

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

April 2012
Volume XXVI Issue 4

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403
Office Hours: Tues - Thurs 10am - 3pm www.markwest.org

707.578.7975
office@markwest.org

“SPRINGING INTO THE FUTURE” CHAMBER BUSINESS LUNCHEON

What a great turn out for the Mark West Area Chamber of Commerce and Visitors Center’s first quarterly luncheon, “Springing into the Future”.

Special thank you to Todd and Sherrie at Best Western Plus Wine Country Inn & Suites for allowing us to use one of their conference rooms for the event. Wow, not only did they provide the room, but they also provided coffee and tea, and Sherrie made up special gift bags for all the attendees. They were so great to work with.

Special thank you to Brian Molsberry, Molsberry Markets, for catering the lunches, to Pat Dearmin for doing all the behind the scenes work and for being such a charming collector of funds. Thank you, Ken Norton of Norton&Holtz Business Solutions for being such a gracious greeter, and to Susan Lindstrom of GuardianCaregivers.Net for her support, and for making the great Welcome Sign and passing out the bags.

Thanks to Will Brodt of Promos On Call for doing such a great job letting the community know about the event, to Kathleen Palmer of Sonoma Connection for sending out all those notices and making sure all the information was available, and to our very own photographer John Essman.

And, above all, a huge THANK YOU for all the members and guests, all 41 of you, for attending, and of course a Special Thank you to Mike McGuire, 4th District Supervisor, for his wonderful presentation, “**State of the County – 2012 and how it will affect businesses**” and for answering all our questions.

As organizer and mistress of ceremonies it was thrilling to see all the attendees networking, enjoying the lunch and presentation. I know from the bottom of my heart, that this luncheon would not have been a success without all the volunteers and attendees.

For those of you who could not attend, do not worry we will be doing our second annual luncheon on June 20, 2012, stay tuned for announcements.

*Respectfully submitted by: Elaine B. Holtz,
Norton & Holtz Business Solutions*



*Marhc Social hosted by
Recherche du Plaisir
page 3*



*Mike McGuire
Supervisor 4th District*



*Elaine B. Holtz, Norton & Holtz
Business Solutions*



*Members & guests enjoy an
educational luncheon*

UPCOMING EVENTS:

next AFTER HOURS BUSINESS SOCIAL hosted by

AACTION RENTS
1000 River Rd. Fulton

Thursday, April 12
5:30 pm - 7:30 pm

*This month’s Pot of Gold is \$80!
Make sure someone from Your Business is at the Social to WIN!*

SUTTER MEDICAL CENTER
10 Mark West Springs Road

Thursday, May 10
5:30 pm - 7:30 pm



Brian Molsberry,
Molsberry Markets,
President

*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.*

The next Board of
Director's meeting
is April 10 at
Grace Fellowship
608 Larkfield Center
11:30 am - 1:00 pm

*Want to keep abreast of
important information
pertinent to local
business issues?*

Visit:
sonoma-county.org/edb

PRESIDENT'S MESSAGE:

April is here with the flowers starting to bloom and the grass is growing high enough to hide the Easter eggs for the children. I hope everyone enjoys their time with families and friends. I'm sure all the children will be running around on a sugar high for a couple of days.

Speaking of chocolates we had our March Social at Recherche du Plaisir. Lucy unfortunately put out the chocolates in front of the food - I personally ate more chocolates than dinner!! Thanks again for a great social; it was a great turnout!!

Our next social is at Aaction Rents on April 12th. Chris and Steve are doing all the baking and cooking from scratch if you can believe that!!!

We had our first luncheon as a Chamber. It was put together by Elaine Holtz, VP Business Services. It was held at Todd's place, Best Western Plus Wine Country Inn & Suites. It was a perfect spot to have the lunch.

Mike McGuire was our guest speaker. The lunches were put together by Molsberry's. All made by me personally :) Everything came together perfect. Thanks to everybody who helped put this together, and a special thanks to Elaine.

Have a great month!

Brian Molsberry, President

AMBASSADOR OF THE MONTH

Kathleen Palmer of Sonoma CONNECTION Website Design and Internet Marketing, earned the Ambassador of the Month designation by contacting the most members on behalf of the Chamber.

Kathleen has been a Chamber Ambassador since 2003, when she and partner John Essman, gave the Chamber's website an update. She has also been the Chamber's Newsletter Editor since 2004.

Kathleen has worked on the cutting edge of computer and internet technology for 30 years. Starting with the first personal computers and mini-computers, she became passionate about how computers could revolutionize global communication between people, and could provide equity for small business owners and non-profit groups to get their message out and to expand their influence. She has managed large-scale computer installations and world-wide messaging networks for large technology companies such as Autodesk. Her interests in communication and collaboration tools, coupled with her interest in fine arts, has led to a mastery of Photoshop and graphics design skills. Her technical education and experience allows her to develop complex websites and databases while enabling her customers to manage their web content themselves.



Contact Kathleen: Sonoma CONNECTION, PO Box 1381, Healdsburg, CA 95448
(707) 433-8774 kathleen@sonomaconnection.com sonomaconnection.com

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RECHERCHE DU PLAISIR HOSTS A SWEET MARCH SOCIAL

The Chamber's After Hours Business Social was held at Recherche du Plaisir located at 3401 Cleveland Avenue in Santa Rosa. Scrumptious chocolate treats and other food and drink were provided to the many chamber members and guests in attendance.

Chamber Ambassador Kathleen Palmer from Sonoma Connection served as Master of Ceremonies for the evening. Kathleen introduced Recherche du Plaisir owner Lucy Gustafson.

Lucy told everyone how much she loves chocolate and that, while traveling around Europe, she recognized that there were Chocolate shops on almost every corner and wished we had that at home.

She began her business back in 1993 while making truffles as corporate gifts and promotional items for friends and family prior to opening up Recherche du Plaisir on December 10th of last year. She uses quality chocolates from Ghirardelli in all her products. Lucy is a graduate from Ecole Chocolat's Professional Chocolatier Program and is excited to be sharing her love of chocolates. Lucy reminded everyone that truffles and chocolates make excellent gifts for Mother's Day, Easter, or any day.

A new member plaque was presented to Gilbert Hawkins from California Hawk Wealth Management. Located on Piner Road, Gilbert's endeavor is to work with individuals in knowing and understanding their financial situation and provide them access to the highest quality information, services and products to assist them in reaching their long term goals.

Also receiving a new member plaque was Miguel Lujan from Samagse Massage. Samagse Massage provides professional massage services with the convenience of being in your home, office, hotel room, or part of a weekend getaway. Samagse Massage provides all of the in-room massage services for the Hilton Sonoma Roundbarn.

Sam Crump from Edwards Jones Financial Services received the final new member plaque of the evening. Sam's slogan is: one financial advisor with one focus, YOU!! That's what you will find when you walk through his door. Edward Jones has nearly 7 million investors who believe face time and think time with their financial advisor translates into a better way to invest.

The business drawn from the \$60.00 Pot of Gold was James Bouler from the Mark West Community Services Committee and the office of James Bouler. Unfortunately James Bouler was unable to attend the social. \$20.00 will now be added to the Pot of Gold drawing at the April social hosted by Aaction Rents, which now makes the pot \$80.00!

Our 50/50 raffle worth \$80.00 was won by Paul Erickson from Paul Erickson Real Estate Appraisals. Congratulations Paul!

Lacey Burdette from the Windsor Times won the instant 2 minute showcase which gave her the opportunity to tell everyone all about the Windsor Times, for an entire 2 minutes.

Prizes for our business card drawing were donated by Recherche du Plaisir, Sonoma County Airport Express, and Sonoma Family Life Magazine. Winners drawn included Steve Plamann from Aaction Rents, Doug Williams from the Rincon Valley Fire District, and Jerry Hankins from the office of Jerry Hankins.

Congratulations to our winners and thank you to Lucy and her staff at Recherche du Plaisir for hosting such a successful social.

contributed by Anthony Gerald, Head Ambassador

FEBRUARY BUSINESS AFTER HOURS SOCIAL



*Lucy & Michael Gustafson
Recherche du Plaisir*



*50/50 Raffle Winner: Paul Erickson
Paul Erickson Real Estate Appraisals*



*Jolie Cook, Sonoma Family Life,
Steve Plamann, Aaction Rents*



Lacey Burdette, Windsor Times

*Photos by Sonoma CONNECTION
More photos @ MarkWest.org*

SOCIALS
see schedule on page 5

NEW MEMBER:

Clover Stornetta Farms, Inc.
 1650 Corporate Circle, Ste 100
 Petaluma CA 94954
 Phone: (707) 769-3244
 Fax: (707) 778-0509
 Email: michellew@cloverstornetta.com
 Website: cloverstornetta.com
 Mickey Ward
 Direct Phone: (707) 975-7802

CORPORATE

SPONSOR RENEWAL:

Exchange Bank 1981
 - Larkfield Branch

MEMBER RENEWALS:

State Farm Insurance 1982
 - Gary Senneff
Friendly Feed & Supply 1994
J. Baer Enterprises 1994
Markell Incorporated 2003
TD & Associates 2008
Anytime Fitness 2009

Thank You!

new Location:

Craig Curreri
Real Estate Broker
 Pacific Union International
 3333 Mendocino Ave., Ste. 210
 Santa Rosa, CA 95403
 Phone: (707) 477-5120
 Email: curreri@sbcglobal.net
 Website: www.craigcurreri.com

new Location:

Bill's Lawnmower Sales and Service. 1220 Briggs Ave.
 Grand Opening April 7, 10 to 3

NEW MEMBER: CALIFORNIA HAWK WEALTH MGT.



California Hawk Wealth Mgt.
 Gilbert Hawkins
 2625 Piner Rd.
 Santa Rosa, CA 95401
 Phone: (707) 575-7747
 Fax Number: (707) 575-0510
 Email: thehawk@californiahawk.com
 Website: californiahawk.com

NEW MEMBER: SAMAGSE MASSAGE

Samagse Massage
 Miguel Lujan, Owner
 918A Cherry Street
 Santa Rosa CA 95404
 Phone: (707) 293-6785
 Email: Miguel@Samagse.com
 Website: Samagse.com
 Miguel Lujan, Owner

A mobile massage & spa service that provides Spa Party, massage chair massage, and spa services like hot stone body scrubs.

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Samagse Massage provides services to Santa Rosa, Petaluma, Cotati, Windsor, Kenwood, Forestville, Guerneville, Sebastopol, Healdsburg, Monte Rio, Rio Nido, Bodega Bay, CA and will travel to most counties outside of Sonoma County. Hours: 9am-9pm everyday. After 9pm and holidays - add \$20 to all services. Member since 2012.



NEW MEMBER: EDWARD JONES - SAM CRUMP



Edward Jones
 Sam Crump
 195 San Marin Drive
 Novato, CA 94945
 Phone: (415) 892-1670
 sam.crump@edwardjones.com
 Website: edwardjones.com

One financial advisor with one focus - you. That's what you will find when you walk through our door.

UPCOMING BUSINESS SOCIALS

Thursday, April 12 5:30-7:30pm
 Hosted by **Aaction Rents**
 Location: 558 Larkfield Center, Santa Rosa

Thursday, May 10 5:30-7:30pm
 Hosted by **Sutter Medical Center of Santa Rosa**
 Location: 10 Mark West Springs Road, Santa Rosa

Thursday, June 14 5:30-7:30pm
 Hosted by **Rincon Valley Fire Protection District**
 Location: 45 Lark Center Dr, Santa Rosa

Thursday, July 12 5:30-7:30pm
 Hosted by **AutoBahn - Anything Detailing**
 Location: 1675 Piner Rd., Suite B, Santa Rosa

Thursday, August 9 5:30-7:30pm
 Hosted by **Assets Insurance & Investments**
 Location: 3270 Mendocino, Suite 1B, Santa Rosa

Thursday, September 13 5:30-7:30pm
 Hosted by **Cloverleaf Ranch**
 Location: 3892 Old Redwood Hwy., Santa Rosa

Thursday, October 11 5:30-7:30pm
 Hosted by **Windsor Times**
 Location: 9025 Old Redwood Hwy., Windsor

Thursday, November 8 5:30-7:30pm
 Hosted by **Anytime Fitness**
 Location: 490 Larkfield Center, Santa Rosa

Thursday, December 13 5:30-7:30pm
 Hosted by **Exchange Bank & Molsberry Markets**
 Location: 500 Larkfield Center, Santa Rosa

HOLIDAY TREE LIGHTING

Wednesday, December 5 6pm
 Location: Larkfield Center, Santa Rosa
 Sponsored by
 Mark West Area Chamber of Commerce & Visitors Center
 Molsberry Markets, Inc.,
 Larkfield Center Rincon Valley Fire District
 Mark West Union School District

WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE

Wednesday, October 3, 2012 4 - 8 pm
 Hosted by **60+ Local Businesses**
 Location: Wells Fargo Center for the Arts
 50 Mark West Springs Road, Santa Rosa



CHAMBER MEETINGS

Tuesday, April 10 Board of Directors 11:30am - 1:00pm Grace Fellowship	Thursday, April 12 Ambassadors 4:00pm - 5:00pm Exchange Bank
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RIBBON CUTTING



Thursday, May 17 10:00am
 Hosted by **California American Water Company & Sonoma County Sheriff**
 Location: 4787 Old Redwood Hwy., Santa Rosa

CHAMBER BLOG FOR BUSINESS TIPS

Join the ongoing conversation at markwest.org

Latest post:

Congratulations and Thank you
 to Family Life Magazine



Interested in joining
 our Ambassador Club?
 Contact Anthony Gerald
 Sonoma County Airport
 Express 837-8700



Interested in having a
 Chamber Ribbon Cutting?
 Contact Susan Lindstrom
 GuardianCaregivers.Net
susan@guardiancaregivers.net



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**REAL
ESTATE
REALITY
CHECK:**

*Here's what's
happening
north of the bay >*

REAL ESTATE REALITY CHECK

Greetings:

From time to time as I get doses of reality in the real estate world, I'll share them with you. I've also included a great attachment giving you the "State of America's Housing Market". Be sure to check it out. I think you'll find it interesting.

Flyer pages 10 &11

Here's what's happening north of the bay:

While the real estate market still has its challenges, things are very different today than they were in 2009, 2010 and even early last year. Buyers are generally more optimistic about the future, ready to purchase, much better qualified for a loan and, in many cases, are paying big down payments or even all cash for their next home.

Indeed, the scales of supply and demand are once again moving back in the direction of home sellers after being out of balance for several years. While countless buyers are out there pounding the pavement for a home, the problem now is that there just aren't enough sellers to meet the demand in many communities.

As the economy continues to improve, and with a shortage of attractive properties in good neighborhoods, buyers are once again paying good prices for properties, rather than simply looking for distressed homes at bargain basement prices. And in some cases, properties are even getting multiple offers, driving up the sale price above the asking price, as a recent San Jose Mercury story discussed. We are beginning to see this in Sonoma County as well.

So if you've been thinking about selling your home, now may be an ideal time to do so, while buyers are eager, interest rates are still low and there isn't as much competition from other sellers as there usually is this time of year. (When the bulbs pop up, so do the real estate signs)!!

Let me know if you want a consultation on how to sell your home and/or a Comparative Market Analysis. *I am always available for your referrals...A referral is sending someone you care about, to someone you trust.*

contributed by Aggie Maggio, Coldwell Banker Mobile: (707) 486-1303

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 - Chamber Website: markwest.org**
 - (Banner on each page, special mention on Sponsorship page, and special placement ads on Tradeshow & Calendar of Events pages)*
 - A press release to announce your community support!**
- | | | |
|---------------------|--|--------------------|
| <i>Advertising:</i> | Business Card sized ad in Newsletter | <i>value \$200</i> |
| | Half Page Ad in printed Directory | <i>value \$200</i> |
| | 8' Trade Show Booth | <i>value \$350</i> |
| | Additional special placement ads on website | <i>value \$250</i> |
- (On Trade Show and Event pages)*

ALL FOR \$1625 IN CASH OR TRADE FOR SERVICES
Contact Treasurer John Essman 707 433-8774 john@sonomaconnection.com

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
 West Olivet Road - West Lodge on Mark West Springs Rd - East

The Lark Newsletter is published monthly under the direction of:
 The Mark West Area Chamber of Commerce & Visitors Center
 4787 Old Redwood Hwy, Suite 101, Santa Rosa, CA 95403

ADVERTISING: 6 months \$107.50; 1 year \$200
 FLYER INSERTION: \$35 per issue.
 You supply a pdf version of your 8.5" x 11" flyer to info@markwest.org
 You can pay online @ <http://markwest.org/payment/>

The Lark Newsletter is emailed to member businesses each month.
 For more information, contact the Chamber Office at 578-7975.

Editors: Kathleen Palmer & John Essman (707) 433-8774
 Sonoma CONNECTION info@sonomaconnection.com

Deadline for publication is the 3rd Wednesday of the month.
 Please email your materials to info@markwest.org

*Promote your business with
 your flyer in the Chamber newsletter.
 You supply the flyers - We do the work!*

CHAMBER MEMBERSHIP DUES
Effective May 1, 2006

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 business affiliation)	

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Mark West Area Chamber of Commerce and VISITORS CENTER



4787 Old Redwood Hwy, Suite 101
Santa Rosa, CA 95403

AFTER HOURS BUSINESS SOCIAL

Thursday, April 12
5:30- 7:30pm

Hosted by
AACTION RENTS
1000 River Road
Fulton

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

Thank you to our 22nd Annual Harvest Faire & Business Showcase Vendors & Participants!

MORE PHOTOS NEXT MONTH!



Windsor Times

Sonoma Family-Life

Home Run Pizza

Rincon Valley Fire District

Sonoma County Sheriff

Thank You to Our Corporate Sponsors!



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To All Members:

April 1, 2012

As required by the Chamber By Laws, the President appointed a nominating committee of three Directors who have nominated a slate of candidates to fill expiring Board of Directors positions. Each candidate will fill a two-year term and needs to be an active member. The slate of recommended candidates is as follows:

Member / Business	Term
TO BE ELECTED	
Laura Buhner, Exchange Bank, Larkfield Branch	2012 - 2014
Shawna De Grange, Cloverleaf Ranch	2012 - 2014
John Essman, Sonoma Connection	2012 - 2014
Susan Lindstrom, Guardian Caregivers	2012 - 2014
Brian Molsberry, Molsberry Markets, Inc.	2012 - 2014
Steve Plamann, Aaction Rents	2012 - 2014
Doug Williams, Rincon Valley Fire District	2012 - 2014
HOLD OVERS	
James Bajgrowicz, Consultant	2011 - 2013
Will Brodt, ADT Security Services	2011 - 2013
Pat Dearmin	2011 - 2013
Elaine Holtz, Norton & Holtz Business Solutions	2011 - 2013
Stephanie Munson, Goodwill Industries	2011 - 2013
Sue Sloat, Mark West Union School District	2011 - 2013

Right of Petition:

Additional qualified candidates may be nominated by petition, which must bear the signatures of at least ten (10) active members. Such petitions shall be filed with the judging committee by May 7, 2012. The determination of the nominating committee as to the legality of the petitions shall be supervised by the judging committee. Petitions should be mailed to the Chamber office at the address indicated below.

If no petition is filed within the designated period, the nominations will be closed, and the slate of candidates shall be elected at the regular June Board of Directors Meeting.

If one or more petitions are received with additional candidates, the names of all candidates will be presented on a ballot in alphabetical order and, with instructions for voting for the correct number, shall be mailed to all active members. The ballots must be returned to the Mark West Area Chamber of Commerce, 4787 Old Redwood Highway, Santa Rosa, CA 95403, no later than 3 pm, May 30, 2012. The Board of Directors will declare the candidates with the greatest number of votes elected at the June Board of Directors meeting.

Sincerely, Mark West Area Chamber of Commerce and Visitors Center

The State of America's Housing Market

More than **80%** of Americans view housing as critical to the nation's economic recovery, and nearly **70%** feel that a presidential candidate's position on housing will be an important consideration in the voting booth.¹ Whether you're thinking of buying, selling or are actively involved in the market, the statistics below will give you a clearer perspective of the state of the market.

Current National Trends in Housing

70% of Americans view owning a home as part of the American dream.²

62% of consumers feel that buying a home in the current market is a good investment over the next 10 years.³

\$190,000: Median home price,⁴

up from \$170,000 the previous year⁵

\$155,000: Median home price of first-time buyers⁴

\$219,500: Median home price of repeat buyers⁴

Homeownership rate rose to **66.1%** in Q3 2011, up from **66.0%** in Q2 2011.⁶

95% of metro areas are expected to see home prices rise in the next year.⁷

75.1% of homeowners state that their home defines their identity.¹

Buyer Overview

Buyers searched for a median of **12 weeks** and visited **12 homes** before they found the one they purchased.⁴

27% of homebuyers, including **60%** of first-time homebuyers, said that the desire to own a home of their own was the biggest reason they bought.⁴

First-time homebuyers comprise **37%** of the market.⁴

64% of all buyers are married couples, **18%** are single women, **10%** are single men and **7%** are unmarried couples.⁴

\$80,900: The median household income of homebuyers.⁴

84% of buyers purchased a previously-owned home and **16%** purchased a new home.⁴

Seller Overview

35% of homes were on the market less than **2 months** before they sold.⁸

The average time a home was on the market was **9 weeks**.⁸

66% of sellers were first-time sellers.⁹

39% of sellers did not reduce the asking price, **26%** of sellers reduced it once and **35%** reduced the price two or more times.¹

Sources: 1. Move, Inc.

2. Wall Street Journal, October 4, 2011

3. Bank of America Mortgage Index Study, December 5, 2011

4. National Association of REALTORS, Profile of Home Buyers and Sellers 2011

5. National Association of REALTORS, Profile of Home Buyers and Sellers 2010

6. National Association of REALTORS

7. CNN Money, November 4, 2011

Financing the Home Purchase

The average rent on vacant properties is **28%** higher than the average mortgage payment.¹

The estimated median monthly mortgage principal and interest payment of a first-time homebuyer was **\$794**.²

The estimated median monthly mortgage principal and interest payment of a repeat buyer was **\$1,006**.²

94% of buyers financed their home purchase, including

96% of 25-44 year olds

82% of 45-64 year olds

66% of buyers 65 and older²

35% of buyers had a down payment of **20%** or more.²

74% of consumers who plan to buy a home in the next 12 months will use their personal savings for a down payment.³

The average buyer financed **89%** of the home purchase.²

94% of first-time homebuyers chose a fixed-rate mortgage.²

54% of first-time homebuyers used a low down payment FHA mortgage.²

Mortgage rates are expected to rise and reach **4.5%** by mid-2012.⁴

Sources: 1. Forbes, November 14, 2011

2. National Association of REALTORS® Profile of Home Buyers and Sellers 2011

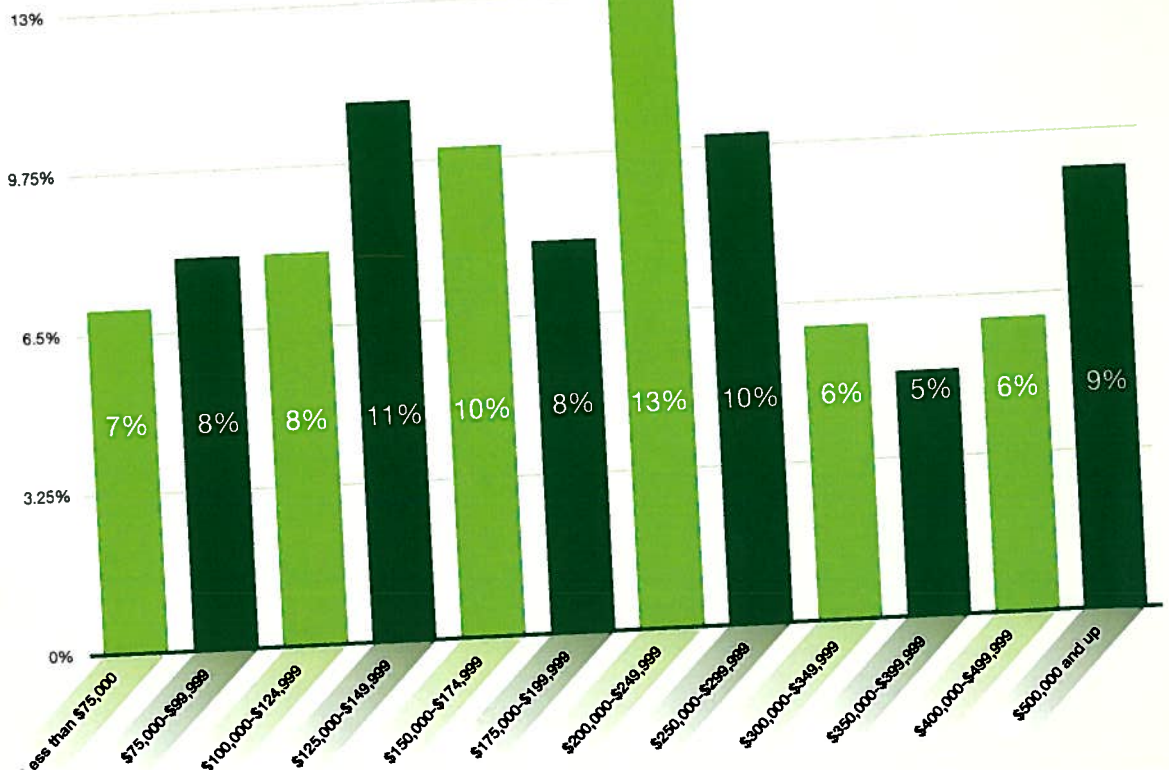
3. Bank of America: Mortgage Index Study, December 8, 2011

4. National Association of REALTORS®

Talk to Your Real Estate Professional Today

While these figures provide an overview of the national market, keep in mind that your local market may differ. Consult your trusted real estate professional for more information about your local market.

Price of Home Purchased



Source: National Association of REALTORS® Profile of Home Buyers and Sellers 2011