



The Lark

Bringing Business & the Community Together!

Volume XX Issue 8

August 2006

Mark West Area Chamber of Commerce

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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

August 10, 2006

5:30pm - 7:30pm

Hosted by:

Flash Salon

**598 Larkfield Center
Santa Rosa**

Wine Country Harvest Faire and Business Showcase October 5, 2006

**Wells Fargo Center for the Arts
(Luther Burbank Center)**

Booths are still available for our Annual Trade Show. This year we have room for almost 60 booths - **call now** to get the best locations.



Booths Available Now!

**Contact Pat or Dee:
578-7975**

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

The Chamber welcomes **Jim Bajgrowicz** back as **Board President**, and two new Board members: **Patricia Elmes of Coldwell Banker Real Estate**, and **Joyce Stoke of Stoke Ranch**. Joyce has volunteered to work with Pat and Dee in the chamber office and on the trade show committee.

**26th Annual Installation
Membership Dinner
August 22, 2006
Safari West**

6:30PM	No Host Bar
7:00PM	Dinner
8:00PM	Speaker
\$40 each	\$75 couple

Please join us for our **Annual Membership Dinner at Safari West**. Our speaker this year is **John Stout**, Manager of the **Sonoma County (Charles M. Schulz) Airport**. Supervisor **Paul Kelley** will officiate at the installation of our 2006-2007 Officers.

President **Jim Bajgrowicz** will discuss the Chamber's 2006- 2007 Goals & Objectives, and Treasurer **Marilyn Cass, CPA**, will present the Annual Meeting Financial Report.

Dinner at **Safari West** is always a treat! Please reserve your seats now! Call the Chamber Office at 578-7975, or reserve online. **\$40 @ / \$75 couple**

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



**Dan Beck
Beck Law Offices**

*Join us
August 10 for
our After Hours
Business Social
at Flash Salon.*

Guests Welcome!

*Bring your business
associates as guests, &
bring business cards!*

“Partners against Crime”

Finding ways to fight crime:

The Sonoma County Sheriff’s Department and Code 3 Loans have teamed up to fight graffiti and tagging throughout Sonoma County. Georgia Pedgrift of the Sonoma County Sheriff’s Graffiti Removal Unit is in the field every day responding to calls to clean up unwanted graffiti and tagging. “It’s a never ending job, but I believe it makes a difference and keeps our community looking good. Our department is very proactive and community oriented. The support I get from everyone in the department is great, but there is only so much money to go around and I often find that my budget falls short midway through the year. In the spirit of getting involved with our community, we put the word out for sponsors to aid in supporting our efforts. We constantly strive to work with businesses to fight crime, but this program goes a step further in that businesses can get involved and contribute directly to our efforts. Ironically one of our first sponsors was a real estate mortgage company specializing in serving public safety personnel called Code 3 Loans.

Marc Hunter, President of Code 3 Loans, received the sponsorship request through the local business chamber of commerce newsletter (the July Lark). “When I read the request I was unaware there was such a program. I served 15 years as a Marin County Deputy Sheriff and retired as a result of a work injury. Like anyone who has to leave a profession you’ve been in for some time, you miss the action and wonder what the future will hold. I made the transition and formed Code 3 Loans to service the police, fire and the medical community with their real estate needs. Our staff is made up of personnel who are currently or have served in one of these professions. So it only seemed natural to get onboard with the Sonoma County Sheriff’s program. It’s nice to still be involved in the business from a different perspective. When we talk at the office we think of all those times we took several reports on the same mark or tag. At least with this program it’s getting cleaned up. I think more departments could benefit from a program like this and if more businesses were aware of how they could contribute, then more programs like this could be established.”

You could say it’s “cops helping cops” or just a good example of private business getting involved to make a difference. Either way the community wins. The Sonoma County Sheriff’s Department has a great program that any department can duplicate and getting local businesses involved is one way to make “partners against crime.”

contributed by Rocky Martin Retired Sergeant Marin County



Graffiti Removal Unit at work



GRU with Code 3 Loans volunteers

Larkfield Bakery

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

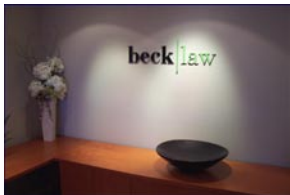
We serve illy espresso.

California American Water

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.

RWE Group



**July Social
Hosted by
Beck Law Offices**

Our host for the July Social was **Dan Beck of Beck Law PC**. Chamber members were treated to an exclusive look at one of the top law firms in the North Bay area. The ambiance of the law offices was extraordinary, obviously designed for efficiency, yet comfortable and inviting. Dan and his associates, many of whom are family members, rolled out the red carpet and provided a culinary extravaganza for all to enjoy.



Dan Beck of Beck Law, with D.P. Logan-Fadala, Jarin Beck and Emily

Practice areas for the firm are **Family Law, Criminal Law, Personal Injury, Estate Planning, and Business Litigation**. It was inspiring to interact with this quality group of friendly, knowledgeable, and versatile legal professionals. It was easy to understand why they are held in high regard by their clients. One such client, **Kari Solem of Advance Tech Collision**, spoke to our group about the excellent advice and legal assistance she has received from **Beck Law PC**. Kari attended the event as a **Beck Law PC** client, and left as a new member of the Mark West Area Chamber of Commerce.

She enjoyed meeting and talking to our members so much that she was compelled to join us on the spot. Welcome to the Chamber, Kari! *(pictured below with employee Shelly Adamson)*

We also want to welcome **Debbie Duckett of Pacific Union College**. *(pictured at right with Ambassador Don Wilson)*



Debbie attended her first Chamber Social and came all the way from Angwin to receive her Member Plaque.

In addition to all of the excellent socializing and eating which occurred, members walked away with useful and valuable door prizes, the most exciting of which were three one hour Estate Planning consultations.

A big **Thank You!** to **Beck Law PC** for a wonderful and educational evening.



photos & article by John Essman, Sonoma CONNECTION



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President's Message

CHALLENGES AHEAD

This past year has been a very good year for our MARK WEST AREA CHAMBER. Under the leadership and direction of Past President Doug Williams, and our office staff Pat and Dee, we've moved into new, larger offices, increased our membership and paid our bills! For all that effort we would like to thank you!

Yet challenges remain: we are looking for a new treasurer to continue after Marilyn Cass (who has done an excellent job); and for proud and enthusiastic leaders and members to continue our membership drive by requesting each member to ask a non-member to join and bring a guest to every social – the next one is at Flash Salon.

You need to reserve places at our August Annual Membership Meeting and Installation Dinner, to be held again at Safari West. Just call Pat and Dee at the office to make your reservations, or online at www.markwest.org.

We also have a need for Ambassadors and Committee members to assist in carrying on the activities of our Chamber.

We need your help with:

- Trade show decorations and workers,
- Christmas Party & tree lighting,
- summer Bar-B-Q this summer and next,
- strategy meetings where suggestions are offered to improve our Chamber,
- and to continue our tradition of having a Chamber that is member friendly, fostering business and community exchanges for the benefit of both business members and the community in which we live.

Our referrals should be among our members with follow-up contact to ensure the business referral was beneficial!

It is time again to thank all our members for their support and good wishes. Without YOU we couldn't have such a great Chamber.

Sincerely,
Jim Bajgrowicz, President



New Board President Jim Bajgrowicz with member Dan Beck

The next Board of Director's meeting is August 8, at the Grace Fellowship offices from 11:30 am - 1:00 pm.

The Ambassador's Club helps with Chamber Membership recruitment and 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!



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**FYI: Sonoma County on the Mend:
Growing Your Business in a
Challenging Economy**

New Members

June 2006 *Prepared for:*
Sonoma County Economic Development Board

Wine Country Villa
Shirlee' McLean
5460 Fulton Rd.
shirleemclean@yahoo.com
www.winecountryvilla.net

Santa Rosa's open economy is in good position to benefit from an expanding global economy and extensive business investment spending. Further, the expectation of strong consumer spending among mid- to high-income households will also support the economy through the next 12 to 18 months.

Advance Tech Collision
Kari Solem
966 Piner Rd.
Advance-tech@juno.com
www.advancetechcollision.com

The economy is expanding at its strongest pace since the 2001 recession, with industrial production expanding well above average. Labor markets have been volatile of late, but overall, job growth remains positive and the unemployment rate among the lowest nationwide. The strong global economy supports export demand for the area's winemaking industry, as well as its technology products. The strength of the higher-end consumer economy in the U.S. also lends support to the wine industry, as well as to the travel and tourism industry.

Jeffrey B. Templin, D.D.S.
65 St. James Drive
Santa Rosa, CA
(707) 545-8191
Fax: (707) 545-5285
Templindds@sbcglobal.net

High housing costs generate near-term risks as households are dissuaded from living in the county and, ultimately, house prices could falter if buyers broadly turn from buying to renting in this unaffordable market. Another risk arises from the extremely large winegrape harvest this past fall. Ample supply in coming years could minimize any pricing power that the industry regained recently, offset only by the anticipated high quality of wines to come from the 2005 harvest.

Renewing Members

- Lescure Engineers** (1993)
- RiverRock Casino, Corporate Sponsor** (2003)
- Clone Digital Print & Copy** (2004)

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New Chamber Membership Dues		
<i>Effective May 1</i>		
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)	

<i>upcoming</i>	
Business-After-Hours-Socials	
Aug 10	Flash Salon
Sep 14	Advance Tech Collision
Oct 5	Harvest Faire & Business Showcase
Oct 12	OPEN

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

FYI: Sonoma County on the Mend

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Over the long run, Santa Rosa's high costs of living and doing business and the relative lack of land available for development will weigh on growth. Still, as the various tech-producing industries expand, supplemented by a travel and tourism industry with broader offerings toward health and lifestyle, the economy is expected to be an above average performer over the long term.

RECENT PERFORMANCE

The Santa Rosa-Petaluma economy (Sonoma County) is expanding, although growth of the workforce has been volatile lately. On average, however, the economy has almost kept pace with the national average over the past six months. Santa Rosa's important high-tech sector is stabilizing after shedding thousands of jobs over the past four years. The strongest of the area's basic industries appears to be travel and tourism, although employment in this industry has seen considerable volatility in recent months. Household finances are in good shape. Consumer loan delinquency rates did edge upward during this year's first quarter, but the overall rate remains very low, below the state and national averages.

Our estimate of industrial production for the metro area is rising at an above average pace. Investment in telecommunications equipment was hit hard during the first half of this decade, but finally appears to be rebounding. Accordingly, industrial production growth has been rising at a steady rate, at about 5%, for nearly the past two years.

Despite Santa Rosa's volatile job growth of late, the unemployment rate is at the lowest level since 2001. While this is partly due to a decline in labor force participation rate, it bodes well for labor compensation, which should accelerate if the labor market tightens further. The unemployment rate has tracked the national rate almost perfectly for most of this decade, remaining one to two points lower. The rather stable unemployment rate at 4% is one indication that the economy is performing stronger than what is implied by the volatility of the payroll employment estimates.

Manufacturing employment has remained level for more than one year, although it has been volatile from month to month as some larger tech-producing firms consolidate and take operations elsewhere while smaller firms expand and add to payrolls. Professional services, transportation and government are the most stable employers at the moment.

The sharpest recent change in labor market conditions lies within the construction industry. Just since the beginning of this year, the Bureau of Labor Statistics estimates that 1,000 out of over 15,000 total jobs in construction have been lost. Like many industries, recent figures have been volatile and the loss only erases a surge in employment in last year's fourth quarter. Nevertheless, given that construction jobs have fallen in recent months in a number of California metro areas and the housing market is highly susceptible to rising interest rates, the loss may portend some weakness in the near-term performance of the economy.

NEAR-TERM OUTLOOK

There will likely be some further volatility in the near-term performance of the economy as demand factors adjust to higher interest rates, elevated energy prices, and a softening of nationwide labor markets. Despite these headwinds, however, the outlook for Santa Rosa's economy is good. Overall, Sonoma County is projected to return to above average growth through the latter part of this decade, although it would be unrealistic to project growth rates matching those of the second half of the 1990s.

*To read the full report, go to:
http://www.sonoma-county.org/edb/pdf/2006/outlook_report_june_2006.pdf*

Time Flies...Don't wait
to purchase your booth for the
Harvest Faire & Business Showcase.
We also need volunteers for the event.

Please contact the Chamber at **578-7975**,
or visit **www.markwest.org**

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

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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 20# 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 September Lark is **August 16**.

Please email your materials to info@markwest.org

Chamber Board of Directors & Staff

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Mark West Area Chamber of Commerce
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**After Hours
Business Social**

August 10, 2006

5:30pm - 7:30pm

Hosted by:

**Flash
Salon**

**598 Larkfield Center
Santa Rosa**



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.

Bringing Business & the Community Together!