



The Lark

Bringing Business & the Community Together!

Volume XX Issue 3

March 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-F 1-5 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

March 9, 2006

Hours: 5:30pm - 7:30pm

Hosted by:

**Good Will
Job Link**

2227 Capricorn Way
Santa Rosa

Good News for Sonoma County from the Economic Development Board:

In February 2006's Report:

The Sonoma County Business Cycle Index attempts to show the current trends of several key economic statistics in one graph. The index includes data on the employment of the Sonoma County workforce; wages earned; sales in Sonoma County; and the Sonoma County Business Confidence Index, a quarterly survey of local business executives.

The Sonoma County Business Cycle Index combines four statistics in varying proportions based on their volatility - those statistics, such as employment, which are relatively stable are considered more important than those statistics, such as business confidence, which tend to vary considerably.

Currently the index is weighted in the following approximate proportions:

Employment - 50%, Wages - 29%, Taxable Sales - 18%, Business Confidence - 3%. The index is set so that 1st Quarter 2001 = 100.

The index provides a visual representation of the overall business cycle in Sonoma County.

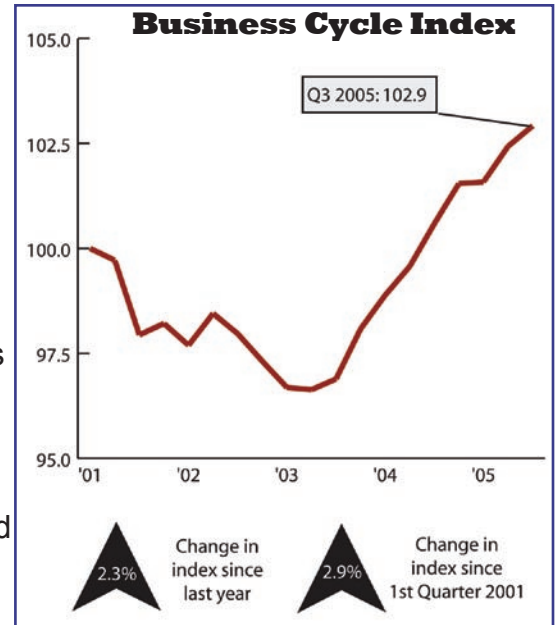
Following the decline of the technology sector, the index shows the economic contraction experienced in Sonoma County after 2001. The index "bottoms out" in the first half of 2003, and has been steadily rising since, a representation of the improving economic conditions experienced in the County.

Currently the index stands at 102.9, 2.9% above 1st Quarter 2001.

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



Pastor Ken Smith of Grace Fellowship addresses members & guests at the February Chamber Social



Office Space!

2 private offices are for rent in the Chamber's new office space. Each is 12x12 feet, and the monthly rent includes utilities, bathroom and a kitchenette. Call Pat at 578-7975 for details and a tour.

Bringing Business & the Community Together!
February Social at Grace Fellowship



**New Member
Patricia Elmes,
SRES, Realtor,
of Coldwell Banker
with Director
Daryl Anderson**



**Jim Bouler with
Clark Summers
of Grace Fellowship**



**Office Manager
Patricia Morelli,
with Cindy Harmon
of Sonoma Eyeworks**



**Karen & Jim
Bajgrowicz
Doorprize
Winners!**

**Ralph Quining of
Grace Fellowship
greeted members
& guests at the
door!**



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February Social

Hosted by

Grace Fellowship of Santa Rosa

Grace Fellowship “had a blast” hosting the Business After-Hours Social in February, according to Ken Smith, pastor of the congregation. “You guys are so friendly, it’s like attending a family reunion!”

Grace Fellowship displayed their newly renovated facilities at **616 Larkfield Center**. The church essentially converted an auto repair shop into a sanctuary. **Pastor Ken Smith** says that’s appropriate since they hope to repair humans on site.

According to **Pastor Smith**, healing is an important theme for **Grace Fellowship**. Their congregation’s motto is “**Dispensing wholeness from the Holy.**” That includes:

- **Celebrate Recovery:** a Christian Twelve-Step Program (Friday nights)
- **Celebrate Wholeness:** prayer therapy for spiritual healing and cleansing (Wednesday nights)
- **Band of Brothers:** “Men strengthening Men” (Saturdays, 7:30 am)
- **Women’s Groups:** “the Power of Women Unleashed” (call 526-4020 for small groups)
- **Fuzion:** Teens celebrating Life! (every 1st & 3rd Saturday night – games/snacks/movies)



Laura Gardiner, Grace Fellowship’s Marketing & PR Director, with Chamber Director Walt Smith & Guest Angie McDowell

Pastor Smith also expressed the congregation’s desire to serve the needs of the Mark West Larkfield area. They believe they are providentially placed here to give, not just gather. “We’re not trying to build a bigger and bigger membership. We want to dispense needed resources to this community. Where there is a need that we can meet, we will.”

You can experience the warm community of **Grace Fellowship** first hand by attending their services on Sunday mornings, at 10 am.



Laura Gardiner, Walt Smith with Pastors Harold Luman & Ken Smith



Grace Fellowship’s Facility

photos by Sonoma CONNECTION

President's Message

Spring is almost here.

It's the season for regeneration and the time to plan for growth. Speaking of growth, be sure to take some time to visit the demonstration garden installed by Chamber member and landscape contractor **Bryan Healey of Healey, Inc.** at the **Cal Am** site on Deerwood Drive.



Thank you to **Grace Fellowship** for another very successful Business-After-Hours Social in February. It was great to see how a former automobile repair shop can be turned into a beautiful sanctuary. The staff and church members made everyone feel welcome and it is wonderful to have them as chamber members.

Preparations are already underway for the **2006 Wine Country Harvest Faire and Business Showcase on Thursday, October 5, 2006.** This is certainly the premiere event for the Chamber and it is not too early to plan on participating this year.

There is still an urgent need to find some small businesses that would be interested in leasing some office space from the Chamber. In order for the Chamber to be successful at the new location, it is imperative that sufficient cash flow be generated by the leases.

The Mark West community is continuing to explore options for a better future. Residents of the community are encouraged to participate in the next **Community Meeting** scheduled for **Saturday, March 18, 2006,** at the **Evangelical**

Free Church (enter off of Manka Circle). Start time will be 10:00 a.m.

Finally, don't forget the challenge to do business with a different Chamber member each month!

Respectfully,

Doug Williams



Doug Williams with Supervisor Paul Kelley at Feb. Social

The next Board of Director's meeting is March 14, at the Mark West School District Office from 11:30 am - 1:00 pm.

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



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
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BRYAN HEALEY
5241-H OLD REDWOOD HWY
SANTA ROSA, CA 95403

OFFICE 541-0777
MOBILE 843-0703
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FYI: Tips to Avoid Rapists

Member Profile

“Not long ago a group of convicted imprisoned rapists and date rapists were interviewed on what they look for in a potential victim.

Marbles Cafe, owned by Jana Kyntl and located at 1770 Piner Road and Coffee Lane, right across from the Valero Gas Station, is a Creative California Restaurant has been serving customers lunch and breakfast for more than 10 years. We offer a large variety of traditional dishes and lots of vegetarian options. Breakfast is served all day offering a big selection of omelettes, tofu scramble, oil free potatoes, brown rice, homemade biscuits, & pancakes with real fruit. For Lunch we offer sandwiches, different salads, Czech soup “Zelnacka” and a chicken paprika dish. Only fresh produce and products are used. Beverages include beer and wine. When you want a break from a hectic day, come and discover the quaint place where you can have a great meal in a relaxing atmosphere. Hope to see you soon at **Marbles Cafe** (Piner and Coffey Lane) open every day till 2:30. For more information, please call **(707) 576-8003**.

1. One of the first things they look for is hairstyle. They prefer women with ponytails, buns, braids or any longer hairstyle, all of which makes it easier for them to grab the victim and control them. Shorter hair usually is not a common target.
2. Next, they look for easy to remove clothing; many carry scissors to cut off the victims clothing.
3. Thirdly, watching for women while they walk who are on their cell phones, rummaging through their purses or any other thing distracting them.
4. Men most likely to attack and rape a woman is early morning between 5:00AM and 8:30A.M.
5. The number one location women are abducted from or attacked is a grocery store parking lot. Secondly the office parking lots/ garage or a public restroom.
6. These predators are looking to abduct their victims and quickly move them to a more secluded location. Please note: Should this occur the chances of survival are slim to none. Do not allow yourself to be removed from your present location.
7. Only 2% stated they carried weapons because rape carries a 3-5 yr. sentence, but rape with a weapon 15-20 years.
8. If you put up any kind of a fight at all, they will generally become discouraged, realizing you are too much trouble, attracting too much attention or and you are too time consuming.
9. These predators said, they won't pick a woman who have umbrellas or other object that can be used from a distance in their hands. Keys are not a deterrent because they can get in close to you. The idea is to convince them you're not worth the risk.
10. A good defense mechanism: If a individual is following behind you on a street, in a garage or with you in an elevator or stairwell, look them in the face and ask them a question. You can now identify them, you now lose appeal as a target/victim.

11. If someone is coming toward you, hold out your hands in front of you and yell as loud as you can, “Stop or Stay back”! Most of the convicted predators said they would leave the woman alone if she yelled or showed that she was not afraid to fight back.
12. If you carry pepper spray, hold it out in front of you and yell, “I have pepper spray”. Great deterrent!
13. If someone overpowers you, outsmart them. If grabbed around the waist, pinch the predator under the arm or upper inner thigh -HARD! Don't tell the attacker what you are going to do, just do it.
14. Remember, these men do not want a lot of noise or commotion. After the initial hit, always go for the groin. Start causing trouble immediately, and he will most likely take off. They do not want to attract attention to themselves.
15. When the man puts his hand up to you, grab his first two fingers, bend them back as far as possible (hard), you will hear his knuckles crack audibly. Common sense is always the best course of action.

BE AWARE OF YOUR SURROUNDINGS! THINK, HAVE A PRIOR PLAN SHOULD THE ABOVE OCCUR. BE SAFE!

- Submitted by D. P. Fadala, Logan II Investigations

New Members

Goodwill Industries & Job Link
Stephanie Munson
651 Yolanda Ave.
576-2441 (F)576-2859
joblinkear@yahoo.com
www.gire.org

Renewing Members

- Cricklewood (1982)**
- Hair Encounters (1983)**
- Silveira (1993)**
- Action Mortgage, Diane Sackett, Agent (1998)**
- Larkfield Florist & Gifts (2000)**
- Saturn (2001)**
- Creative Property Svcs., Nancy Wheeler (2003)**

upcoming
Business-After-Hours-Socials

Mar 9 Goodwill / Job Link

Apr 13 Marbles Cafe

May 11 Healdsburg Nursery

Jun 8 ZAP! Electric Vehicles

Call the Chamber Office at 578-7975 to schedule a Social to SHOWCASE Your Business!

FYI: Commentary
Governor's Infrastructure
Bond Package Will Help State
Prepare for Future Growth

(February 24, 2006) Governor Arnold Schwarzenegger's emphasis on investing in California infrastructure is good news for business and the economy. It is clear from recent floods, crowded freeways, crumbling schools and other problems throughout our state that California's infrastructure needs a significant investment. It has been ignored for far too long, and the plan outlined by Governor Schwarzenegger in his State of the State remarks and budget proposal is essential to keep California's economy growing.

Individuals who are concerned about incurring the amount of debt the Governor has proposed should be reassured that the level is no more than California has historically experienced - between 5 percent and 6 percent.

For critics who ask whether the state can afford the bonds, the answer is: we can't afford not to issue the bonds. Not only will the state's bond capacity be filled if we allow a vacuum to exist, but the General Fund revenues also will get spent on programs and projects less essential to getting California's infrastructure back in shape.

Projects that Help Economy

In contrast to the past piecemeal adoption of bond measures, the Governor proposes dealing with the infrastructure crisis in a strategic, comprehensive way. The guiding principle of the Governor's budget and bond proposals is to focus on projects that help generate the economic activity so critical to California.

- For example, the Governor's \$107 billion transportation investment package is intended to reduce the amount of time Californians spend stuck in traffic, with an additional emphasis (\$2 billion) on decreasing congestion caused by goods movement near California's ports.

The answer is not to reduce port activity, because the ports provide good quality jobs, but to improve the transportation network. Reducing congestion and giving truckers enough mobility to make a profit moving goods in and out of the ports means those truckers will be able to afford new technology, such as clean diesel vehicles. Cleaner-burning engines, in turn, will reduce pollution and improve air quality - a benefit for everyone in the region.

Traffic issues around the ports are just one example of the gridlock that threatens to stifle the movement of both goods and people throughout the state. A statewide solution to traffic congestion is essential.

- Investing in water infrastructure helps fill another basic need for the people and businesses of California. Restoring levees in the Sacramento region, as proposed

in the Governor's \$35 billion water infrastructure investment plan, serves two purposes: It will both boost flood protection and enhance the state's ability to deliver a quality water supply throughout California, given that much of the water for the state flows through the fragile Sacramento-San Joaquin Delta.

An adequate supply of water is essential to business operations throughout the state, from high tech operations to fields and farms, as well as to the daily lives of the growing number of Californians.

- Dealing with school infrastructure needs also is a key for California's future economic prosperity. Although voters have recently approved resources for new school construction, the money allocated for rehabilitating facilities has been exhausted and needs to be replaced because demand is so high.

The infusion of \$38 billion in funding through the K-12 and higher education bond package will help provide the classroom space and up-to-date facilities our schools and universities need. Learning in these improved facilities will, in turn, better equip students to become the educated workforce California employers need for fast-changing operations in the global market.

Delay Costs More

The bottom line is that you can't pour concrete - for roads, water systems or classrooms - without spending money. Our choices when it comes to investing in infrastructure are to pay now or pay later, and the more we delay, the more we will pay.

The practical consequences of the bonding proposal are not substantially different than setting aside a set portion of the General Fund for transportation or other infrastructure. Experience at the local level shows that issuing bonds up front is an essential part of a successful infrastructure-financing package.

Numerous counties have adopted additional sales taxes to provide revenue over a 20-year period to fund congestion-relief programs. The counties sell bonds at the beginning of the cycle to finance the projects, and then pay the bonds off with the added revenues that come in over the life of the tax increase.

This approach enables the counties to get the benefits of building the congestion-relief projects earlier and at a more affordable price than if they had to wait until they had accumulated sufficient revenues at the end of the 20 years of tax collections to launch the projects.

Similarly, on a statewide level, the Governor's bond package can jump-start the effort to halt the deterioration in our roads, levees, water supply system and school facilities. The resulting construction will create quality jobs and prepare the state for future growth. Californians should support the Governor's agenda to invest in California's infrastructure.

Allan Zaremborg is president and chief executive officer
of the California Chamber of Commerce
From the California Chamber of Commerce

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

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642 Larkfield Shopping Center
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(707) 578-7975

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ADVERTISING

**Monthly \$25; 3 Months \$60
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FLYER INSERTION: \$35 per issue. You supply 200 copies of your 8.5 x 11" flyer on 28# 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 February Lark is **March 15.**

Chamber Board of Directors & Staff

President

Doug Williams
539-1801
Rincon Valley Fire District
dwilliams@rvfire.org

VP Membership – Open

VP Business Services, President-Elect

James Bajgrowicz
528-2510
Law Office of James Bajgrowicz
bajgrowiczjim@cs.com

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

Dana Ellerbe
576-4004
Sutter Medical Center of Santa Rosa
ellerbd@sutterhealth.org

Mark Scheuer
579-0805
Allstate Insurance
a040101@allstate.com

Leonard Sevall
546-2146
Sevall, Thwaites & Soper Insurance
lens@callatg.com

Walt Smith
546-3857
Groth Motors
sales@grothmotors.com

Ambassador Club

info@markwest.org

Office Manager

Patricia Morelli
578-7975
markwest@markwest.org

Office Assistant

Dee Gutmann
544-9076

MARK SCHEUER
Agent



Allstate Insurance Company
194A Wikiup Drive
Santa Rosa, CA 95403
Bus (707) 579-0805 FAX (707) 579-0806
Res (707) 545-7306
CA Lic. #0697138



David Hartman

15 Lark Center Drive
Santa Rosa, CA 95403

707-546-5717
FAX 707-546-0902



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Business Social**

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