



The Lark

Bringing Business & the Community Together!

Volume XX Issue 10

October 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

Oct. 12, 2006

5:30pm - 7:30pm

Hosted by:

Cal American Water

**640 Larkfield Ctr
Santa Rosa**

Swap Meet October 13 & 14 Stoke Ranch

5525 Old Redwood Highway
542-2699

Do you enjoy a swap meet? Who knows what bargains or useful items you will find... Don't miss the largest Swap Meet in the Mark West area at Stoke Ranch this coming weekend!

You can also set up a table of your own to sell those items cluttering up your garage for only \$20. Contact the Chamber office at **578-7975**.



*Kari Solem, Owner
Advance Tech
Collision Central
see Page 3*



Visitors crowded our 17th Annual Harvest Faire & Business Showcase!

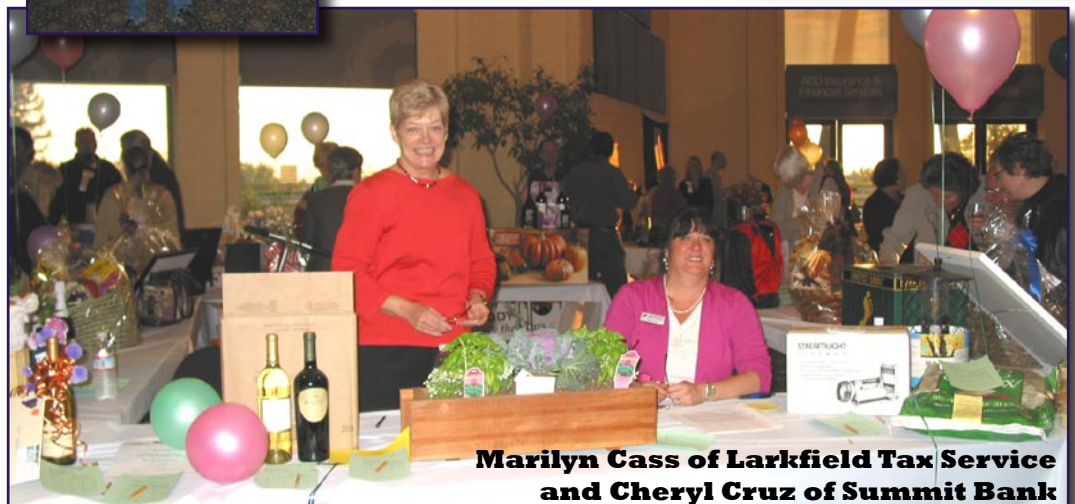
75 vendors greeted them with treats and prizes. The Silent Auction was a big success!

View more photos at
www.markwest.org.

*Join us
October 12 for
our After Hours
Business Social
at California
American Water.*

*Bring your
business cards!*

Guests Welcome!



**Marilyn Cass of Larkfield Tax Service
and Cheryl Cruz of Summit Bank**

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

FYI: 2006 Technology and Innovation Report

Prepared for:

Sonoma County Economic Development Board

Highlights from the 2006 Technology Report:

A new technology pulse index which details the state of the industry in Sonoma County.

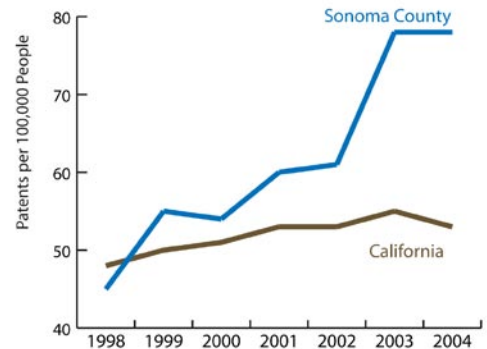
• Technology industries across Sonoma County are having varied success. Most industry leaders in the area are experiencing higher profits, but at the expense of reduced employment levels. The global expansion is supporting demand for the high-tech goods that the county produces, most notably telecom equipment, medical supplies, and measuring instruments.

• The outlook for the telecom equipment industry is bright, even better than a year ago, despite employment losses. Manufacturers are benefitting from the continued expansion in wireless and internet access equipment.

• Tech companies have been lowering costs through improvements in productivity and decreases in the level of employment. Labor is bearing the bulk of these cost cutting measures, as the industries show little interest in increasing their payrolls. According to our estimates, employment in high-tech industries across Sonoma County, such as medical supplies, telecom equipment, and measuring equipment have been down for the past several years.

• The expansion of the U.S. economy is paying dividends for high-tech companies, as business investment is strong across industries. Telecom equipment has witnessed a turnaround from its prolonged drought. The value of shipments from communications equipment manufacturers is expanding at a nearly 12% rate on a year-ago basis, a far cry from the contraction that started in 2001 and lasted into 2005.

Patents Per Capita

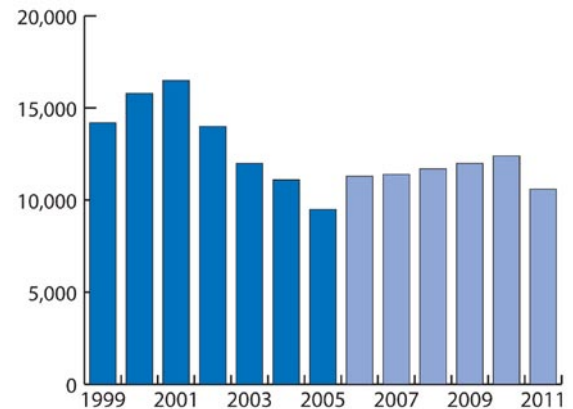


Source: U.S. Patent and Trademark Office

Patents

From 1998 to 1999 the per-capita patent grants issued in Sonoma County surpassed the per-capita patent grants for California. Since 1999 Sonoma County's per-capita patent grant issuance has increased greatly; in fact, in 2004 Sonoma County had 30 more patent grants per 100,000 people than California. After the tech bust, patent grant issuance for Sonoma County substantially rose from 2002-2003.

Sonoma County Technology Employment, Historical and Projected



Source: Moody's Economy.com, "Sonoma County on the Mend," June 2006

Employment and Output

Tech employment in Sonoma County hit a lull in 2005, falling below 10,000 employees, but Economy.com has projected that employment levels should rebound in the next five years rising about 12,000 in 2010.

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



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

September Social
Hosted by
Advance Tech Collision Central

Owner Kari Solem treated Chamber members and their guests to a harvest buffet, complete with Scarecrow! Kari introduced many of her staff members, and explained the history of her shop and the services they offer.

Rick McLea of McLea's Tire Centers also spoke.

Thank you, Kari & crew, for a for a delightful social!



Advance Tech Collision Center Staff with Brent Farris' Camaro

**Rick McLea
McLea's Tire Centers**



Happy Halloween!



Kari Solem, owner of Advance Tech Collision Center, receives a member plaque from Walt Smith



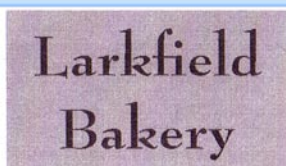
**New Partners:
Skip & Beverly Graham,
Bradley Pighin
of Graham,
Rebello &
Pighin LLC**



Debbie Duckett of Pacific Union College, guest Angie McDowell, Office Mgr Pat Morelli



photos by Sonoma CONNECTION



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Sunday 6 am - 12 pm
Mon-Thurs 6 am - 6 pm
Fri-Sat 6 am - 7 pm

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www.code3loans.com

President's Message

With the coming of each fall we experience wind, cold, rain and clouds. But not to worry. Just imagine that you are resting your head on a nice, fluffy cloud, daydreaming, if you wish. However, with the Mark West Area Chamber of Commerce it is no daydream. Our purpose includes improving commerce, exposing our uniqueness and being a good neighbor to our citizens.

With October we find many activities continuing to introduce your business to new patrons, giving you the opportunity to meet one-on-one with them, as well as your neighbors.

We just completed our 17th Annual WINE COUNTRY HARVEST FAIRE and BUSINESS SHOWCASE which was held on Thursday, October 5, from 4:00 to 8:00 p.m. at the WELLS FARGO CENTER FOR THE ARTS. With 80 booths of vendors participating, there were a variety of exhibits to inform and entertain, not to mention the many food, beverage, entertainment and gift exhibits! We raffled off a trip and other prizes.

For their efforts I want to thank Daryl Anderson, Chairman of the Showcase and Pat Morelli as well as the many others who worked to organize this yearly event.

Mark your calendars for October 13-14 for the swap meet and old car show at the Stoke Ranch. Your Chamber will have a flea market there on Sunday the 14th. This is your opportunity to clean out the garage and storage sheds and make a few \$\$\$ at the same time.

For tables, contact Pat, Joyce or Dee at 578-7975.

I would like to extend a hearty welcome to our new corporate sponsor: Charlie's at the Windsor Golf Club. Welcome to our community of businesses making the Mark West Area a better place to live.

The annual BOARD OF DIRECTOR'S INSTALLATION DINNER held in September at Safari West proved to be exciting, entertaining and informative. We learned of the plans to bring air service back to the airport, with all the concerns being addressed. There was also information on the future construction for 101, after the completion of the current widening. Everyone seemed to enjoy the food and we have always enjoyed viewing the many exotic animals on the premises and brought to our dinner.

Many issues will be coming up in the November election. Please take the time to study each initiative carefully, and then vote. While not in this election, keep in mind the issue of local water control, the possible costs and benefits.

Jim Bajgrowicz, President

Promote your business by having your flyers inserted in the Chamber newsletter.

Call the office for more information.

You supply the flyers - We do the work!

The next Board of Director's meeting is October 10, at the Mark West Unified School District Office from 11:30 am - 1:00 pm.

Advertisement for California American Water. Text: '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.' Includes RWE Group logo.

Advertisement for LESQUIRE ENGINEERS, INC. Text: 'Serving the Wine Country Since 1979', 'Project Planning', 'Land Surveying', 'Civil Engineering', 'Wastewater Specialists'. Includes a drawing of a building and a vineyard.

**FYI: VISA/MASTERCARD
Telephone Credit Card Scam**

New Members

contributed by D. P. Logan, Logan LII Investigations

This is pretty clever, it's to your benefit to read the whole article. Note: The perpetrator provides you with ALL but one portion of your personal information.

Cattlemens

Heather Nelson
2400 Midway Dr.
396-0373 (F)523-1405
heathernelson@cattlemensca.com

CORPORATE SPONSOR

Charlie's at the Windsor Golf

Tammy Sullberg
1320 19th Hole Dr.
Windsor, CA 95492
838-8802 (F)837-7075
tami@windsorgolfclub.com

spa di dah

Kathy J. Sanchez
Spencer A. Johnson
542-8088 415-238-1239
172 Wikiup Dr., Ste D
Santa Rosa, CA 95403

Wealth Strategies Group

Graham, Rebello & Pighin, LLC

Beverly Graham
527-7777
160 Wikiup Drive, Suite 101
Santa Rosa, CA 95403

The scam works like this: A person calls identifying himself/herself (name), gives his/her badge number, indicates the call is from the VISA Security and Fraud Department. The person goes on to say your VISA card has been flagged for some unusual purchases (names a bank). They ask if you've purchased an Anti-Telemarketing Device for \$497.99 from a marketing company based in Arizona? You say, "No"! They say, "Then we'll issue a credit to your account. We've been watching this company and their charges range from \$297 to \$497, just under the \$500 purchase pattern that flags most Credit cards. Before your next billing statement the credit will be mailed to you, (gives you your address) then asks if this is your correct address. You say, "Yes".

The caller continues. "I will be starting a Fraud investigation. If you have any questions, call the 1-800 number listed on the back of your card (1-800-VISA) and ask for Security. You will need to refer to this Control Number. The caller gives you a 6 digit number, asks if you need it repeated"?

CAUTION: This is the focal point of the scam.

He/she says they need to verify you are in possession of your card. They'll ask you to, "turn the card over and look for some numbers. There are 7 numbers, the first 4 are part of your card number, the last 3 are the security numbers that verify you are the possessor of the card. These are the same numbers you sometimes use to make internet purchases. The caller asks you to read the 3 numbers to him/her. After you give the caller the 3 numbers, he'll say. "That is correct, I just needed to verify that the card has not been lost or stolen, and that you still have your card. Do you have any questions"? You say, "No"! The caller thanks you and states, "Don't hesitate to call back if you do", hangs up. They never ask for or give you your credit card number.

It happened the person reporting this incident had a question, so phoned VISA about 20 minutes after the scammers called.

continued on Page 6

Renewing Members

- | | |
|----------------------------------|---------------|
| Benjamin Tire & Brake | (1993) |
| Larkfield Bakery | (2005) |
| Code 3 Loans | (2005) |

2007 – Pick a month to hold your Business Social.

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

- Oct 12 Cal American Water**
- Nov 9 Dan Beck Law Office**
- Dec 7 Holiday Tree Lighting**
- Dec 14 Wealth Strategies Group
Graham, Rebello & Pighin, LLC**

**FYI: VISA/MASTERCARD
Telephone Credit Card Scam**

FYI: Phishers

continued from Page 5

The real VISA Security Department told them it was a SCAM and in the last 15 minutes a new purchase of \$497.99 was charged to their Credit card. They filed a fraud report and closed the VISA. VISA reissued a new card number immediately.

The scammer wants your (3) Digit PIN number on the back of your Credit card. Don't give it to them, say you'll call VISA or Master Card directly for verification. The real VISA or Master card companies should have all your information on file. If you give the scammers the 3 Digit PIN number because you think you're getting a credit, in all likelihood you won't get a credit but rather a charge for purchases you didn't make. By the time you get your monthly billing statement it's almost too late and/or much more difficult to file a fraud report.

The victims were called on Wednesday with the VISA scam. On Thursday, a "Jason Richardson of Master Card", called the victims using almost identical wording requesting their PIN as did the VISA scammer. The victims hung up on him! A police report was filed per VISA'S instructions. The police advised the victims that they were getting daily reports regarding the same scams.

WORD TO THE WISE. DO NOT GIVE OUT ANY PERSONAL INFORMATION OVER THE PHONE BEFORE PROPER VERIFICATION AS TO WHOM YOU ARE SPEAKING WITH.

Typically, phishers will use the guise of reputable organizations to con you into releasing your personal information. In the past, this was done via telephone. Nowadays, it's accomplished via e-mails sent en masse to almost everyone on the planet. Please pay close attention to the following:

The e-mail will probably warn you of a serious problem, either with billing information or with some form of account security. It will state that immediate attention is required and instruct you to click on the attached link that will allegedly take you to the organization/financial institutions Web site. However, in this scheme, the link on the e-mail is taking you to a fictitious site that looks almost identical to the official site.

You will be required to update your personal information: Name, Social Security Number, account number, password, PIN, mother's maiden name, date of birth, etc.

Most reputable Credit Unions or Banks will never send an e-mail instructing you to update your information.

If you should receive such an e-mail, call your Bank or Credit Union and verify it was they who contacted you and not someone attempting to steal your Identity. **Be aware of Identity Theft.**

Note: change your passwords on a regular basis on your computer, bank accounts and any other system in which you need a password to gain access to that particular information. When changing your passwords, use letters as well as numbers in your password. Try not to use your mother's maiden name or names of your children or relatives, it's best to use a made up name with numbers in it.

contributed by D. P. Logan, Logan LII Investigations

**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)	



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
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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 November Lark is **October 18.**

Please email your materials to info@markwest.org

Chamber Board of Directors & Staff

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528-2510

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bajgrowiczjim@cs.com

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Doug Williams
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dwilliams@rvfire.org

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**After Hours
Business Social**

Oct. 12, 2006

5:30pm - 7:30pm

Hosted by:

**Cal American
Water
640 Larkfield Ctr
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!