

**MOUNT VERNON
CHAMBER
OF COMMERCE**

Vol. No. 10 • Issue No. 6 • December 2011
Chamber NEWS
CHAT

Mission:

As a regional Chamber we serve and promote our members and proactively encourage economic growth. We support members by providing information, training, networking opportunities and advocacy.

Memory Makeover: Remembering Names When Networking

Have you ever attended a networking event, trade show, or job fair, shaken countless hands, and greeted numerous smiles only to walk away not remembering a single name? Have you run into somebody but you're not sure how you know them, or even who they are? Here are some tips and tricks to jumpstart your memory and help you remember names so you can become a better networker.

- **Repeat Names by Repeating Them Through Repetition**
Make sure you listen to the name, repeat it with your greeting when you hear it. If possible, try to interlace your connection's name throughout the conversation.
- **What's in a Name?**
If it's a common name, like John or Mary, ask how the name is spelled since some names are spelled several different ways. Another trick to help remember is to bring attention to their name. You could meet someone with an uncommon name that could become an interesting topic.

- **Name Association Game**
Associating new names with images can improve your chances of retaining them. If you're a visual learner, your memory works through images, so imagining a barb wired fence can help trigger the name Barbara. Any other visual cues during the conversation can help you remember too.
- **Business Card Back Catalogue**
If someone gives you their business card, not only read it and repeat the person's name, but also take advantage of the blank side on the back. Have a pen ready and jot down some information about the contact.
- **Practice Makes Perfect**
Like any skill, memory has to be sharpened and honed. The more small talk you make, the better you'll be at remembering and using people's names.

Article provided by Express Employment Professionals. Written by Jared Cole.

Bring your Christmas Cheer to the Holiday Mixer & Awards

Join us for the Annual Holiday Mixer & Awards at the Winter Wonderland inside Skagit Valley Gardens. We'll be presenting the Legacy, Rising Star, Making a Difference, Ambassador of the Year, and Bernie Awards.

Delicious food from member restaurants and caterers will be featured. The \$15 admission fee gets you 6 tickets to try the fares at the participating booths. Extra tickets available at \$2.50 each.

Santa Claus will be there too!

Bring a door prize to give your business extra exposure!

Thursday, December 8th from 5:00pm – 7:00pm



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**THE MOUNT VERNON
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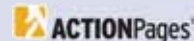
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LEGACY MEMBERS

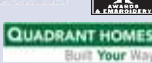
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Silver Members:



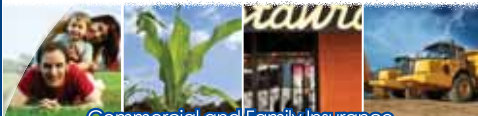
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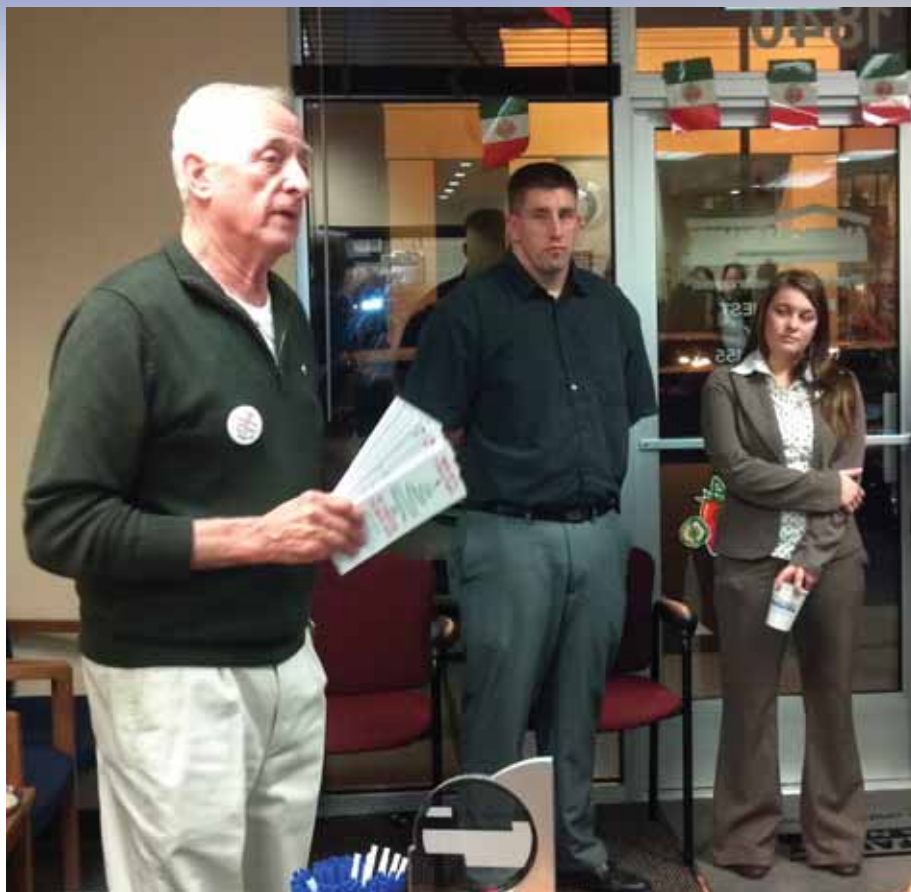
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Dick Nord from the Forgotten Children's Fund speaks at the Paul Genest American Family Insurance After Hours. Also pictured is Jeremy Kindlund from the Mount Vernon Chamber of Commerce and Sheila Stafford from Boxed Moments.

BOOK OF THE MONTH

Each Month the Mount Vernon Chamber of Commerce calls on *The Tattered Page* to scout a book to help you improve your business and work life. This month's book is available at the *Tattered Page* at 514 S. 1st St. in Downtown Mount Vernon.



Debt: The First 5000 Years, David Graeber

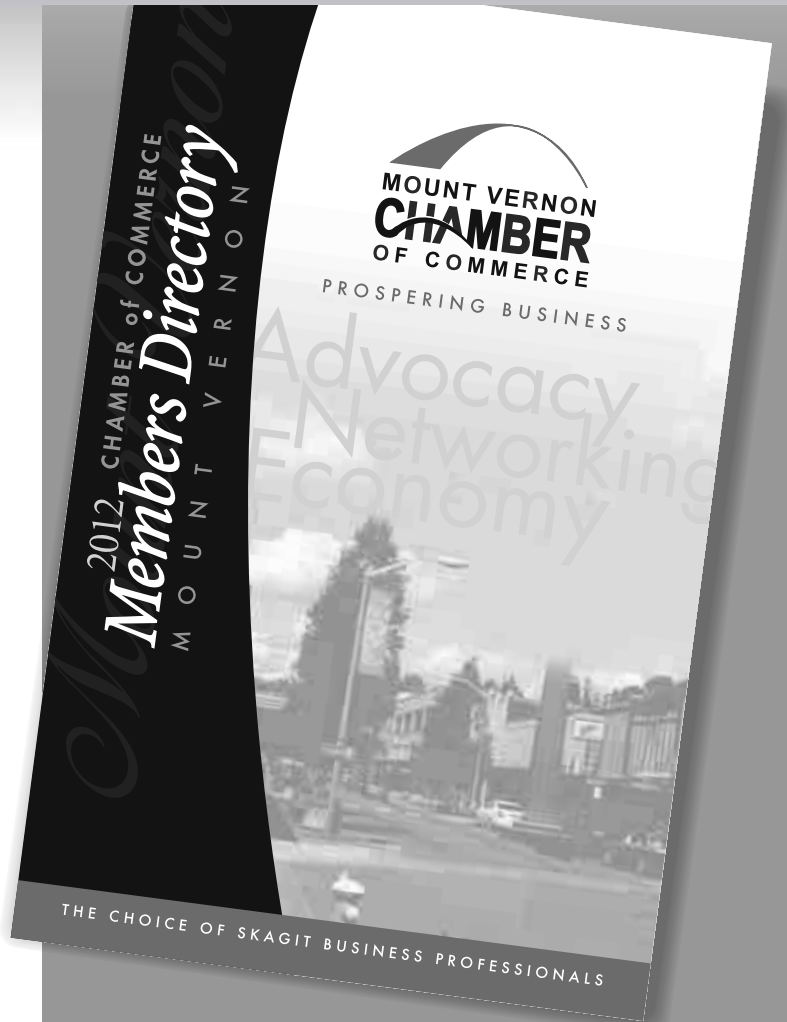
David Graeber's *Debt: The First 5,000 Years* is an outside exposition of social, historical, and institutional constructions of value and the high political stakes they have for human societies. It spans an impressive gamut of practices ranging from religious beliefs about primordial obligation, nineteenth-century positivist notions of "social debt," and the bond between states and the markets that parasitically rely on each other to survive.

Importantly (and consciously) *Debt* overturns historical misconstructions such as the myth of barter (what Graeber calls a pernicious and long-lasting fallacy perpetuated by Adam Smith); the "free market" (a concept which has never sustained a universal meaning); and the ubiquitous but false notion that money is an invented thing ("money" isn't a 'thing' at all, it's a way of comparing things mathematically, as proportions: of saying one of X is equivalent to six of Y. As such it is probably as old as human thought.") Among the book's greatest strengths is a

two-fold achievement in breadth and depth. It meets at the cross-section of great swaths of human history and is broad-reaching in its scrutiny of economic theories of debt. Yet it is explicitly conscious of its anthropological horizons. It signals a return to "big idea" anthropology that was perceived to have lost steam in recent decades. Graeber's book is acutely tuned to this concern, and is far-seeing and accessible in its disciplinary imperative on both accounts.

The culminating effect of Graeber's stirring trans-historical, multi-narrative accounts beyond simply a uni-cultural or national assessment of what meaning a social group has made of value is that it offers a solemn chronicle of how quantified and codified debt has led to the disintegration of largely self-cooperative civilizations. Thus, the volume could do very well on its own without genuflecting to a single discipline.

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Approximately 50 members met on a cold, snowy morning to network for the Breakfast Biz Buzz. That's dedication!

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Fill your \$50 punch card at any of these participating businesses for your chance to win great prizes.

Annie Mae Antiques, Bavarian Autohaus, Calico Cupboard Cafe & Bakery, Custom Interior Designs, Dilly Dally, Draft Pics, Easton's Books, Embellish, Empire Ale House, Glass Aquarium, Good Old, Days Antiques, Heritage Gallery, Ken's Hairstyling, Kid's Stuff, Mr. T's Awards & Embroidery, Persephones, Rachawadee Thai Cafe, Red Door Antique Mall, Re-Feather Your Nest, Ristretto Coffee & Wine Bar, River & Main, Riverclay Studios, River City Screen Printing, Same Ol' Grind, Skagit Business & Staffing, Skagit Running Company, Sound Cedar Lumber Co., Sprouts Clothing, Tattered Page Bookstore, Tri-Dee Arts, Trumpeter Public House, tulees, Wild Fibers and Work Outfitters.
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TUNE IN

Chamber President/CEO Kristen Whitener addresses the Skagit Valley every Wednesday morning with Chamber activity updates.

KAPS660 8:20 AM
KBRc Oldies 8:40 AM



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DID YOU KNOW?

Respondents were more likely to want to purchase goods or services from a small business that is a chamber member.

63%

44% were more likely to rate it favorably than study respondents who were not told of the chamber affiliation.

Credit: The Schapiro Group

FUN FACT
of **THE MONTH**

When Heinz ketchup leaves the bottle, it travels at a rate of 25 miles per year.



WELCOME NEW MEMBERS

New Members

Calles Tacos Tequila
 Carlos Carreon
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 517 S. 1st St. Mount Vernon, WA 98273
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 Mount Vernon, WA 98273
 http://custominteriordesign.net/
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 (360) 420-7578
 1536 Monroe Street
 Burlington, WA 98233
 www.CynergyCelebrations.com
 Catering, Business & Professional Services

Good Old Days Antiques
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 (360) 336-0953
 110 N. First St., Ste A
 Mount Vernon WA, 98273
 Antiques & Collectibles

Harmsen & Associates
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 (360) 336-9199
 603 S. First St.
 Mount Vernon, WA 98273
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 Surveying, Civil Engineering

Schuh Farms
 Steve and Susan Schuh
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 15565 State Route 536
 Mount Vernon, WA 98273
 Agriculture

Skagit Running Co.
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 www.skagitrunning.com
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RENEWING MEMBERS

Thank you to these Members who have continued their Membership Support.

A big thank you goes out to these members who know the true value of chamber membership and renew each year. We value your support and acknowledge that we wouldn't be able to provide all of the services we do without you.

20+ Years
 Dally's Auto Body
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 Apartments

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 Washington Bulb
 Company
 Rosabella's Garden Bakery

5+ Years
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 Jackson Hewitt Tax
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 Center

5 Years
 Days Inn
 Dimensional
 Communications, Inc
 Tattered Page Bookstore



This years Festival of Trees theme was Willy Wonka. The tree was auctioned off for an amazing \$4,100 which will go the Skagit Valley Hospital Foundation. Thank you to all who contributed.

ANNOUNCEMENTS

Tulip Valley Winery Open Special Days

Come get your holiday wines & cider at Tulip Valley Winery! Open Monday through Wednesday before Thanksgiving, 11:00am-4:30pm. Friday, Saturday & Sunday open 11:00am-4:30pm. Call (360) 428-6894. Tulipvalley.net

Precision Collision helps train 911 First Responders

The National Auto Body Council (NABC) and a local auto body shop (Precision Collision Auto Body) recently worked together with many other companies in the collision repair industry to bring a much needed training program to local firefighter and EMT's. On August 30th, 31st and September 1st, Precision Collision worked together with local insurance companies and other vendors to bring the First Responders Emergency Extrication program (F.R.E.E.) to our fire departments at no cost to them! Visit the Precision Collision's YouTube channel to view more short videos of recent classes

that have been held here in Washington.

Dr. Thomas Keegan to begin tenure as Skagit Valley College president on March 12

The Skagit Valley College Board of Trustees has announced that Dr. Thomas Keegan, an accomplished leader in higher education and the current president of Peninsula College, will begin his tenure as the sixth president of Skagit Valley College on Monday, March 12, 2012. "We are pleased to welcome Dr. Keegan to Skagit Valley College and eager to have him begin his tenure with us," said Debra Lisser, Chair of the SVC Board of Trustees. "I would also like to acknowledge current President Dr. Gary Tollefson for giving Skagit Valley College such a legacy of success during the past nine years." The college will plan an official community welcome for Dr. Keegan and his family in early spring.

Harmsen & Associates, Inc. Updates Brand

Harmsen & Associates, Inc. is excited to announce its updated brand identity with an emphasis on the Harmsen name. In 1974, Harmsen & Associates, Inc. began offering professional surveying, civil engineering, land use planning, and landscape architecture to public entities such as cities, utility districts and public schools in addition to private developers and architects. Over the years Harmsen has expanded by merging with Fakkema & Kingma, Inc., purchasing Meriwether Leachman Associates, and most recently Evergreen Surveying, Inc. The recent merger led Harmsen to reevaluate the company's mission, goals, and brand identity. With cohesive services throughout Harmsen's offices in Monroe (headquarters), Oak Harbor (formerly Fakkema & Kingma, Inc.), and their newest office in downtown Mount Vernon, it became an appropriate time to update the company's visual image.

Sponsorship Opportunities

- **Newsletter Inserts** - \$75 - 550 businesses per month.
- **Newsletter Sponsorship** - \$500 - \$1,500 - 6,600 copy annual distribution.
- **E-Chat Sponsorship** - \$75 - Over 900 weekly e-mail distribution
- **Website Sponsorship** - \$25-\$100 monthly- Over 300 website pageviews daily.
- **Membership Luncheon Sponsor** - \$250 - Logo visibility, 5-min. presentation, banner, distribute flyers.
- **Breakfast Biz-Buzz Sponsor** - \$150 - Logo visibility, 5-min presentation, banner
- **Skagit Young Professionals Event Sponsor** - \$150 - Logo visibility, 5-10 min presentation, distribute flyers.
- **Million \$ Putts & Pints Tournament** - \$50 - \$2,500 annually - Summertime networking with over 150 golfers and attendees.

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Looking back

Thank you to all of our members for another great year. We couldn't have done it without all of our members, sponsors, board, ambassadors, and volunteers. We're looking forward to what's in store for 2012.



Members making some great connections at our January Biz Buzz



Great networking happens quarterly at our Biz Buzz Luncheons and Breakfasts

CHAMBER EVENTS CALENDAR

December 6-	Mount Vernon Marketing subcommittee meeting	December 13-	Chamber Board of Directors Meeting
December 8-	Holiday Mixer & Awards at Skagit Valley Gardens	December 14-	Business & Industry Division Meeting
December 12-	Ambassador Committee Meeting		

on 2011



Kris Tully and Darcy Owings-Martin with Business Bank partnered with CPI Plumbing with a hole sponsorship at the Putts & Pints Million \$ Golf Tournament.



The crew from Carino's Italian catered a fabulous dinner at our Putts & Pints Million \$ Golf tournament.



Eugene Chin – Quality Inn, Pam McNaughton – Tattered Page, Paul Tinnon – Skagit Publishing, and Nancy Springer – River & Main enjoy the Jump into Summer BBQ & Raffle.

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