

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

April 2014
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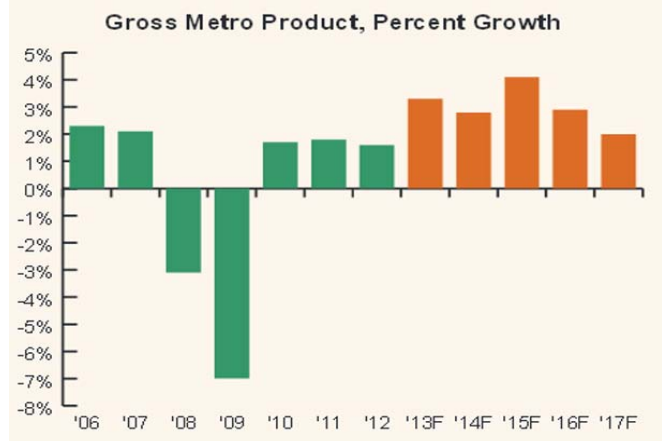
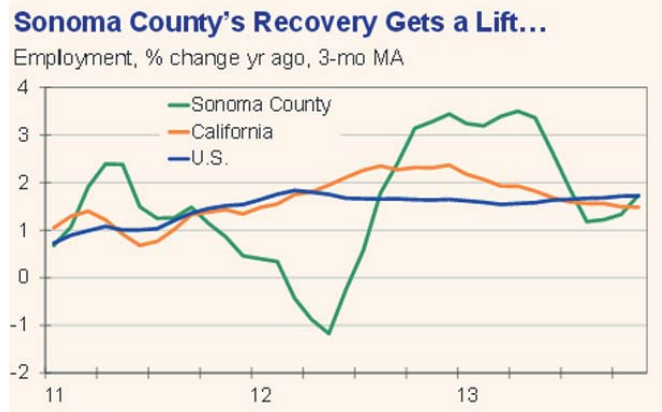
EDB/WIB/MOODY'S LOCAL ECONOMIC REPORT RINGS IN GOOD NEWS FOR SONOMA COUNTY

The Sonoma County Economic Development Board (EDB), in partnership with the Sonoma County Workforce Investment Board (WIB), has produced the Winter 2014 Local Economic Report. The EDB's research partner, Moody's Analytics, provided the research for this report. Highlights from this Local Economic Report include:

- Bolstered by US growth, Sonoma County's recovery will strengthen through 2015, with unemployment rate already falling below 6% in early 2014. Improvements in tourism, wine industry, newly resurgent housing, and life sciences-related technology will be positive drivers.
- Aging populations and increasing access to healthcare in the U.S. will generally favor the county's cluster of medical device manufacturers. However, consumers' changing preferences may create a challenging environment for the county's electronic measurement divisions.
- Visitor-dependent industries will thrive due to the strengthening U.S. economy and improving outlook for wine country. Passenger traffic through January 2014 increased by 6.6% from a year earlier, and the average hotel occupancy rate and room rates through October were higher than a year earlier.
- The county's expanding travel infrastructure and high quality of life will attract high skilled workers. However, increasing living and business costs will keep it an average performer.

Reprinted from Local Economic Report, Winter 2014, 2014 Sonoma County, published by Sonoma County Economic Development Board, 2014.
http://edb.sonoma-county.org/pdf/LocalEconomic_Report_Winter_2014.pdf

SELECTED CHARTS FROM THE EDB REPORT (SRC.: MOODY'S)



UPCOMING EVENTS:

next **AFTER HOURS BUSINESS SOCIAL** hosted by

RIGHT AT HOME

1111 Sonoma Ave. Suite 324, Santa Rosa

Thursday April 10

5:30 PM - 7:30 PM

March Social hosted by
Royal Care Lifestyle.
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

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

Regretfully, I begin this message with our condolences being extended to the members of the Mark West Union School District. Most of you are probably aware of the tragedy that claimed the life of music teacher Sue Hufford and her mother-in-law. This is particularly close to home as Ms. Hufford was portrayed in an earlier edition of *The Lark* as the conductor of the school choir that supported the chamber's annual Christmas Tree lighting. I know that the superintendent of the district, Ron Calloway, is committed to continuing the music program and that Ms. Hufford's legacy will serve students for years to come. Our community is certainly not immune to tragedy and this is a reminder of how thankful we should all be for being able to enjoy another day.

Our community is continuing to change. Most recently, the new medical office building near the new Sutter Hospital has begun to take shape. Simultaneously, the improvements to the intersection at Old Redwood Highway and Mark West Springs Road have been progressing. With these changes and all the work being done in the airport area we will be seeing a slightly different landscape. It is my hope that these changes will offer some positive benefit to our chamber members. This is another opportunity for chamber members to work together to create a better business climate.

I must apologize for having to miss the March and April socials due to conflicts with some longstanding commitments. I know that no one can attend every social, but we do want to encourage support for the members who go to great lengths to provide an enjoyable time for the guests who are able to attend.

We are now only a couple of months away from the anniversary celebration for Molsberry's Market and Exchange Bank. The chamber is looking forward to participating in the celebration and encouraging the community to support these longstanding members. We are looking into providing low-cost shredding services at the event for those who have old documents to destroy.

Once again, we thank all of the volunteers who keep the chamber functioning. We would also like to remind everyone that there are more opportunities for volunteering, such as in the office.


Your support of the Mark West Area Chamber of Commerce is appreciated!

Please try to do business with other chamber members whenever possible!

Doug Williams, President, Central Fire Authority of Sonoma County



Sue Hufford leads the kids in song at the 2013 Tree Lighting Ceremony.



Pete

Proud Member since 1993, Past President, & Member of the Year 2007
of the Mark West Area Chamber of Commerce

Foppiano

for Supervisor

pete2014.com

Campaign Headquarters:
California FPPC ID # 1362428

Golden Bear Financial - 16001 Healdsburg Avenue, Healdsburg
petefoppiano2014@gmail.com (707) 280-6076

MARCH SOCIAL AT ROYAL CARE LIFESTYLE

This month we received a Royal Welcome at Royal Care Lifestyle. Valerie and David Hopkins, owners, were our hosts.

Eight years ago the business was just David. Now there are six, soon to be seven, therapists. Royal Care Lifestyle is broad-based from gentle nurturing massage to Advanced Energy Work. Open Tuesday thru Sunday, the salon offers a variety of memberships. One example is a one hour massage for \$59.00 monthly. They also work with insurance companies on their clients' behalf.

Valerie introduced a few members of her staff. Rebecca is her right and left hand and marketing hero. Loralie is a massage therapist specializing in advanced body work. Robin is a newcomer to Royal Care Lifestyle and will be bringing traveling massage services into homes and businesses.

Anthony Geraldi, our MC for the evening, introduced our newest member, Ed Whitt of Valley Yellow Pages. Be sure to welcome him at your first opportunity.

Winners of the evening were:

Pot of Gold - Charlie's Restaurant – Oops, sorry no one from that business was in attendance. The pot grows to \$100 for next month's lucky winner.

50/50 drawing was \$40 - Roger Olsen, Business Development Consultant

Round-trip ticket from Airport Express – Peter Loughlin, Loughlin Marketing

Royal Care Lifestyle offered two gifts:

A 60 Minute Massage– Margaret DiGenova, Operations Superintendent at California American Water

A 60 Minute couples Massage - Pete & Marian Foppiano, Golden Bear Financial and Candidate for 4th District Supervisor

Contributed by Aggie Maggio, Coldwell Banker



Royal Care Lifestyle offers a warm and welcoming atmosphere. Couples massage room, above. David and Valerie Hopkins, proprietors, below.



Roger Olsen, Business Development Consultant (left), won the 50/50 drawing and walked home with \$40.00. The prize was awarded by Valerie Hopkins (Royal Care Lifestyle) and Tony Geraldi, Sonoma County Airport Express.



At left, from left to right: Dan Kerbein, guest from Solar Universe; Ed Whitt, Valley Yellow Pages; Mark Molina, Edward Jones

Interested in joining our Ambassador Club?

Contact Tony Geraldi
Sonoma County Airport Express
707-837-8700



Interested in having a Chamber Ribbon Cutting?

Contact Eugene L. Patterson
Exchange Bank, Larkfield Branch
Eugene.Patterson@exchangebank.com



Want to keep abreast of important information pertinent to local business issues? Visit: Sonoma-county.org/edb

ELECTIONS FOR BOARD OF DIRECTORS

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	
Eugene Patterson, Exchange Bank	2014 - 2016
Brian Molsberry, Molsberry Markets, Inc.	2014 - 2016
Sally Crain, Century 21 Alliance	2014 - 2016
HOLD OVERS	
James Bajgrowicz, Consultant	2013 - 2015
Todd Anderson, Wine Country Inn and Suites	2013 - 2015
Doug Williams, Central Fire	2013 - 2015
Pat Dearmin	2013 - 2015
Marnie Cameron, Mark West Union School District	2013 - 2015
Tony Geraldi, Sonoma County Airport Express	2013 - 2015
Steve Plamann, Aaction Rents	2013 - 2016

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 6, 2014. 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 Mark West Area Chamber of Commerce, 4787 Old Redwood Highway, Santa Rosa, CA 95403, no later than 3 pm, May 28, 2014.

The Board of Directors will declare the candidates with the greatest number of votes elected at the June Board of Directors meeting.



Sonoma CONNECTION

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www.sonomaconnection.com

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UPCOMING BUSINESS SOCIALS

Thursday, April 10, 2014
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Right at Home**
 Location: 1111 Sonoma Ave. Ste 324, Santa Rosa

Thursday, May 8, 2014
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **James Gore**, candidate for 4th District Supervisor. Location to be announced.

Saturday, May 17, 2014
120th Annual Luther Burbank Rose Parade
 10:00 AM. All members are invited to participate.
 Walk along with the Chamber's float! Bring materials to promote your business! Call Chamber for info.

Wednesday, May 28, 2014.
 Chamber Business Luncheon 11:30am-1:00pm
 Topic: **Update on the Charles M. Schulz-Sonoma County Airport**
 Speaker: **Jon Stout, Airport Facilities Manager**
 Hosted at **Best Western Plus Wine Country Inn & Suites**
 Location: 870 Hopper Ave., Santa Rosa

Thursday, June 12, 2014
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Central Fire Authority of Sonoma County**
 Location: Rincon Valley Fire Protection District - Larkfield
 45 Lark Center Drive, Santa Rosa

Thursday, July 10, 2014
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Extended Child Care Coalition**
 Location: 1745 Copperhill Pkwy #5, Santa Rosa

Friday, July 18, 2014
 33rd Annual Installation Dinner 6:00-9:00pm
 Hosted by **Charlie's Restaurant**
 at the Windsor Golf Club
 Location: 1320 19th Hole Drive, Windsor

Thursday, August 14, 2014
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Coldwell Banker - Aggie Maggio**
 Location: 600 Bicentennial Way #100, Santa Rosa

Thursday, September 11, 2014
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Sutter Medical Center of Santa Rosa next to the Wells Fargo Center for the Arts**
 Location: 50 Mark West Springs Rd., Santa Rosa

25TH ANNUAL WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE

Wednesday, October 1, 2014
 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 9, 2014
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Friendly Feed & Supply** and **Aaction Rents**
 Location: 1000 River Road, Fulton

Thursday, November 13, 2014
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Anytime Fitness**
 Location: 490 Larkfield Center, Santa Rosa

HOLIDAY TREE LIGHTING
 Wednesday, December 3, 2014 6pm
 Location: **Molsberry Market**,
 522 Larkfield Center, Santa Rosa

Thursday, December 11, 2014
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Exchange Bank, Larkfield Branch & Molsberry Markets, Inc.**
 Location: 500 Larkfield Center, Santa Rosa



Katherine "KG" Phillips, Broker
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 Cell Phone: (707) 974-6244

4908 Sonoma Hwy. Santa Rosa, CA 95409
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 Email: keyprops@pacbell.net • Website: www.keyprops.net

MEET THE CANDIDATES FORUM APRIL 28

The Mark West Area Community Services Committee, a small group of citizens who voluntarily work on the community's behalf (most of them are members of this Chamber), is proud to be sponsoring a candidate's night for the candidates for Fourth District Supervisor. All five of the candidates have agreed to participate.

This event will be held in the Cardinal Newman High School Auditorium from 6:00 PM to 7:30 PM on Monday April 28, 2014. It will be moderated by the Santa Rosa Chapter of the League of Women Voters and will be conducted in accordance with the League's rules. Students from the Cardinal Newman class on Government will introduce the candidates and will gather written questions from the audience. This will be an excellent opportunity for people to get acquainted with the candidates and to learn their positions on issues affecting Sonoma County and especially the Fourth Supervisorial District.

Aggie Maggio, Coldwell Banker and Jennifer Landrus, Princeton Capital will provide simple refreshments. Please mark your calendars and plan to attend this important event.

Contributed by Aggie Maggio, Coldwell Banker

PROMOTE YOUR BUSINESS IN THE ROSE PARADE

Your Chamber will be participating in the Luther Burbank Rose Parade on Saturday, May 17th. We step off at 10:00 AM sharp. All members are invited to come and walk (or ride) with us and advertise their businesses. Those who participated the past two years had a great time interacting with the crowd along the parade route while also getting valuable exercise. Bring your family! Kids love being part of the parade!

This year's theme will be "Heroes and Helpers", honoring all those people who have made a difference in our community. We'll be sending you an email detailing when and where we will be staging for our parade entry. More information can be also be obtained by calling the Chamber office at 578-7975.



Mark West Area Chamber members get some fun, some exercise, and some promotion at the 2012 Rose Parade.

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email us at Larkfield@amwater.com.**



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Sample Imported and Domestic Cheese*

522 Larkfield Center, Santa Rosa

707/546-0307

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.

Editor: Peter Loughlin, Loughlin Marketing 707-704-6498
 peter@loughlinmarketing.com

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>

OFFICERS

President
 Doug Williams Central Fire Authority
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Past President
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4787 Old Redwood Hwy, Suite 101
Santa Rosa, CA 95403

AFTER HOURS BUSINESS SOCIAL

Thu. April 10, 5:30-7:30 pm

RIGHT AT HOME

1111 Sonoma Avenue
Suite 324, Santa Rosa

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