



# The Lark

**Bringing Business & the Community Together!**

Volume XX Issue 12

**December 2006**

## Mark West Area Chamber of Commerce

642 Larkfield Center  
Santa Rosa, CA 95403  
Tel: (707) 578-7975  
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.*

### In This Issue:

- Happy Holidays!.....1*
- Business Showcase.....2*
- After Hours Social....3*
- Ambassador's Club.....4*
- FYI: Con Men.....4*
- Social Calendar.....5*
- New Members.....5*
- FYI: IndustryReport..6*
- Chamber Directory...7*
- Corporate Sponsors.8*

## After Hours Business Social

**Dec. 14, 2006**

**5:30pm - 7:30pm**

*Hosted by:*

**Chamber Members in  
160 Wikiup  
Santa Rosa**

# Happy Holidays!

## After Hours Business Social December 14th

To celebrate the holiday season, the businesses at 160 Wikiup are opening their doors and welcoming us to see this beautiful new building and to find out more about their businesses!

**GRP Wealth Strategies Group**, formed recently by **Beverly Graham** (of Graham Financial Services), **Bradley Pighin** and **Robert Robello**, **Rogina Pestell Structural Engineers**, and **Pletkin and Associates** are our hosts for the evening. Join us for a toast to the **New Year!**



*Is that really Santa?  
And his trusty Elf?  
That is definitely a  
real Fire Truck!  
Well, we'll never  
tell - come to our  
Holiday Tree Lighting  
on December 7, 6pm  
at Larkfield Center  
and see for yourself  
and bring the kids!*

*You are sure to get a candy cane, cider or cocoa or a sweet treat from our generous sponsors:*

**Mark West Area Chamber of Commerce  
Molsberry Market  
Rincon Valley Fire District  
Mark West Unified School District**

*The choir of the Mark West Unified School District will entertain us with holiday carols.*

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



*Our hosts for the November Social  
Dan and Malinda Beck  
pictures on Page 3*



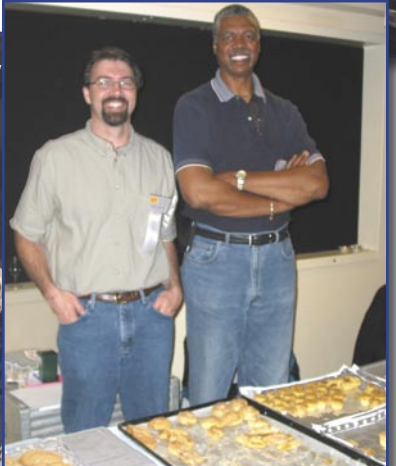
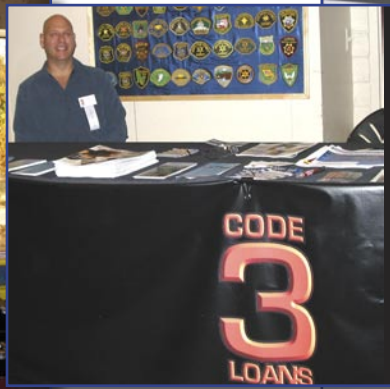
*We welcome  
new Board Director  
Cheryl Cruz  
Business  
Development Officer  
Summit State Bank*

### Affordable Office Space Move in Now!

A private office is for rent in the Chamber's new office space. Included in the monthly rent are janitorial services, utilities, bathroom and kitchenette.

Call Pat at **578-7975** for details and a tour.

# 17th Annual Harvest Faire & Business Showcase



Larkfield Bakery



Golden Bear Financial



**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



**Shallin Poncia**  
 Operations Manager

707.524.3307 Fax: 707.573.8094  
 Cell: 707.548.1695  
 Larkfield Office  
 500 Larkfield Center, Santa Rosa, CA 95403  
 poncias@exchangebank.com

**November Social**  
*Hosted by*  
**Beck Law Offices**

"I love this Chamber", said **Dan Beck** as he introduced his staff to members and guests attending the After Hours Business Social at **Beck Law Offices**.

This law office is unique in the variety of services it offers - from business and family law to criminal and personal injury litigation. As we mingled with members at the wine and beverages table, we heard stories from satisfied customers who heartily recommended their services!

Dan gives credit for their beautiful offices, and for the elegant buffet served to attendees, to his wife **Malinda Beck**, who is also the CFO. Dan's brother, **Stan Beck**, is also onboard as the Operations and Technology Manager, but the family feeling extends to everyone in the office. Stan said that they have recently updated their website: **becklaw.net** - working with Chamber member **Troy Vera of Kingdom Graphics**.

**Beck Law Offices** donated an espresso machine as a doorprize - and new board member **Cheryl Cruz of Summit State Bank** was the lucky winner!

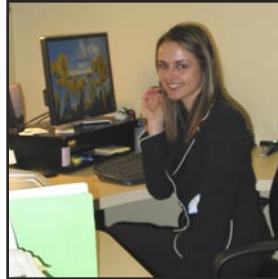
This is the second social held at **Beck Law Offices**. We are grateful for their generous contribution to the Chamber and our members!



For information on how you can host a Social - call the Chamber at 578-7975.



**Dan & Malinda Beck**



**Mahsa Gholami, Esq.**

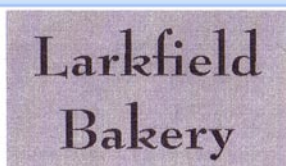


**The Staff of Beck Law Offices**



**Stan Beck with Malinda Beck**

*photos by Sonoma CONNECTION*



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  
57° Larkfield Center Santa Rosa, CA 95403  
707-579-4991

We serve espresso.

[www.code3loans.com](http://www.code3loans.com)



**REAL ESTATE  
MORTGAGE LOANS**

**Marc Hunter**  
Realtor

(707) 570-0850 office  
(707) 322-3260 mobile  
(707) 284-5540 fax

[marc@code3loans.com](mailto:marc@code3loans.com)

4795 Old Redwood Hwy. Suite A, Santa Rosa, CA 95403

Ambassador's Message

FYI: Faces of the Confidence Man

I am delighted to head up the Ambassador Club for our chamber. As such, I'll be looking to recruit some of you to assist me in revitalizing the Ambassador Club. So, as you read this article and you wish to become a part of this program, please give me a call at 479-7356 or call the chamber office: 578-7975



The Ambassadors help to educate the business community and the general public on the merits of our Chamber of Commerce. The more you know about how the Chamber works and its value to our community - the better you will be at explaining it to others. One of our goals will be to help bring in new members, including those that were members but for some reason did not renew their membership.

At socials and the various events that we are a part of, it is the Ambassador's job to help bring people together, make them feel comfortable and an important part of this community. We introduce new and returning members to others at the socials - so take advantage of us to help you meet the folks who will be future customers or business associates!

We strive to always do business with chamber members if at all possible. This works well when we are acquainted as to who sells what products or what services they render. This is just one of the important functions of an Ambassador.

For those who may be interested in joining this program for education and the sharing of ideas, we will have an Ambassador Club meeting on December 5th at 5pm, at the Chamber Office. This is worthwhile and fun too! Remember - you will usually receive many rewards if you also are willing to give of yourself. For more information you may call me anytime at 479-7356.

Walt Smith, Director

With the onset of the holidays approaching faster than the speed of light, just a reminder not all are kindness and light. The following is a list that does not sum up all the personality and lifestyle of every con-artist, but outlines common bunco characteristics.

TYPICALLY, THE CON MAN OR WOMAN IS:

- Inclined to hold a low opinion of humankind, although this inclination is generally well hidden.
- He or she is charming, personable, a super salesman who appears non-threatening.
- Unusually persistent and thick-skinned, he or she won't let a little failure get in the way of eventual success.
- An accomplished actor, he/she can fake emotions better than he/she can feel them. In part, because he/she half believes it him/herself.
- Not exclusively a con artist, he has engaged in, and will continue to engage in other businesses, legal and illegal, especially SALES.
- A compulsive scammer, he/she is proud of his/her ability to outsmart others and expects others to try to outsmart him/her.
- Lacking in conscience, is generally considered amoral.
- Has little respect for authority in others or the police.
- On the move, continually changes residences and/or businesses, may use various aliases.
- Generally fond of showing off and is a big spender.

HOW LIKELY ARE YOU TO BECOME A MARK?

The mark isn't necessary greedy, dishonest, stupid, or naive. He/she may have been in the right place at the wrong time. People are far more vulnerable at certain times than others. A death in the family, having been just fired, a pay raise, new baby, even a passing mood can affect a person's good judgment. Either by coincidence or design a con artist may have caught you at a weak moment.

continued on Page 5

**Serving Larkfield**

California American Water

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](http://www.calamwater.com).

RWE Group

Serving the Wine Country Since 1979

- Project Planning
- Land Surveying
- Civil Engineering
- Wastewater Specialists

LESCURE ENGINEERS, INC.  
(707) 575-3427

*continued from Page 4*

**TEST YOUR VULNERABILITY:**

- Have you moved lately, or are you away from home?
- Have you been divorced or widowed within the last two years?
- Have you become a member of the armed forces within the last 2 years?
- Have you lost touch with your family or close friends?
- Would you call yourself a loner?
- Would you describe yourself as “very religious”?
- Do you assume that people in general are honest?
- Do you try to follow the letter of the law in all things?
- Do you believe there is no excuse for acting discourteously, especially to guests?
- In making important decisions, would you take the word of an expert instead of checking for yourself?
- Do you often think what you should have said after it's too late?
- Do you place importance on what others, even strangers, think of you?
- Are you easily hypnotized?
- Do you believe psychics or fortune-tellers to be so reliable that you base your actions on their advice?
- Do you send away for remedies, cures, and opportunities advertised in magazines?
- Do you answer chain letters and send in money?
- Do you strike up friendships quickly--sometimes wish you hadn't?
- Do you gamble?
- Are you so impatient with details that you act impulsively?
- Is it hard to resist free gifts, garage sales, bargains, and get rich-quick schemes?
- Do you figure that some day you'll get lucky & make your fortune?
- Do you think you're too smart to get conned?
- Do you assume that everyone is out for himself, that anyone would be dishonest if he thought he could get away with it?

*Your answers cannot predict accurately as to your chances of getting taken by a con artist; it can point to your vulnerable areas.*

**“Yes” answers imply susceptibility.**

\*\* Sources: F.B.I., State of CA, Attorney General's Office, Santa Rosa District Attorney's Office, Fraud Bureau, How Con Games Work, Author: M. Allen Henderson.

*contributed by D. P. Logan, Logan LII Investigations*



**New Members**

**Pacific Trust**  
**Victoria Schnur**  
**4772 Montecito Ave.**  
**Santa Rosa, CA 95404**  
**(T) 291-7773 (F)524-9636**  
**s\_schnur@comcast.net**  
**www.pacifictrust.net**

**Rogina Pestell Structural Engineers**  
**Steve Pestell**  
**160 #201 Wikiup Dr.**  
**Santa Rosa, CA 95403**  
**(T) 575-8614**  
**rpengineers.net**

**Renewing Members**

<b>Friendly Feeds &amp; Supply</b>	<b>(1994)</b>
<b>State Farm Insurance</b>	<b>(1996)</b>
<b>Costco Wholesale, Inc.</b>	<b>(1997)</b>
<b>Optaphone Corporation</b>	<b>(2002)</b>
<b>Rosenberg's Restaurant Equipment</b>	<b>(2003)</b>
<b>First Home Mortgage/Realty</b>	<b>(2004)</b>
<b>IMS International Monetary Systems</b>	<b>(2004)</b>
<b>Sutter Medical Center</b>	<b>(2004)</b>
<b>ZAP! (Electric Vehicles)</b>	<b>(2005)</b>

*2007 – Pick a month to hold your Business Social.*

*upcoming*  
**Business-After-Hours-Socials**

**Dec 7 Holiday Tree Lighting**

**Dec 14 GRP Wealth Strategies Group**  
**Graham, Rebello & Pighin, LLC**  
**Pletkin and Associates**  
**Rogina Pestell**  
**Structural Engineers**

**Jan 11 Open**

**Feb 8 Healthy 'U'**

**FYI: 2006 Financial, Real Estate, and Creative Industries Report**

November 2006

The Sonoma County Economic Development Board (EDB), in partnership with the Sonoma County Workforce Investment Board (WIB), is pleased to bring you the 2006 Financial, Real Estate, and Creative Industries Report. Our research partner, Moody's Economy.com, produced this report for the EDB.

Highlights from the 2006 Financial, Real Estate, and Creative Industries Report include:

- Despite near-term turbulence for banks, real estate firms, and insurance companies, the financial services industry in Sonoma County has a positive long-term outlook. Interest rate hikes may cause some short-term fluctuations, but Sonoma County has many comparative advantages to attract more financial services business, including above-average per capita income, good quality of life factors, favorable climate, and proximity to San Francisco.

- Sonoma County's real estate market will be significantly cooler in the coming months than it has been in recent years. Residential building permits have moderated throughout the year, but still remain elevated. Existing home sales, however, have declined quite steeply and are near a 10-year low, while real estate firms have already begun to trim their payrolls.

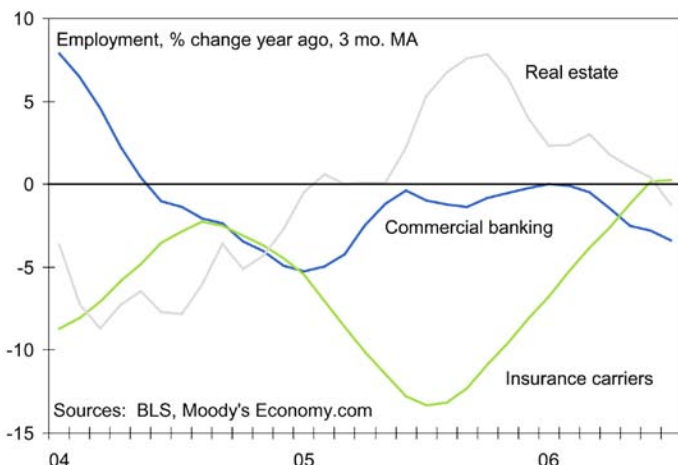
- Sonoma will continue to attract the biotech industry, which will be an important asset to the area over the long run. Once current lagging venture capital investment returns to traditional drivers, including electronics and software, creative employment should experience a marked improvement.

Thank you for your continued interest in the Economic Development Board's research. As always, if you have any questions, please contact us at (707) 565 - 7170.

Sincerely, **Ben Stone** Executive Director

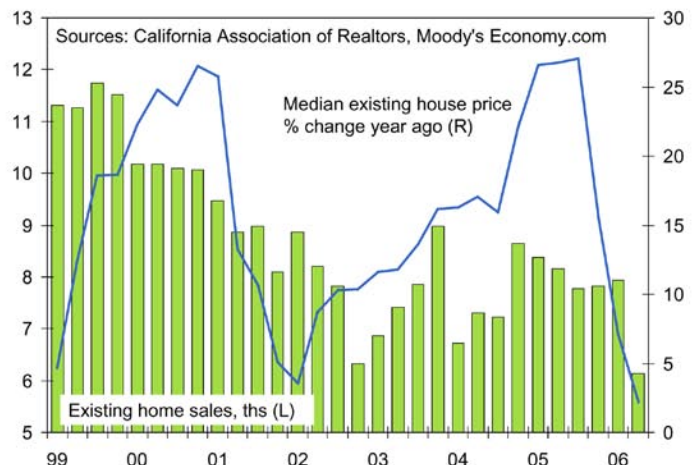
[http://www.sonoma-county.org/edb/pdf/2006/2006\\_financial\\_real\\_creative.pdf](http://www.sonoma-county.org/edb/pdf/2006/2006_financial_real_creative.pdf)

**Financial Services Struggle in Sonoma County**



Sonoma County's financial services have been unable to gain any traction since 2001. In recent years, real estate has offered some support to Sonoma County's financial services industry, but the cooling housing market has put an end to its expansion. Although a maturing business cycle and higher interest rates make the near-term outlook for financial services dim, the industry is expected to recover in the long run due to Sonoma County's exceptional wealth, credit quality, and labor force quality.

**Homebuyers Gain the Upper Hand in Sonoma County**



Sonoma County's housing market has become a buyers' market. Sales have declined to their lowest level in ten years, inventories of unsold homes stand at record highs, and prices in the county have recently begun to fall. Many home sellers will soon be forced to either take their homes off the market or reduce their asking price. Others are undertaking additional repairs and upgrades to get their homes sold. These added incentives are not reflected in the market price, but they reduce the effective price received by home sellers.

**Board of Directors**

The next Board of Director's meeting is December 12, at the Mark West Unified School District Office from 11:30 am - 1:00 pm.

**Newsletter Inserts**

Promote your business by having your flyers inserted in the Chamber newsletter. **You supply the flyers - We do the work!**



David Hartman

15 Lark Center Drive  
Santa Rosa, CA 95403

707-546-5717  
FAX 707-546-0902

**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 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 December Lark is **December 20.**

Please email your materials to info@markwest.org

**Chamber Board of Directors & Staff**

*President*

James Bajgrowicz  
528-2510

Office of James Bajgrowicz  
bajgrowiczjim@cs.com

*Past-President*

Doug Williams  
539-1801

Rincon Valley Fire District  
dwilliams@rvfire.org

*VP Membership / 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

Cheryl Cruz  
568-5941

Summit State Bank  
ccruz@summitstatebank.com

Dana Ellerbe  
576-4004

Sutter Medical Center of Santa Rosa  
ellerbd@sutterhealth.org

Patricia Elmes  
535-8727

Coldwell Banker Real Estate  
pesonoma@aol.com

Leonard Sevall  
546-2146

Sevall, Thwaites & Soper Insurance  
lens@callatg.com

Walt Smith  
546-3857

Groth Motors  
sales@grothmotors.com

Joyce Partington  
291-0399

Stoke Ranch  
joyrme39@yahoo.com

*Ambassador Club*

info@markwest.org

*Office Manager*

Patricia Morelli  
578-7975

markwest@markwest.org

*Office Assistants*

Dee Gutmann  
Joyce Partington

544-9076  
291-0399

**MAX G. McDonald**  
Owner

**AutoBahn**  
AUTOMOBILE DETAIL CLEANING

(707) 528-8455

3485 Airway Drive • Santa Rosa, CA 95403



**Molsberry Markets, Inc.**

Serving Sonoma County Since 1959  
Family Owned and Operated  
We offer more to our shoppers.  
Stop by our Gourmet Cheese Counter and  
Sample Imported and Domestic Cheese

522 Larkfield Center, Santa Rosa  
707/546-0307



**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**

**Dec. 14, 2006**

**5:30pm - 7:30pm**

*Hosted by:*

**Chamber Members in 160 Wikiup Santa Rosa**



*Happy Holidays!*

**Holiday Tree Lighting  
December 7, 6pm  
Larkfield Center**

**Bringing Business & the Community Together!**