

THE CHOICE OF SKAGIT BUSINESS PROFESSIONALS

**MOUNT VERNON  
CHAMBER  
OF COMMERCE**

Vol. No. 9 • Issue No. 8 • February 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.

**Chambers new mobile app promotes your business to consumers on-the-go**

So far over 100 people have download the new Chamber mobile app with their smart phones. The newest benefit the Chamber is providing to our members is a complimentary listing in the Smart Phone Mobile Application called MyChamberApp. At absolutely no cost to you, you are being exposed to the fastest growing segment of web/telecommunications in history. Community members, visitors as well as fellow chamber members will all be invited to download the app so we can get the usage and chamber member exposure as high as possible. Please be sure to tell customers and employees about the app as well.

To download the app for your iPhone, Android, or Blackberry go to [www.mychamberapp.com/](http://www.mychamberapp.com/)

download or find the app in your phones app marketplace. You can use the app to find fellow chamber members by name or business category, find local events or look at Skagit Hot Deals.



Download now at [MyChamberApp.com/download](http://MyChamberApp.com/download)

**Legislative Update from Chamber President/CEO**

This sessions' focus has largely been around the obvious budget deficit not only for the current biennium, but the next biennium as well. Revenue forecasts continue to come in lower and legislators are forced to make deep and severe cuts.

During the session the Mount Vernon Chamber along with their partners of the Skagit Business Alliance have already made two trips to Olympia and are participating in a weekly conference call with the Association of Washington Business and legislators from the 10th, 39th and 40th district to discuss important business issues. The business community needs a voice to protect them from continued

increases in taxes and fees. Unemployment Insurance has been a key item taking up a large portion of discussion as well as workers compensation issues.

The chamber is also working closely with the Ferry Advisory Committee to support their efforts in keeping vital ferry service that impacts our community greatly. The Mount Vernon Chamber needs to hear from you so we can continue to get the message relayed concerning these important issues. Check our website [www.mountvernonchamber.com](http://www.mountvernonchamber.com) for current legislation and opportunities to contact your legislators.

– Kristen Whitener, President/CEO

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**THE MOUNT VERNON  
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Platinum Members:



Gold Members:



Silver Members:



Bronze Members:





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# New Members

**Alpine Ridge Retirement Apartments**  
Teresa Engle  
(360) 424-9622  
401 N. 17th Street  
Mount Vernon, WA 98273  
[www.alpinesrliving.com](http://www.alpinesrliving.com)  
Retirement Living

**Days Inn**  
Sao Kim  
(360) 424-4141  
2009 Riverside Drive  
Mount Vernon, WA 98273  
[www.daysinn.com](http://www.daysinn.com)  
Hotel/Motel

**Edward Jones – Isaac Williams**  
(360) 424-9406  
2323 E. Section St.  
Mount Vernon, WA 98274  
[www.edwardjones.com](http://www.edwardjones.com)  
Financial & Investment Services  
*Referred by Mike Yeoman of KAPS Radio 660*

**Field of Beans**  
Kelsie Storrer  
(360) 202-9269  
4224 Old Highway 99 S.  
Mount Vernon, WA 98274  
Espresso & Deli  
*Referred by Tammi Wells of Skagit Valley Gardens*

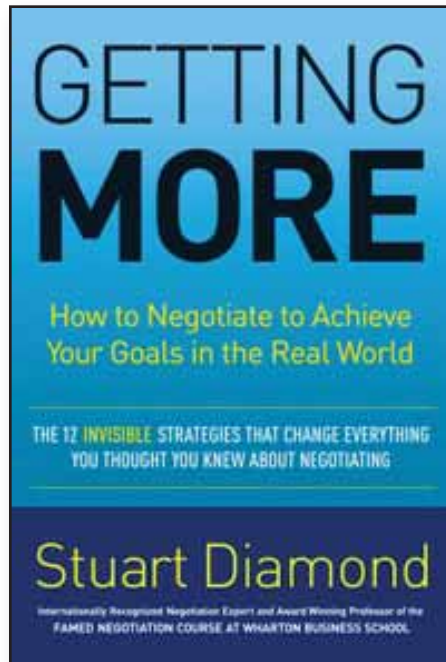
**La Casita Mexican Cuisine**  
Carlos Carreon  
(360) 419-0933  
102 S. 10th St.  
Mount Vernon, WA 98274  
[www.lacasitacuisine.com](http://www.lacasitacuisine.com)  
Restaurants & Dining  
*Referred by Matthew Youngsman of Human Resources of Mount Vernon and Tammi Wells of Skagit Valley Gardens*

**Skagit's Best Salsa**  
Kirt Rohrs  
(360) 610-9022  
[www.SkagitsBestSalsa.com](http://www.SkagitsBestSalsa.com)  
Food Products  
*Referred by Tammi Wells of Skagit Valley Gardens*

*January 31st marked the end of 2011's Membership Appreciation Month. The big winner of the Bronze Legacy Membership is Tammi Wells of Skagit Valley Gardens. Congratulations Tammi and thank you to all of our members who worked hard at bringing new members to the chamber. See more new members brought in during membership month on Page 4.*

## 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.



**Getting More: How to Negotiate to Achieve Your Goals in the Real World,**  
Stuart Diamond

Negotiation is part of every human encounter, and most of us do it badly. Whether dealing with family, a business or diplomacy, people often fail to meet their goals in every country and context. They focus on power and “win-win” instead of relationships and perceptions.

In this revolutionary book, leading negotiation practitioner and professor, Stuart Diamond, draws on the research and practice of 30,000 people he has taught and advised in 45 countries over two decades to outline specific, practical and better ways to deal with others. They range from country and corporate leaders to administrative assistants, lawyers, housewives, students and laborers.

A former Pulitzer Prize-winning reporter for the New York Times, Diamond (Law/Univ. of Pennsylvania) debuts with a superb how-to based on his immensely popular course on negotiation. The author prepares for any negotiation by asking himself, “What are my

goals? Who are ‘they’? What will it take to persuade them?” Depending on the answers, he then draws selectively on bargaining tools and strategies described in this anecdote-rich book. Others in his field assume that most people in a negotiation are rational. Not so, says Diamond, people in the real world, whether friends, store clerks or CEOs, tend to be emotional and irrational in their interactions. Since the people involved make up 90 percent of a negotiation (substance accounts for only 10 percent), you must negotiate based on your understanding of “the pictures in the head of the other party”—a phrase Diamond frequently uses to underscore that psychology trumps the issues at the bargaining table.

The key to getting more is finding the right tools for each situation; being flexible, and better understanding the other party. These strategies are invisible, until you learn them. Once you see them, they will always be there to help you get more.

*The Tattered Page*  
*used bookstore, movie & book repair*  
**Book of the Month Sponsor**

## Experience Work Project provides Students Job Shadow

Dally's Auto Body recently hosted Sabino Flores, a Skagit Valley College auto body student in a job shadow through the Experience Work Project. "I would suggest the program to any business. It was simple, easy to do, and felt good to help out." -Gloria Hulst, Dally's Auto Body.

Thank you Mark and Gloria Hulst for helping out with the Experience Work Project or EWP, the Mount Vernon Chamber's primary work force development initiative. The EWP is designed to help students connect with local employers for job shadows and internships in the interest of helping our community and build our future workforce.

Hosting a job shadow helps students of all ages prepare themselves to become valuable employees. It also helps them:

- Learn about the job market and potential career paths
- Interact with professionals in their field and make contacts for future employ-

- ment opportunities
- Apply technical skills they learned in the classroom
- Develop self confidence, maturity, responsibility and human relation skills

The time required to host a job shadow is nominal, only 3 hours of having the student on-site and then a couple of minutes filling out an assessment. There are other benefits for employers.

Job shadows are just the beginning and can lead to an internship with the student working on site for up to 10 hours per week for 4 weeks. This is at no cost to the employer other than the time

it takes to train. Besides the benefit of the an extra set of hands, the internship can help an employer identifying possible new employees for their business

If you are interested in learning more about the EWP, go to [www.experienceworkproject.com](http://www.experienceworkproject.com), call Kristen Whitener at (360)428-8547 or Darlene Mindrum at (360)840-9780.



## Temporary amnesty program offers businesses some relief

Many businesses have struggled in these tough economic times. The state is also facing financial challenges. Recognizing these issues, the Legislature has put into place a temporary amnesty program. The goal of this program is to help businesses get back on their feet as well as bring more money to the state to fund essential services. The temporary amnesty program (February 1 through April 30, 2011) waives penalties and interest on the taxes listed below for qualifying taxpayers.

- State business and occupation tax, State public utility tax, State and local sales and use tax, including: General retail

sales and use taxes, Rental car taxes, King County food and beverage tax, Additional sales and use tax on motor vehicle sales/leases, Lodging taxes, but not including tourism promotion area lodging charges, Brokered natural gas use tax

Details of the program are available online at the website [PayMyTax.org](http://PayMyTax.org), which also offers the program overview in seven languages. Applications must be received by April 18. The taxpayer must meet all the requirements of the program, and pay all amounts due by April 30, 2011, to qualify for amnesty.

### Future Leaders of Skagit County!

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Ryan Schols  
360.428.8547



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### 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 - \$50-\$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 Dollar Putts & Pints Tournament - \$50 - \$2,500 annually - Summertime networking with over 150 golfers and attendees.

Call (360) 428-8547 or e-mail [Karenm@mountvernonchamber.com](mailto:Karenm@mountvernonchamber.com) for more info



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

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

*Credit: The Schapiro Group*

**TUNE IN**

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

**KAPS660** 8:20 AM  
**KPRC Oldies** 8:40 AM

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**New Members**

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 Heather Wilder  
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 Mount Vernon, WA 98273  
 (360) 424-7337  
[www.BabyBo-Peep.com](http://www.BabyBo-Peep.com)  
 Children's Consignment

**Frontier Communications**  
 Henry Van  
 595 Pease Rd.  
 Burlington, WA 98233  
 (360) 707-1062  
[www.frontier.com](http://www.frontier.com)  
 Telecommunications

**BC Accounting**  
 Bekki Cox  
 (360) 990-3394  
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 Bookkeeping  
*-Referred by Sherri Stites, Certified Divorce Financial Analyst-*

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 Cellular Services

**Escape Salon**  
 Tara Lakey  
 2121 E. College Way, Suite C  
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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.

**Bronze Legacy Membership Renewal**



**15+ Years**  
 Anacortes Inn

Banner Bank  
 Fiducial Business Centers, Inc

**Under 5 Years**

Bevs Collectibles & Antiques  
 Butler Construction & Painting  
 Conway Pub and Eatery  
 I Love Skagit Reality  
 Reverie BBQ  
 Sign Pro of Skagit Valley

**10+ Years**  
 Human Resources of Mount Vernon, LLC  
 Tazer Valley Farm

grafixCORP  
 Martin Marietta Materials  
 McMillan Bros Auction  
 Summit Bank  
 Super Media  
 Town & Country Chiropractic  
 Washington State Employment Security Department

**5+ Years**  
 Avalon Links, Inc  
 Bank of America Home Loans

## ANNOUNCEMENTS

### Business Bank Successful in Raising \$2.5 Million in New Capital

Business Bank, a locally-owned community bank, based in Skagit & Whatcom Counties recently kicked off a capital campaign to raise between \$2.5 and \$8 million in new capital. The initial goal of \$2.5 million was reached on December 17th and the current offering at \$1.60 per share has been extended until January 17th, 2011. The new capital strengthens Business Bank's balance sheet, thereby complying with the FDIC requirement to increase the bank's capital ratio. For more information, please visit [www.businessbankwa.com](http://www.businessbankwa.com) or visit a local branch in Bellingham, Burlington or Mount Vernon.

### Affiliated Associations of America welcomes new Benefits Producer Robin Roberts

Affiliated Associations of America (AAOA), a national association headquartered in Kirkland, Washington, welcomes Robin Roberts as a benefits producer. With more than 18 years of industry knowledge, talent and experience, Roberts will be instrumental in the success of AAOA, one of the top group benefit providers in Washington State. "We are pleased to welcome Robin to the team," said Patrick Chestnut, president and CEO of AAOA. "Her deeply-rooted experience and knowledge of the industry will be an immense value to our clients and company at large."

### Puget Sound Energy Special Chamber Offer

Puget Sound Energy has a limited time offer that it is making to Mount Vernon Chamber businesses. PSE trying to learn about what it's small business customers needs are regarding energy efficiency. In order to do so, PSE is offering a FREE Energy Efficiency walk-through by a member of their EES team to the first 15 qualified business that apply. You will receive recommendations on how your business can save energy and lower your energy costs in return for providing feedback on what small businesses are looking for in support of their energy efficiency goals. For more information please contact Pinky Vargas at 360-647-6554 or [pinky.vargas@pse.com](mailto:pinky.vargas@pse.com).

### Pacific Party Canopies adds Bellingham store

Pacific Party Canopies, a comprehensive event-rental company has added a downtown Bellingham store which opened Jan. 17. The Bellingham store of Pacific Party Canopies is in a 7,000-square-foot building at 2007 N. State St. that formerly was occupied by Walker's Carpet One. Pacific Party Canopies, founded by owner Greg Greenfield in 1987, provides a wide range of clean, quality event-rental equipment. In addition to professionally installed tents, the Burlington-based company offers tables, chairs, dance floors, stages, linens, dishes, food-service equipment and much more for weddings, parties and other events. For more information, call (360) 392-8720 or visit [www.pacificpartycanopies.com](http://www.pacificpartycanopies.com).

### Skagit Valley College Center for Non-Profit Excellence continues workshop series

The SVC Center for Non-Profit Excellence continues workshop series, sessions designed to assist those interested in the operation of a non-profit business or social service agency. For Winter Quarter, the center will offer Strategic Planning on Wednesday, February 23 from 6:00 to 9:00 pm. Effective Fundraising will be taught on Wednesday, March 9, from 6:00 to 9:00 p.m. Both workshops will be facilitated by well-known trainer and businessman, Skye Richendrfer. The cost to attend is \$49 per workshop. To register for either workshop and for more information, call (360) 416-7638.

### Axthelm Construction Receives Patriot Award

Axthelm Construction received the Patriot Award from The National Committee for Employer Support of the Guard and Reserve for their support of employee participation in the National Guard and Reserve force. Ray Ulrich, an assistant in Axthelm Construction's office, nominated the company for this honor. "Axthelm Construction is very supportive of my reserve service. They hired me shortly before my annual training period," Ulrich explained, "when I returned from my annual training I still had a job." "It is a surprise and an honor

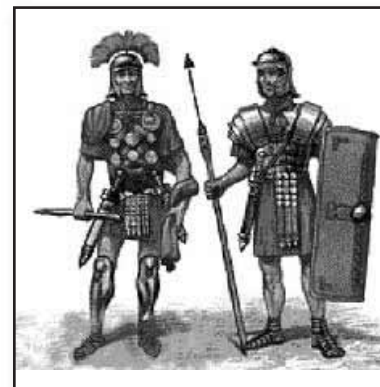
for us to receive this award," said April Axthelm, Vice President.


### Skagit Farmers Supply begins construction

Locally owned Skagit Farmer's Supply has partnered with Axthelm Construction to build their new Sedro Woolley Country Store located at 917 Moore Street. The new store will have over 12,000 square feet of retail space, a garden center and a covered loading area. In keeping with a long tradition, Skagit Farmer's Supply has placed an emphasis on using local suppliers, vendors and subcontractors for their project. It is another way they continue to give back to the community. Skagit Farmer's Supply has served the community since 1934. Look for their Grand Opening in February of 2011.

## FUN FACT of THE MONTH

The Romans and the Celts regarded February as the start of Spring. *(Note: The Romans and Celts were not from Washington.)*





**SYPP**  
Skagit Young Professionals

2nd Tuesday of the Month: 5:30 PM  
FRIDAYS @ 4 - Every Friday at Max Dale's

## Early bird gets the... Cinnamon Roll at the February Biz Buzz Breakfast

Join the early risers of Skagit County on the morning of Friday, February 18th from 7:30am until 8:30am for some networking and breakfast catered by Deception Cafe & Catering. We'll be at a new location, the meeting room at Skagit Station, so mark your calendars. This is a great way to participate in Biz Buzzing if you're

unable to make it to the Biz Buzz Luncheons held quarterly. Make sure to bring lots of flyers, business cards, etc. to pass out to all of the people you'll be meeting. Skagit Station is located at 105 E. Kincaid St. in Mount Vernon. RSVP to (360) 428-8547 or online at [www.mountvernonchamber.com](http://www.mountvernonchamber.com).

## Whidbey Island Bank to celebrate Grand Opening of new Mount Vernon location

February's Business Happy Hour & Open House will be held in conjunction with Whidbey Island Bank's Grand Opening of their new location at 1700 Urban Avenue in Mount Vernon. There will be opportunities to strike up some long lasting business relationships as well as appetizers, beverages and a scavenger hunt with surprise gift baskets. Partake in the joy of the hunt and become eligible to win any number of fun-filled gift baskets. Don't miss the fun on February 10th from 5:00pm-7:00pm.

*Business*  
**HAPPY HOUR**  
*Open House*

← SECOND THURSDAY OF EVERY MONTH →





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## Is your business ready for "Doing Business in the New Economy"?

A lot has changed from the way we did business 20 years ago and even 5 years ago for that matter. Tom Dorr, Director of Western Washington University's Center for Economic Vitality will be presenting "Doing Business in the New Economy" at the February Monthly Membership Luncheon, sponsored by Key Bank. Tom has managed businesses from start-ups to turnarounds and has is very strong in sales, marketing and financing. Please join us to learn how you can improve your bottom line in 2011. The Mount Vernon Chamber of Commerce Membership Luncheons are a great

chance to meet people and build business relationships, so bring lots of business cards. The luncheon will be held at the Best Western CottonTree Inn located at 2300 Market St. in Mount Vernon from 11:30am-1:00pm on Wednesday, February 23rd. Please RSVP at [mountvernonchamber.com](http://mountvernonchamber.com) or by calling (360) 428-8547.



*Mount*  
Chamber Chat News



Chamber Ambassadors Kimberly Self of Therapeutic Massage and Kym Kelly of Cedar Creek Lumber wait for eager Biz Buzzers to arrive at their tables at the January Biz Buzz Networking Luncheon.

### CHAMBER EVENTS CALENDAR

February 10 – Retail Division Meeting  
 February 10 – Business Happy Hour & Open House at Whidbey Island Bank- Mount Vernon Branch  
 February 11 – SYP’s FRIDAYS @ 4 with Sheriff Will Reichardt  
 February 14 – Ambassador Committee Meeting  
 February 18 – Biz Buzz Networking Breakfast at Skagit Station  
 February 18 – SYP’s FRIDAYS @ 4  
 February 23 – Chamber Membership Luncheon- “Doing Business in the New Economy” with Tom Dorr

February 25 – SYP’s FRIDAYS @ 4 with Stephanie Hamilton of the Anacortes Chamber  
 March 1 – Skagit Young Professionals After Hours  
 March 2 – Skagit Young Professionals Leadership Committee Meeting  
 March 4 – SYP’s FRIDAYS @ 4 with Anacortes Mayor Dean Maxwell  
 March 8 – Chamber Board of Directors Meeting  
 March 10 – Business Happy Hour & Open House at Creekside Retirement Community

### UPBEAT AWARD WINNER

#### Dave Becker, Dick’s Restaurant Supply

Cheryl Kaufman of Reverie BBQ decided to give the Upbeat Award to somebody who provides great service on a day to day basis as well as being particularly upbeat and helpful in one specific situation. Cheryl was out of town visiting family when an employee of the restaurant called to inform her that a freezer was out of commission. Cheryl immediately called Dave Becker over at Dick’s Restaurant Supply and he had the freezer back up and running in no time. It’s service like that that keeps her coming back to Dick’s time and time again. She also added that you don’t need to own a restaurant to buy at Dick’s; anybody can go in there and drool over the great products.



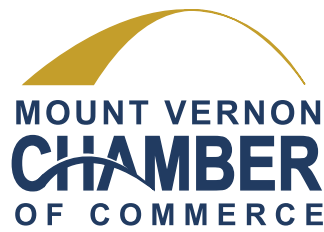
Cheryl Kaufman of Reverie BBQ hands over the Upbeat Award to Dave Becker of Dick’s Restaurant Supply at the January Biz Buzz Networking Luncheon.

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Karen Mills

**Administration & Communication**

Ryan Schols

**VIC**

Keith Ridgley  
Marinus Rouw  
Bud Whitney

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Jerry Anderson  
Ron Eerkes  
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Michael B. King  
Florrie Reep

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