

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 10am - 3pm www.markwest.org

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The Lark

September/October 2013
Volume XXVII Issue 3

SONOMA COUNTY BUSINESS CONFIDENCE HIGHEST SINCE 2006

On August 21, the North Bay Business Journal reported that the confidence level among executives of Sonoma County businesses is higher than it has been in approximately twelve years. The North Bay Business Journal was quoting the Sonoma County Economic Development Board report "Summer 2013 Business Confidence Survey and Report," released August 2013 (http://edb.sonoma-county.org/documents/2013/Business_Confidence_Report_Summer_2013.pdf).

The Economic Development Board report is based on a survey they ran among Sonoma County executives. The 100 responses they received indicate a business confidence level of 6.88 out of 10, which is the highest it has been since the summer of 2006 when it reached 6.8, just before the housing market bubble burst and the economy slipped into recession.

Additionally, six of ten executives surveyed expect the national unemployment rate to drop over the next six months, indicating belief in a stronger labor market.

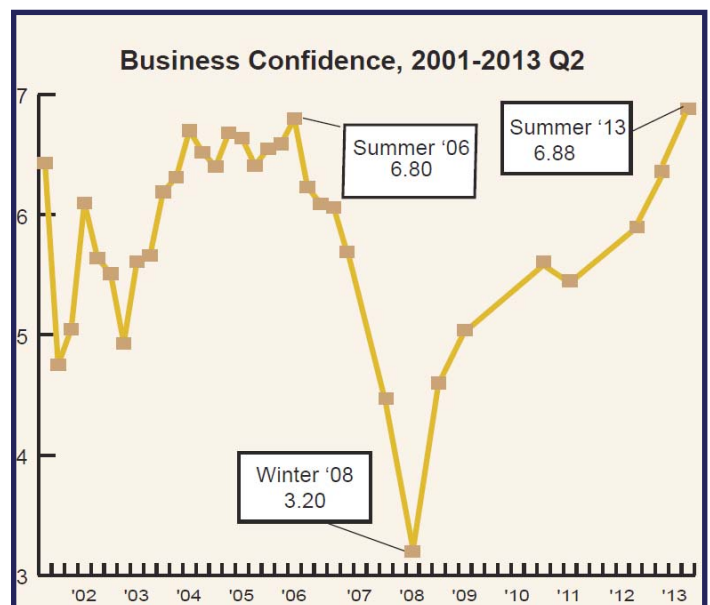
PURCHASING TRENDS INDEX LOOKS GOOD

The report also estimates that the Purchasing Trends Index (PTI) for Sonoma County is 70.15 over the past two quarters. Nationally, the PTI is at 50.9. The report says, "This marks the second year that Sonoma County has scored higher than the United States since 2007. This indicates that businesses feel less economically challenged operating in Sonoma County than in the US as a whole." For reference, a PTI score above 50 indicates economic expansion.

Separate evaluations were provided for growth or contraction within individual industries. Non-profit and governmental sectors signal notable negative growth of about 17%, and manufacturing signals negative growth of 2%. However, notable positive growth is signaled in hospitality, real estate/construction, retail/wholesale, health services, "other", professional/financial, education, technology and agriculture. Agriculture is the big winner, with projected growth of approximately 16%.

Read the North Bay Business Journal article here:

<http://www.northbaybusinessjournal.com/78645/sonoma-county-summer-2013-business-confidence-hits-record/>



UPCOMING EVENTS:

next **AFTER HOURS BUSINESS SOCIAL** hosted by

ANYTIME FITNESS
490 Larkfield Center, Santa Rosa, CA 95403

Thursday, November 14
5:30 pm - 7:30 pm

September Social hosted by 4th
District Supervisor Mike McGuire
See page 3



*Doug Williams
Central Fire Authority
of Sonoma County
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

November 12
11:30 am - 1:00 pm
Grace Fellowship
608 Larkfield Center

Ambassadors Meeting

November 14
4:00pm - 5:00pm
At the Chamber's offices

PRESIDENT'S MESSAGE:

Summer has passed and the fall season for the Mark West Area Chamber of Commerce is ready to commence. With the advent of fall, one of the premier events of the chamber, the Harvest Faire and Trade Show, will be upon us. The show is scheduled for the afternoon of Thursday, October 3, 2013, at the Wells Fargo Center. We look forward to seeing the goods and services that are available in our local area. Please mark it on your calendar and invite your family and friends to attend!

The Mark West Area Chamber of Commerce is well known for fun and entertaining socials. It was certainly no exception at the September social hosted by Supervisor Mike McGuire. Supervisor McGuire and his staff hosted the group in the parking lot of the chamber office and several chamber members and guests were treated to some very fine food and fellowship. Supervisor McGuire has continued to support the Mark West area in many ways.

The chamber has been going through a number of transitions. These transitions have not all been easy, but with a number of members volunteering their time, the list of things to do is becoming more manageable. As the future unfolds, we will be looking for more ways to serve the membership. The entire board of directors is very actively committed to keeping the chamber connected to the community.

The last thought that I would like to leave you with this month is the emphasis on how dependent the Mark West Area Chamber of Commerce is on volunteer support. Whether it is the ambassadors preparing for a social, staffing the office, improving the building and grounds, preparing for the trade show, arranging for ribbon cuttings, or taking care of the corporate responsibilities it is the teamwork of a dedicated group of people that is needed to get it done.

And remember, do business with other chamber members whenever possible!

Sincerely,

Doug Williams, President, Central Fire Authority of Sonoma County

LARK NEWSLETTER GETS NEW EDITOR

As readers have no doubt noticed, the Chamber's LARK publications have been suspended throughout most of 2013, due to losing our energetic Editor, Kathleen Palmer, who succumbed to pancreatic cancer on April 13.

I'm pleased to announce that member Peter Loughlin of Loughlin Marketing has agreed to take over the publication of our newsletter, beginning with this issue.

For the next few months, I will be providing Peter with development assistance while he gets used to the formatting process and contributing editors are put into place.

Continued on page 6

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SEPTEMBER
BUSINESS
AFTER HOURS
SOCIAL

MIKE'S AFTER WORK FRIDAY FIESTA WAS A FESTIVE EVENT

September's After Hours Business Social was hosted by Sonoma County 4th District Supervisor Mike McGuire, in the Chamber's parking lot.

Attendees were treated to a feast of Mexican appetizers, exquisite Sonoma County wines and scrumptious deserts provided by Mike and his assistants, Kelly Burns and Darin Bartow. Supervisor McGuire also provided an update on current and future Sonoma County governmental affairs.

Our 50/50 raffle of \$57 was won by Tom Nunes of TD & Associates. Sally Crain, Broker at Century 21 Alliance, won the \$60 Pot of Gold. This was the fourth time in the past five months that the Pot of Gold was won by a business in attendance at our social.

The business card drawing winners were treated to a variety of generous prizes. Mike McGuire donated a big recycling bag, filled with eco-friendly gifts, which was won by Scotty Struthers of Struther's Lighting Service. Home Run Pizza donated a generous gift certificate, won by Jim Bajgrowicz of James J. Bajgrowicz, Consultant. Tom Eichler, of Eichler's Auto & Truck Repair, won a big tub filled with fun things donated by the Windsor Times. Missy Danneberg, of the Extended Child Care Coalition, won a free booth at the upcoming Santa Rosa Maker Faire, donated by Sonoma Family Life Magazine. Sonoma County Airport Express Inc. generously donated round trip bus tickets to San Francisco or Oakland airport which were won by Valerie Hopkins of Royal Care Lifestyle.

Congratulations to all our winners and a big thank you to Supervisor McGuire for a fun and interesting evening!

Submitted by John Essman of Sonoma CONNECTION



Darin Bartow of the Office of 4th District Supervisor Mike McGuire



4th District Supervisor Mike McGuire



Pot of Gold Winner Sally Crain, Broker at Century 21 Alliance, Tony Geraldi of Sonoma County Airport Express Inc, 4th District Supervisor Mike McGuire



Kelly Burns of the Office of 4th District Supervisor Mike McGuire, Tony Geraldi of Sonoma County Airport Express Inc.

*Photos by Sonoma CONNECTION
More photos @ MarkWest.org*

SOCIALS
see schedule on page 5



Will
Brodt



Larua
Buhrer



Elaine
Holtz



Susan
Lindstrom



Stephanie
Munson



Sue
Sloat

BOARD MEMBERS ON THE MOVE

As with any organization, changes in personnel are bound to occur. The Chamber wishes to acknowledge the hard work and leadership displayed by a great group of people who began last year as volunteers on our Board of Directors and have since moved on to other pursuits. We miss their helpful advice and energetic problem solving as part of our leadership team. But, mostly, we miss seeing them around every month, as, over the years, we've established close friendships with all of them.

Will Brodt – You'll remember Will, a two-term President during a period of rebuilding and stabilization while we became "The Fun Chamber" to the rest of Sonoma County. Will always brought his energetic and cheerful spirit to whatever he was involved with. He was also was our VP of Public Relations for many years and has moved on to an exciting new job opportunity in Petaluma. Good luck Will! Come see us when you can.

Laura Buhrer – Always a delight to be around, Laura accepted a promotion to the Windsor Branch of Exchange Bank, after many years of representing our Larkfield Branch, volunteering on our Board of Directors and hosting memorable socials. We understand that she is now becoming active with her new Chamber and we wish her well in all that she is doing. Congratulations Laura!

Elaine Holtz – Elaine served as our VP of Business Services and organized and produced our highly successful Quarterly Luncheon programs. She was also a regular contributor to this newsletter, managed an online blog for the Chamber, and wrote the Showcase Tips publication, which is available on our website for the use of our trade show booth participants. We're sorry to lose Elaine, but she felt a calling to expand into new horizons. We know she'll be successful in whatever she undertakes. Good luck Elaine! (zol zayn mit mazell!)

Susan Lindstrom – Susan was our Corporate Secretary when her husband Tony accepted a promotion with California American Water requiring relocation. We miss her ready smiles and caring attitude, always seeking win-win solutions to complex problems. Susan also managed our calling committee and was responsible for securing the advertising sales, which paid for the publication of our last hardcopy membership directory. An active Ambassador for the Chamber, Susan recruited many of our current members and helped them develop friendships within our community. We wish you much success in your new endeavors, Susan!

Stephanie Munson – Stephanie served our Board for many years before becoming so busy with her responsibilities at Goodwill Industries that it wasn't possible to continue her involvement with the Chamber. She rarely missed a meeting, and always provided helpful advice. During a time when the Chamber was experiencing a personnel turnover, Stephanie headed up a committee to help stabilize the situation. Good luck in all that you're doing, Stephanie!

Sue Sloat – Sue served for many years as our Corporate Secretary and was our liaison with the school district, where she organized the entertainment for our highly anticipated Holiday Tree Lighting event. She could always be depended upon as a voice of reason during our board deliberations. She retired from her position at the school district last June. We wish her a happy retirement and hope she comes to see us occasionally.

As you can see, this group of people served the Chamber in many different capacities for many years. We greatly appreciate their efforts and dedication, and wish them all well in their new pursuits.

Fortunately, we have a new group of people, who have joined us at the Board level, who are also highly accomplished and bring a lot to the table. We will meet them in next month's LARK. For any readers who would like to get involved with volunteering at the Board or Ambassador levels, please call the Chamber office at 578-7975, or email us at office@markwest.org.

Submitted by John Essman, Sonoma CONNECTION

UPCOMING BUSINESS SOCIALS

Thursday, November 14, 2013
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by: **Anytime Fitness**
 Location: 490 Larkfield Center, Santa Rosa

Thursday, December 12, 2013, 5:30-7:30pm
 Hosted by: **Larkfield Exchange Bank / Molsberry's Market**
 Location: 500 Larkfield Center, Santa Rosa

HOLIDAY TREE LIGHTING

Wednesday, December 4, 2013 6pm
 Location: Larkfield Center, Santa Rosa

BOARD OF DIRECTORS MEETING

November 12, 11:30 am - 1:00 pm
 Grace Fellowship, 608 Larkfield Center

Interested in joining our Ambassador Club?
 Contact Anthony Gerald
 Sonoma County Airport Express 837-8700



Interested in having a Chamber Ribbon Cutting?
 Contact Eugene L. Patterson
 Exchange Bank, Larkfield Branch
 patterson@exchangebank.com



CONSTANT CONTACT BENEFITS

- Discounts available to all Chamber Members
- Call the Chamber office at (707) 578-7975.

Want to keep abreast of important information pertinent to local business issues?

Visit:
sonoma-county.org/edb



Left: Volunteer of the Year - Lacey Burdette Davis of the Windsor Times, with Ambassador Eugene L. Patterson of Exchange Bank, Larkfield Branch and Head Ambassador Tony Gerald of Sonoma County Airport Express Inc.

CONGRATULATIONS TO OUR 2012-2013 BUSINESS, BOARD, AND VOLUNTEER MEMBERS OF THE YEAR

At our Annual Dinner at Cloverleaf Ranch in July, three very special members were recognized for their dedication and hard work on behalf of the Mark West Area Chamber during the past year.



Business of the Year - Aggie Maggio of Coldwell Banker, with incoming and outgoing Presidents Doug Williams and Shawna De Grange of Cloverleaf Ranch.

Board Member of the Year - Doug Williams of the Central Fire Authority of Sonoma County, with President Shawna De Grange of Cloverleaf Ranch.



Sonoma CONNECTION

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CHAMBER BOARD SELECTS KATHLEEN PALMER AS ITS 2013 SPIRIT OF SONOMA COUNTY AWARD

Each year for the past 13 years, the Boards of Directors of all of Sonoma County's major chambers of commerce, business and trade organizations come together to honor their group's businessperson of the year. This is an exciting event that recognizes the positive contributions these business leaders and entrepreneurs make to the county's economy throughout our area.



Past recipients of this award who were honored by the Mark West Area Chamber of Commerce & Visitors Center include Dane Jasper, CEO of Sonic.net; Odessa Gunn & Levi Leipheimer, animal welfare & cycling supporters; Pete Foppiano, distinguished local businessman and community volunteer; Dave Pinsky, Executive Director of the Pacific Coast Air Museum; and Paul Kelley, former 4th District Supervisor.

This year's award recipient, unanimously selected by your Board of Directors, is Kathleen Palmer of Sonoma CONNECTION. Since joining the Chamber in 2002, Kathleen was involved in just about every aspect of the Chamber's operations and volunteer activities, serving on the Board of Directors as Vice President of Publicity for four years and as a Chamber Ambassador for eleven years. She was honored as Director of the Year twice and Volunteer of the Year once. In addition, she developed and maintained the Chamber's Website and Directory Database, and published the LARK newsletter for the past six years.

Kathleen's county-wide activities were extensive, as she was actively involved in many volunteer activities and was a highly respected internet marketer, developing websites, marketing materials, and social media campaigns for many local businesses and business organizations. She was instrumental in producing the annual Chamberee event at the Pacific Coast Air Museum for its three year lifespan, developed a website for the Windsor Chamber of Commerce, and was an Ambassador for the Healdsburg Chamber of Commerce for 20 years.

She loved living in Sonoma County for the past 22 years, working in her garden at her home on Fitch Mountain. She volunteered at the local animal shelter, the Climate Protection Campaign, Russian Riverkeeper, Fire Free Fitch Mountain, the Healdsburg Garden Club, and the Raven Players, to name just a few.

The awards ceremony will take place on December 6th at the DoubleTree Hotel in Rohnert Park. Accepting the award posthumously for her will be her husband of 30 years, John Essman.

Contributed by John Essman, Sonoma CONNECTION



LARK Newsletter Gets New Editor, *continued from page 2*

I apologize to our understanding and helpful membership for the interruption of service while we were searching for a new LARK editor. Peter Loughlin (photo at left) is an excellent wordsmith and I look forward to working with him to provide you with timely and interesting Chamber news.

Sincerely,
John Essman, Sonoma CONNECTION

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 @ <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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Thursday, November 14
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