



The Lark

Bringing Business & the Community Together!

Volume XX Issue 6

June 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

June 8, 2006

5:30pm - 7:30pm

Hosted by:

**ZAP! Electric
Vehicles
501 Fourth Street
Santa Rosa**

Office Manager Pat Morelli Celebrates 20 Years with the Chamber!

20 Years? No, it can't be. It was only 'yesterday' that I called so many of you to invite you to join the chamber – and you did! Those calls turned into many friendships that I will always treasure.

During this time I've had a wonderful opportunity to work with many dedicated presidents, directors and members who have reached many goals and networked during the years. Their supportive effort in donating their time to help our area and chamber to grow can only be said as 'we thank all of you for caring and being so interested in your community'.

This position has given me so much pleasure to be a part of our community and I look forward to each day's commitments.

I've felt so privileged and honored to have been able to work with all of you. **This comes from the bottom of my heart, thank you!**

Pat Morelli

Join us June 8 for our After Hours Business Social at ZAP! Electric Vehicles. Bring your business cards & associates! Guests Welcome!



*Pat Morelli
Office Manager*

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.

My name is Georgia Pedgrift, Community Services Officer, and I work for the **Sonoma County Sheriff's Department Graffiti Removal Unit.**

We are interested in expanding the services we offer in order to better eradicate graffiti throughout the County and educate citizens. We are hoping to partner with local businesses in order to accomplish these goals. Specifically, we are looking for businesses to sponsor us in exchange for placing their logo on our marked Sheriff's Department graffiti truck.

If this seems like an opportunity someone in your organization may be interested in learning more about, please feel free to contact me at 565-7397.

Thank you in advance for your time and consideration.

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

FYI: Final rules on 'Junk Faxes' to take effect August 1

(May 12, 2006) The Federal Communications Commission (FCC) has released final revisions to regulations that govern how businesses can transmit unsolicited facsimile messages, or "junk faxes," to customers. The changes to the rules are set to take effect Aug. 1 and are required by the Junk Fax Prevention Act (JFPA), which was passed by Congress and was signed into law by President Bush in July 2005.

The final changes define "established business relationships" and create an exemption that allows businesses to send fax advertisements to existing clients and customers. However, the new rules also require that any business that transmits fax advertisements must obtain the fax number directly from recipients and ensure that recipients have agreed to willingly receive future fax transmissions.

The new regulations require senders of fax advertisements to include a clear and conspicuous notice and contact information that would allow recipients to "opt out," or request that they no longer receive transmissions. Senders must implement opt-out requests within 30 days.

Wiley said that even though the rule changes won't take effect until August, organizations should comply immediately.

"The law that required the FCC to make these changes was passed last summer, so it's probably a good idea for organizations to go ahead and comply with the regulations as soon as possible," Wiley said.

The FCC determined not to exempt small business and not-for-profit trade associations

from the new regulations. Several small business advocacy groups criticized an original seven-day proposal for the opt-out provision, claiming it could create severe hardships for small companies that do not have the administrative support needed to comply with the seven-day deadline. The new requirement for the opt-out provision was amended to be "as quickly as possible but not to exceed 30 days."

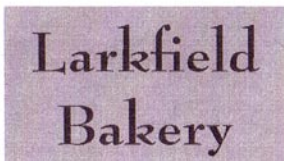
While the final rule changes did not include all the recommendations supported by business groups, such as extending the time limit for established business relationships to 18 months, some business groups did praise the final rule changes.

"The FCC rules are a win-win for small businesses and consumers alike," said Thomas M. Stevens, 2006 president of the National Association of Realtors and senior vice president of NRT Inc. in Vienna, Va. "The FCC's approach represents a sensible balance between the legitimate interests of consumers to avoid unwanted faxes and the need of businesses to reach their customers."

Bill Leonard is senior writer for HR News. from the Society for Human Resource Management

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.



**May Social
Hosted by
AutoBahn**

Max G. McDonald of AutoBahn provided a robust buffet for Chamber members and their guests at our **May After Hours Business Social**. The event was held at **3405 Airway Drive in Santa Rosa**.

Max told us about the many services **AutoBahn** offers, including automobile detailing and windshield repair. The AutoBahn facility is clean and well organized, with many delightful “art objects” to enjoy during your visit. Upstairs is a “Tiki” room for customers, including youngsters, to wait comfortably. An assortment of colorful kites, signs and posters, including a huge mural of the space shuttle, brightens up the garage - this is unlike any auto shop you have ever seen!

Customers were on hand with personal testimonials of the fine work done by **AutoBahn**. One specialty area is auto detailing to prepare a vehicle for sale - this is an investment that pays off immediately! *But why wait until you sell to enjoy the “brand new car” feeling that a professional detailing gives you!*



Max G. McDonald, AutoBahn Automobile Detail Cleaning, with Chamber Office Manager Pat Morelli & her husband, Nick



Members listen to announcements from other members. You can take advantage of the opportunity to promote your business at Socials.



Max describes a windshield repair technique that extends the life of your windshield if it has small dings in it - for a small price!



Daryl Anderson's freshly detailed engine!



President's Message

The end of another business year for the Mark West Area Chamber of Commerce is rapidly approaching! The year (not without its challenges) has been filled with lots of activities and projects. A big "thank you" is due to the many members that have contributed time and talent to make the Chamber a success.



The strength of the Mark West Area Chamber has been the dedication of its members and staff. This year marks the 20th anniversary of Office Manager Pat Morelli. Pat's exemplary commitment to our Chamber is rivaled by very few others in the state! Please take some time to congratulate Pat, and her husband Nick, as this milestone is celebrated.

It was great to see many Chamber members and their families at the annual Mothers' Day Breakfast hosted by the Rincon Valley Firefighters. It was another successful event with around one thousand breakfasts sold that morning.

The annual dinner for the Mark West Area Chamber of Commerce has been scheduled for Tuesday, August 22, 2006. The keynote speaker for the evening is scheduled to be the manager of the Sonoma County Airport, Jon Stout. Jon will be updating the Chamber on the restoration of passenger air service from the Sonoma County Airport.

Even with a last-minute shift, last month's

business-after-hours social was a tremendous success. Max McDonald of AutoBahn stepped up to host the Chamber on very short notice and offered a wonderful combination of hospitality and refreshments. Chamber member Daryl Anderson (Wikiup Properties) had his vehicle detailed by AutoBahn that same day and was a very satisfied customer!

The new business year finds the Mark West area in a period of growth as several new projects are either under construction or in the planning stages. The Chamber remains a vital conduit for the community to have some input on the future of the area. Just another reason to get involved and stay involved!

Finally, as the summer approaches and the ground dries out, please remember to take precautions to reduce the possibility of a destructive fire. The beauty of the Mark West area is something for everyone to protect!

Respectfully,

Doug Williams

The next Board of Director's meeting is June 13, at Grace Fellowship Church 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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Digital Photography • Search Engine Optimization

MAX G. McDonald
Owner

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AUTOMOBILE DETAIL CLEANING
(707) 528-8455




3485 Airway Drive • Santa Rosa, CA 95403

FYI: Best Places for Business

Sonoma County again placed in the Forbes magazine annual "Best Places for Business" section, though lower than in previous years. A snapshot of the Sonoma County listing is offered below...

182 Santa Rosa CA

Population: 473,500

	RANK
A+ Colleges ¹	176
 Cost of Doing Business ²	188
 Cost Of Living ³	194
 Crime Rate ⁴	49
 Culture & Leisure ⁵	54
 Educational Attainment ⁶	55
 Income Growth*	153
 Job Growth*	127
 Net Migration*	149
 Overall	182

Here's the article overview:

We expanded this year's list to include the 200 largest metro areas, up from 150. To be considered a metro area, the Office of Management and Budget (OMB) requires at least one urbanized area of 50,000 people.

Of the 25 most expensive places to locate a business in the U.S., 20 are in California, thanks to high taxes and worker's compensation costs. (No one in the Golden State is getting a break on labor or office space costs either.)

Courtesy of the Sonoma County Economic Development Board

* For the full article and footnotes, visit:
http://www.forbes.com/2006/05/03/06bestplaces_best-places-for-business_land.html

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

Sharon Albritton, Wedding Minister
 168 Sequoia Circle
 525-8402
 aweddinglady@juno.com
 www.aweddinglady.com

Renewing Members

Cal-American Water Co.	(1994)
Triple Crown Awards	(1998)
Burgess Lumber	(1997)
Markell Inc.	(2003)
Sonoma Eyeworks	(2003)
Groth Motors	(2004)
Bon Appetit	(2006)

Wine Country Harvest Faire & Business Showcase

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

Booths Available Now!

Contact Pat or Dee: 578-7975

Or purchase online: www.MarkWest.org



upcoming
Business-After-Hours-Socials

- Jun 8 ZAP! Electric Vehicles**
- Jul 13 Beck Law Offices**
- Aug 10 OPEN**
- Sep 14 Granma's Attic**
- Oct 5 Harvest Faire & Business Showcase**

**FYI: Spring 2006
Business Confidence Report**

Conducted during the months of March and April, the Sonoma County Economic Development Board (EDB) presents the Spring 2006 Business Confidence Report.

Key highlights from this report include:

Sonoma County business executives remain upbeat about the local economy, as the Sonoma County Business Confidence Index scored 6.59 on a 10-point scale.

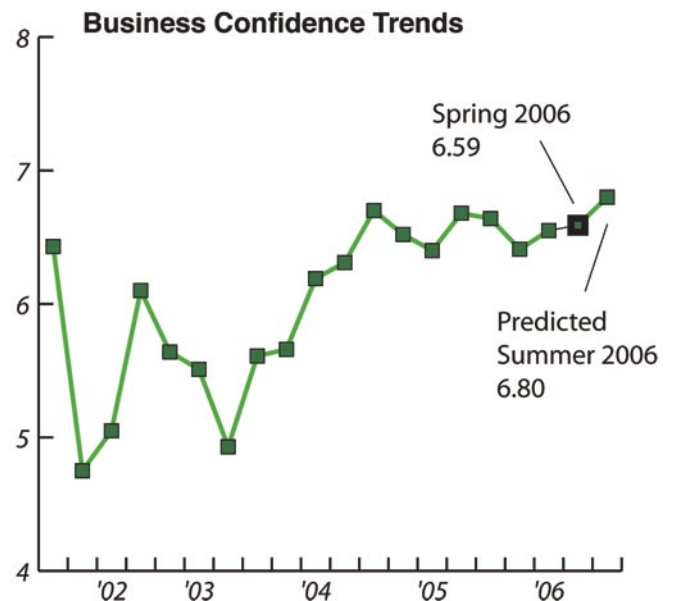
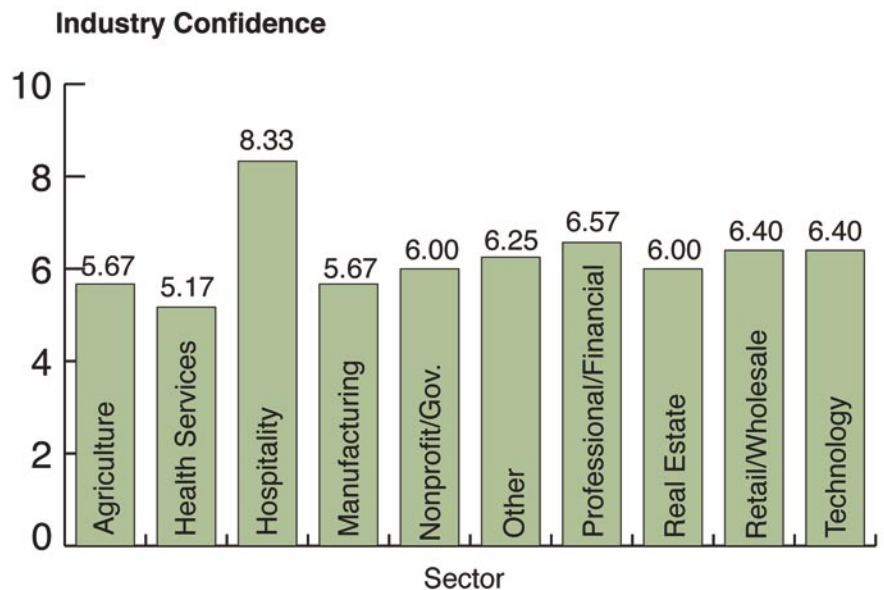
Local business executives predict that the County's economy will be slightly stronger over the next six months, forecasting a confidence level of 6.80.

More than 90% of businesses expect to maintain or increase their workforce and investment spending over the next six months. Executives also feel optimistic about the near future, with nearly half of respondents expecting net profits to increase over the next six months. Fully 96% of executives expect to see wages either rise or stay constant.

Purchasing trends for both Sonoma County and the United States indicate that economic activity in the previous quarter grew. The Local Purchasing Trends Index is 70.4%, significantly above 50%, the level indicating an expanding economy, and above the previous level of 64.4%, indicating that the economy is expanding at a faster pace than it was in the Fall of 2005. The number of executives who are "aggressive" about capital spending is 11%.

When asked about Highway 101 construction, many executives expressed a desire that there be more detailed communication regarding the project and alternative routes, and many suggested that the construction be done predominately at night.

While the Business Confidence Index indicates the level of confidence in the economy as a whole, industry confidence specifically illustrates how executives feel about their sector's current economic conditions and future growth. The graph compares the level of confidence of each industry. Overall, business executives report their industry confidence at 6.32, with the highest confidence reported by the hospitality sector, a level of 8.33. This is the second quarter in a row in which Hospitality has reported the highest confidence level. Otherwise, there was little variation in confidence among industries.



from the Sonoma County Economic Development Board
for the full report, visit:

http://www.sonoma-county.org/edb/pdf/2006/business_confidence_spring_2006.pdf

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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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 July Lark
is **June 21**.

Chamber Board of Directors & Staff

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539-1801

Rincon Valley Fire District
dwilliams@rvfire.org

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VP Business Services, President-Elect

James Bajgrowicz
528-2510

Office of James Bajgrowicz
bajgrowiczjim@cs.com

VP Community Affairs - Open

VP Public Relations - Pro Tem

Kathleen Palmer
433-8774

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kathleen@sonomaconnection.com

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Corporate Sponsors!**



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ALEXANDER VALLEY



A Sutter Health Affiliate



Sonoma
CONNECTION



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642 Larkfield Shopping Center
Santa Rosa, CA 95403

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5:30pm - 7:30pm

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