and the support of Chamber members by purchasing ads has been wonderful. Please remember to use the directory to locate Chamber members when doing business.

The Chamber was again treated to an enjoyable evening at Marbles Café on Piner Road during the April business-after-hours social. Owner and chamber member Jana Kyntl prepared some delightful refreshments and once again many businesses were introduced to the membership.

One more very positive sign this month has been the number of booths that have been reserved for the annual Harvest Faire and Business Showcase scheduled for October 5, 2006 at the Wells Fargo Center for the Arts (Luther Burbank Center). It sounds like the prime spots are going very quickly!

Another community meeting is scheduled for Saturday, May 20, 2006, at the Evangelical Free Church, at 10:00 a.m. Come learn about some important information for the Mark West area.

Finally, one more reminder that the Rincon Valley Firefighters Association annual Mothers' Day breakfast will be at the San Miguel School on May 14, 2006. No reservations are necessary!

Respectfully,

Doug Williams

Are you interested in helping the Mark West Area Chamber of Commerce? Attend the Board of Directors Meeting.

The next Board of Director's meeting is May 9, at the Mark West School District Office from 11:30 am - 1:00 pm.

The Ambassador's Club helps with Chamber Membership recruitment and by introducing new members and guests at the After Hours Business Socials. Network for your business by joining us, and have FUN, too!

Call the Chamber Office at 578-7975 or email info@markwest.org for more info!



Sonoma CONNECTION

John Essman
Kathleen Palmer
P O Box 1381
Healdsburg, CA 95448
(707) 433-8774
info@sonomaconnection.com
www.sonomaconnection.com

Web Site Design & Marketing • Computer Consulting
Digital Photography • Search Engine Optimization

MAX G. McDonald
Owner

AutoBahn
AUTOMOBILE DETAIL CLEANING
(707) 528-8455

3485 Airway Drive • Santa Rosa, CA 95403

FYI: Chamber Advisory Council Finds California Economy Outpacing Nation

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Tourism: California’s tourism sector has been particularly strong and is expected to be a key contributor to growth going forward. Hotel occupancy rates continue to rise. Early reports for 2006 indicate solid activity for Northern and Southern California tourist and convention destinations.

Banking: California and national consumers have seen declines in home equity lending and mortgage refinancing activity. Commercial and industrial lending - which has lagged in the current business cycle - has gained strength. Although bank loan credit quality and profits will likely diminish in 2006, the council expects the banking sector to remain healthy.

Agriculture and Resources: California agriculture turned in a good year in 2005, and another good year is anticipated in 2006. Overall, agricultural commodity prices remain firm, foreign demand for California agriculture products remain healthy, and farmland prices have continued to rise.

The wet winter has boosted California snow-pack to 130 percent of normal, which means there will be plenty of water this year from California sources. State electricity supplies look sufficient in 2006 due to some new capacity and rising electricity imports resulting from transmission line improvements. Natural gas has softened in early 2006, but the council expects continued sharp volatility in natural gas prices going forward.

Risks: There remains some uncertainty about how much further the Fed will raise interest rates. If the Fed raises its Fed Funds target about 5 percent, this may cause greater deterioration in real estate markets and discourage consumer spending.

courtesy of the California Chamber of Commerce

Interested in helping the Chamber find new members? Call Pat at the Chamber Office, 578-7975, for information about our Membership Sales position.

New Members

Nationwide Financial Solutions
Wayne Stras
650 Larkfield Center, 3-A
568-5478 568-5478
Waynestras1@juno.com

AutoBahn, Automobile Detail Cleaning
Max G. McDonald
3486 Airway Drive
528-8455

Flash Salon
Amber Feeney
598 Larkfield Center
576-1717
ambereisele@msn.com

Lavell Vineyards
Shirley Lavell
201 Lavell Rd.
546-0503

Paula Robb Advertising
P. O. Box 15, Fulton
546-3530

Renewing Members

- Exchange Bank (1981)**
- Cricklewood (1982)**
- Mark Abel, General Contractor (1995)**
- Allstate Insurance (1998)**
- Beck Law (2005)**

upcoming
Business-After-Hours-Socials

- May 11** Healdsburg Nursery
- Jun 8** ZAP! Electric Vehicles
- Jul 13** Beck Law Offices
- Aug 10** OPEN
- Sep 14** Granma’s Attic
- Oct – Dec** OPEN

May 1, 2006

To All Members:

As required by the Chamber By Laws, the President appointed a nominating committee of three Directors who have nominated a slate of candidates to fill expiring Board of Directors positions. Each candidate will fill a two year term and needs to be an active member. The slate of recommended candidates is as follows:

Member / Business	Term
TO BE ELECTED	
Shireen Hartman, North Coast Bank/Windsor	2006 – 2008
Patricia Elmes, Coldwell Banker	2006 – 2008
Kathleen Palmer, Sonoma Connection	2006 – 2008
Daryl Anderson, Wikiup Properties	2006 – 2008
Sue Sloat, Mark West Union School District	2006 – 2008
Walt Smith, Groth Motors	2006 – 2008
HOLD OVERS	
Jim Bajgrowicz, President Elect	2006 – 2008
Doug Williams, RVFD, Past President	2006 – 2007
Leonard Sevall, Sevall, Thwaite & Soper Insurance	2005 – 2007
Dana Ellerbe, Sutter Hospital	2005 – 2007

Right of Petition:

Additional qualified candidates may be nominated by petition, which must bear the signatures of at least ten (10) active members. Such petitions shall be filed with the judging committee by May 12, 2006. The determination of the nominating committee as to the legality of the petitions shall be supervised by the judging committee. Petitions should be mailed to the Chamber office at the address indicated below.

If no petition is filed within the designated period, the nominations will be closed, and the slate of candidates shall be elected at the regular June Board of Directors Meeting.

If one or more petitions are received with additional candidates, the names of all candidates will be presented on a ballot in alphabetical order and, with instructions for voting for the correct number, shall be mailed to all active members. The ballots must be returned to the Chamber office, 642 Larkfield Center, Santa Rosa, CA 95403, no later than 4pm, May 31, 2006. The Board of Directors will declare the candidates with the greatest number of votes elected at the June Board of Directors meeting.

Sincerely,

Mark West Area
Chamber of Commerce

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
Mark West Lodge on Mark West Springs Rd - East
West Olivet Road - West

About the Newsletter

Editors: Kathleen Palmer & John Essman
Phone: 433-8774
E-mail: info@markwest.org

Printing: Clone Digital Printing & Copying 527-6565

The Lark is published monthly under the direction of:

The Mark West Area Chamber of Commerce

642 Larkfield Shopping Center
Santa Rosa, CA 95403
(707) 578-7975

Deadline for publication is the
3rd Wednesday of each month.

ADVERTISING

**Monthly \$25; 3 Months \$60
6 months \$107.50; 1 year \$200**

FLYER INSERTION: \$35 per issue. You supply 200 copies of your 8.5" x 11" flyer on 28# paper. If you would like to have your flyer typeset and printed by the Chamber, the cost is \$75.

The Lark Newsletter is mailed to member businesses each month. For more information, please contact Office Manager Patricia Morelli, at 578-7975.

THE DEADLINE FOR LARK PUBLICATION

The deadline for all articles, pictures, and flyers for the Lark is the third Wednesday of each month, following our Monthly After Hours Business Social.

The Deadline for the May Lark is **May 17**.

Chamber Board of Directors & Staff

President

Doug Williams
539-1801

Rincon Valley Fire District
dwilliams@rvfire.org

VP Membership – Open

VP Business Services, President-Elect

James Bajgrowicz
528-2510

Law Office of James Bajgrowicz
bajgrowiczjim@cs.com

VP Community Affairs – Open

VP Public Relations - Pro Tem

Kathleen Palmer
433-8774

Sonoma CONNECTION
kathleen@sonomaconnection.com

Corporate Treasurer

Marilyn Cass, CPA
579-3170

Larkfield Tax Service
marilyncass@larkfieldtax.com

Corporate Secretary

Sue Sloat
524-2970

Mark West Union School District
ssloat@mwusd.org

Directors:

Daryl Anderson
546-8000

Wikiup Properties
andybaum@sonic.net

Dana Ellerbe
576-4004

Sutter Medical Center of Santa Rosa
ellerbd@sutterhealth.org

Mark Scheuer
579-0805

Allstate Insurance
a040101@allstate.com

Leonard Sevall
546-2146

Sevall, Thwaites & Soper Insurance
lens@callatg.com

Walt Smith
546-3857

Groth Motors
sales@grothmotors.com

Ambassador Club

info@markwest.org

Office Manager

Patricia Morelli
578-7975

markwest@markwest.org

Office Assistant

Dee Gutmann
544-9076

MARK SCHEUER
Agent



Allstate Insurance Company

194A Wikiup Drive
Santa Rosa, CA 95403
Bus (707) 579-0805 FAX (707) 579-0806
Res (707) 545-7306
CA Lic. #0697138



David Hartman

15 Lark Center Drive
Santa Rosa, CA 95403

707-546-5717
FAX 707-546-0902



Thank you to our
Corporate Sponsors!



RIVER ROCK CASINO
ALEXANDER VALLEY



A Sutter Health Affiliate



Sonoma
CONNECTION



Mark West Area Chamber of Commerce
642 Larkfield Shopping Center
Santa Rosa, CA 95403

**After Hours
Business Social**

May 11, 2006

Hours: 5:30pm - 7:30pm

Hosted by:

**Healdsburg
Nursery**

12950 Old Redwood Hwy.
Healdsburg



Bringing Business & the Community Together!