



The Lark

Bringing Business & the Community Together!

Volume XX Issue 9

September 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

Sept. 14, 2006

5:30pm - 7:30pm

Hosted by:

**Advance Tech
Collision Central
966 Piner Road
Santa Rosa**

Wine Country Harvest Faire and Business Showcase October 5, 2006

**Wells Fargo Center for the Arts
(Luther Burbank Center)**

Last Chance! A handful of booths are available for our Annual Trade Show. **Call now** to get the best locations. This year's show is shaping up to be the best ever! Don't miss your chance to showcase your business to approx. **3500 local visitors!**



Trade Show Ads & Booths Available!

Contact Pat or Dee:
578-7975

Or purchase online:

www.MarkWest.org

A 4-foot table is only **\$250** for Chamber members.
An 8-foot table is **\$350**.
An Ad in the Tabloid is **\$125**.

Volunteers needed, too!

Guests at the 2005 Business Showcase



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



*Paul Kelley
4th District Supervisor*

Join us Sept. 14 for our After Hours Business Social at Advance Tech Collision Central.

Bring your business cards!

Guests Welcome!

Community Events

September 15
Wine Country Computers
Grand Opening

September 16 10AM
First Evangelical Church
Local water issues

September 18 7PM
Santa Rosa City Hall
CPUC Hearings

October 13 & 14
Stoke Ranch
Swap Meet

**26th Annual Installation
Membership Dinner
Safari West**

The Chamber's **Annual Membership Dinner at Safari West** was truly a celebration. Our speaker, **John Stout**, Manager of the **Sonoma County (Charles M. Schulz) Airport**, updated us on the status of the new service by Horizon Air, and gave us good news about the prospect for expanded air service in the future (maybe to Las Vegas - a favorite destination of Chamber members!) **Supervisor Paul Kelley** installed our 2006-2007 Officers. **Past-President Doug Williams** presented the Member and Director of the Year, and thanked the Chamber staff and volunteers for a job well-done!

President Jim Bajgrowicz had lost his voice, but spoke for a moment to encourage members to get involved in the Chamber this year - it's good for your business!

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**Past-President
Doug Williams
congratulates
Chamber Staff
& Volunteers**



Supervisor Paul Kelley



Member of the Year
DP Logan-Fadala



Director of the Year
Kathleen Palmer & John Essman



Honorable Mention
Mark Abel (pictured), Byran Healey, Les Garzini



Honorable Mention
Don & Barbara Wilson



Office Manager
Patricia Morelli



Office Assistant
Dee Gutmann



Office Assistant
Joyce Stoke

**Larkfield
Bakery**

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.



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.



August Social
Hosted by
Flash Salon

August's well attended social was lively and fun. **Flash Salon's** owners **Amber Feeney, Bobbi Lovold** and their coworkers rolled out the red carpet to provide an entertaining and festive afternoon for all. The buffet was delicious and plentiful and networking opportunities were everywhere.

The full service salon and supply features the Schwarzkopf color line & lucky chamber members were treated to a large selection of products which happened to be on sale at the time. Generous door prizes were won by two lucky gentlemen. Several new Chamber members were introduced to the crowd. Everyone had a terrific evening. Thanks go to all the good people at **Flash Salon** for your generous hospitality.



Barbara Wilson greets guests



Bobbi Lovold & Amber Feeney of Flash Salon, with Dee Gutmann
(below) Salon Staff



Flash Salon



**New Members:
Maria Ayala Cirner
& Bob Cirner
of Calligraphix**

**New Members:
Staff of Dr. Jeffrey
B. Templin D.D.S.**

Annual Installation Dinner

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Special thanks and Honorable Mentions went to chamber members **Don and Barbara Wilson, Mark Able, Bryan Healey, and Les Garzini** who actively contributed in helping to move to and construct the new chamber office facility. Special acknowledgements were presented to **Office Manager Pat Morelli** for her 20 years of dedicated service to the Chamber and to **Office Assistants Dee Gutmann and Joyce Stoke** for their valuable services.

photos & articles by John Essman, Sonoma CONNECTION

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President's Message

Things are coming together quite nicely in the MARK WEST AREA and for your Chamber. Andy & Carol Dibodi's **FINAL EDITION BAR & GRILL** opened at 412 Larkfield Center (the old Eddy's) on August 14th and serves lunches Monday - Friday 11:00 am to 2:00 pm with many of the same employees. *Welcome to the neighborhood.* We also had a very well attended After Hours Business Social at the **Flash Salon** and thank our hosts for an evening of great business contacts. Our next After Hours Business Social will be at **Advance Tech Collision Central** on September 14th. Plan on being there and bring plenty of business cards for exchanging with other business members. See you there!

By the time you read this, we will have had our Annual Members' Meeting and Dinner at **Safari West**. As usual, great food, with **Supervisor Paul Kelley** making the official installation of officers, and **John Stout** (Manager of Charles M. Schulz Airport) being our guest speaker. Hope you had fun and enjoyed the Dinner/Meeting.

October 5th will see the **16th Annual Wine Country Harvest Faire and Business Showcase**, held again this year at the **Wells Fargo Center For The Arts** (Luther Burbank Center). This is one of the largest, well run, most convenient and best attended trade shows in the entire north bay area. There is still time to reserve a booth, place an ad (business card size or larger) in the tabloid, a sponsorship credit on the drawing tickets and/or donate a prize for the silent auction. There are still a few booths, advertising and sponsorship available. Just give Pat or Dee a call at the Chamber Office 578-7975 to be a part of this great event! Each year we host 75 to 80 businesses (booths) and have

an attendance of 3,500 +/- . If you play it right, you'll have friendly, knowledgeable hosts with trinkets and other giveaways, forms to enter to win your table prize, all followed-up by contacts to those individuals to vend your product and service. To improve your business sales you need to make the follow-up contacts.

Also in **October, the 13th & 14th**, Fred & Joyce Stokes will again host an auto swap meet at their **Stoke Ranch** on Old Redwood Highway. At that event, on the 14th, the Chamber will host a **flea market and plant exchange**. Our spaces are \$20 each, you supply your own table, chairs, sun shade, etc. Call Pat & Dee at 578-7975 to reserve your table (s) and rid yourself of all that stuff that is filling your garage!

During this fiscal year we plan to have several flea markets, a steak bar-be-cue, our usual Business After Hours mixers, our annual Trade Show, monthly news letters (LARK) and other events to get YOUR MESSAGE out. But it takes you and your participation to gain the exposure your business needs. Place an ad or flyer in the LARK with a mild discount and trace your increased sales by those who exercise that benefit. Then you'll know how well your Chamber Membership is working for you.

Thanks again for your active participation in your Chamber, **THE MARK WEST AREA CHAMBER OF COMMERCE**, the best small Chamber Bringing Business & the Community Together.

Sincerely,
Jim Bajgrowicz

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



**Sonoma
CONNECTION**

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New Members

Prepared for:

Sonoma County Economic Development Board

Long-term outlook. The long-term outlook for Sonoma County's wine industry remains favorable. Improving name recognition and rising wine consumption globally are the positive fundamentals driving the industry's outlook. With wine named in a recent Gallup survey as the most preferred alcoholic beverage by a majority of Americans, the prospects are only getting better.

Demographic trends suggest healthy longer-term prospects. The Wine Market Council reports that per capita consumption of wine has been rising steadily since the early 1990s, rising to a new record of 2.77 gallons in 2004. Core wine drinkers—those who consume wine at least weekly—account for 12% of the total population but 80% of consumption, and this share of core consumers has risen from 2000 to 2004 after holding steady through the 1990s. Finally, the share of the core consumers in the population rises with age cohort, an encouraging sign in an aging country.

Per capita consumption in the U.S. is still well below rates in Europe, suggesting potential for growth. As the baby boomer generation moves into its fifties and sixties, its disposable income will rise. There is a good likelihood that their demand for wine will rise as the economy improves, and their penchant for collecting luxury wines may increase as well.

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Calligraphix
 Maria Ayala
 793 Wikiup Dr.
 Santa Rosa, CA 95403
 ayala@sonic.net

Re/Max
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 acastellanos40@yahoo.com

Wine Country Computers
 Lockie Gillies
 424 Center St.
 Healdsburg, CA 95448
 info@winecomputers.com
 www.winecomputers.com

Correction:

Wine Country Villa @ Larkfield's
 name was incorrect in last month's Lark.

Renewing Members

- Airport Health Club (1990)**
- The Remm Company (1993)**
- Accounting Software Tutor (1995)**
- AMC Financial Inc. / Richard Re (2005)**
- Goodwill Industries / Job Link (2005)**
- Veale Investment Properties (2005)**
- Corporate Sponsor**

2007 – Pick a month to hold your Business Social.

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) | |

upcoming
Business-After-Hours-Socials

- Sep 14 Advance Tech**
- Collision Central**
- Oct 5 Business Showcase**
- Oct 12 Cal American Water**
- Nov 9 Dan Beck Law Office**
- Dec 14 Graham Financial**

FYI: 2006 Wine Industry Outlook

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Longer term, the wine industry will benefit from the new millennial generation of wine drinkers that will hopefully pick up the mantle as baby boomers age. The oldest of this new large cohort, almost as big as the baby-boomer cohort, are now in their early 20s, and 40% of this cohort are considered core wine drinkers. The challenge for the wine industry will be to deepen its attraction of marginal drinkers, who have cut their consumption of wine over the past three years.

The strategic threat of lower-cost wine with fruitier flavors from wineries in Australia, Chile and South Africa is very real. Large wineries have reduced their exposure to this competition by acquiring properties in several of these areas, but local growers and small vintners will continue to be pressured by the cheaper and consumer-friendly wines from the New World wineries.

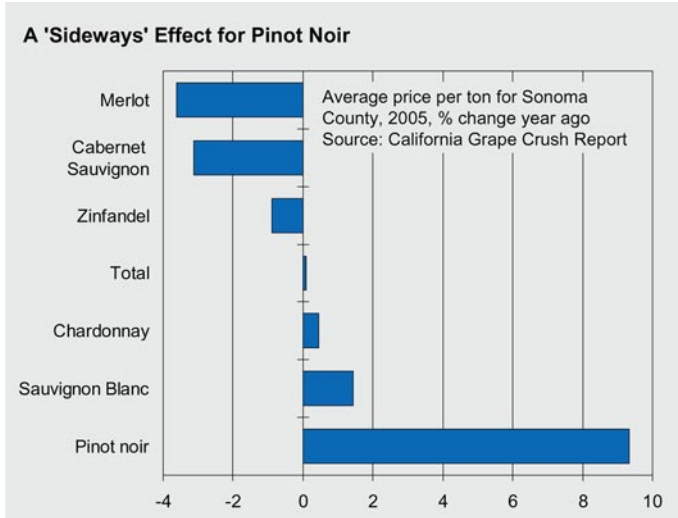
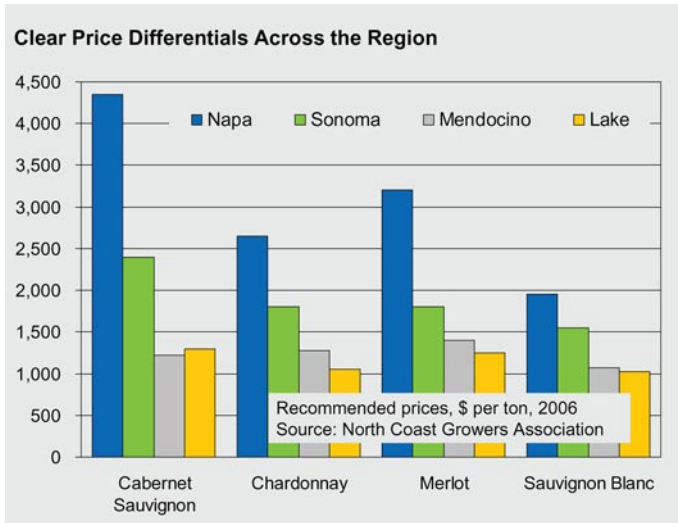
Upside risks. The wine industry is making forays into several new markets, by re-branding and labeling wines to attract younger drinkers, women and minorities. Success in these new strategies would also boost wine consumption. A further departure into higher priced wines by an adoring consumer base is also a possibility.

Foreign markets also present some upside potential as untapped consumer markets in China, Russia, Southeast Asia, and the Middle East blossom.

Downside risks. The most serious downside risk is from pestilence, specifically from the glassy-winged sharpshooter and its accompanying Pierce's Disease, or from the vine mealybug. There have been no significant pestilence problems reported thus far this season, but this is a threat that bears watching.

Competition from other appellations in California and other regions nationally and internationally may make it increasingly difficult for Sonoma County labels to maintain their recognition.

To read the full report, go to:
[http://www.sonoma-county.org/edb/
 email/2006_sonoma_wine_report.pdf](http://www.sonoma-county.org/edb/email/2006_sonoma_wine_report.pdf)



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!

Time Flies...Don't wait to purchase your booth for the **Harvest Faire & Business Showcase.** We also need volunteers for the event.

Please contact the Chamber at **578-7975**, or visit **www.markwest.org**

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 October Lark is **September 20**.

Please email your materials to info@markwest.org

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Mark West Area Chamber of Commerce
642 Larkfield Shopping Center
Santa Rosa, CA 95403

**After Hours
Business Social**

Sept. 14, 2006

5:30pm - 7:30pm

Hosted by:

**Advance Tech
Collision Central
966 Piner Road
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!