

**MOUNT VERNON
CHAMBER
OF COMMERCE**

Vol. No. 10 • Issue No. 5 • November 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.

Shared Work Program saves thousands of dollars for employers

With the economy stuck in neutral, many Washington business owners are adjusting their economic outlook and beginning to consider the possibility of another recession. This will force some companies to consider employee layoffs as a possible solution – but it doesn't have to. Thousands of businesses in Washington have avoided layoffs during these tough economic times through the Employment Security Department's Shared-Work Program. In the last two years alone, we estimate the program saved more than 50,000 jobs and more than \$100 million in

unemployment benefit payments. The program is quite simple. Employers temporarily reduce the work hours of their full-time employees by up to 50 percent, and the workers collect partial unemployment benefits to replace a portion of their lost wages.

If your company is considering layoffs or nearing the end of its second Shared-Work plan year, call Employment Security at 800-752-2500 or send an email to the shared-work@esd.wa.gov. You might be able to prevent a costly layoff.

Chamber Announces New Health Insurance Benefit Program

The Mount Vernon Chamber of Commerce announced today that it has joined the NW Chamber Benefits Alliance, offered through the Business Health Trust, a statewide network of health insurance and other employee benefit programs. The Trust specifically provides insurance products and services through Chambers of Commerce in select markets in Washington State. Mount Vernon is the sixth Chamber, along with Bellingham, Seattle, Tacoma, Spokane and the Tri-Cities.

The NW Chamber Benefits Alliance will be available to Mount Vernon Chamber of Commerce member companies that employ

between from 2 – 99 people, effective November 1, 2011. Products include the full range of health insurance and employee benefits, including medical, dental, vision, life, long-term disability and employee assistance programs.

For more information about the NW Chamber Benefits Alliance including how to obtain a proposal, enrollment and benefits, please visit www.mountvernonchamber.com, or call the designated Benefits Team at 360.424.5507, Mount Vernon Chamber of Commerce at 360.428.8547, or your local Insurance Professional.

IN THIS ISSUE

- Book of the Month3
- New & Renewing Members4
- Announcements5
- Events Calendar6

**THE MOUNT VERNON
CHAMBER
of COMMERCE**

Phone: (360) 428-8547
Fax: (360) 424-6237

www.mountvernonchamber.com
chamber@mountvernonchamber.com
PO Box 1007, 105 East Kincaid Street
Mount Vernon, WA 98273-1007

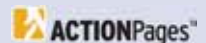
Chamber Chat News is designed by
Guy D. Corp of grafixCORP • grafixCORP.com

LEGACY MEMBERS

Gold Members:



Silver Members:



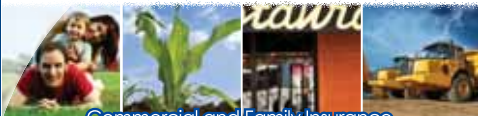
Bronze Members:



Here to help you mind your Business & Personal Insurance Needs

WYCOFF

Auto • Home • Life • Business • Bonds



Commercial and Family Insurance

501 S. 2nd St., Mount Vernon • 360.336.2112 • www.wycoffinsurance.com



Providing
Exceptional Care



Skagit Regional Clinics
A department of Skagit Valley Hospital

Call 360-428-2500, or visit srclinics.org

Anacortes • Arlington • Camano Island • Mount Vernon • Sedro-Woolley • Stanwood

Who's that Member?

MEMBER PROFILE

Each month, the Mount Vernon Chamber of Commerce will randomly select a member to feature. This is a great way to get to know some of the diverse and interesting businesses in our community.

Baby Bo Peep

The ability to find a wide variety of children's apparel in one place is important for today's busy parents. This is why stores like Baby Bo Peep are such a valuable resource, with everything from clothing and shoes to strollers and baby carriers they have what you need. You can find a wide variety of new items, and they also offer quality used goods that are purchased on consignment. With a constantly changing inventory you never know what you might find during each visit.

Since Heather Wilder opened Baby Bo Peep in 2007 she has focused on having top-notch customer service which she takes great personal pride in providing. While talking to her she mentioned how good it feels to hear positive com-



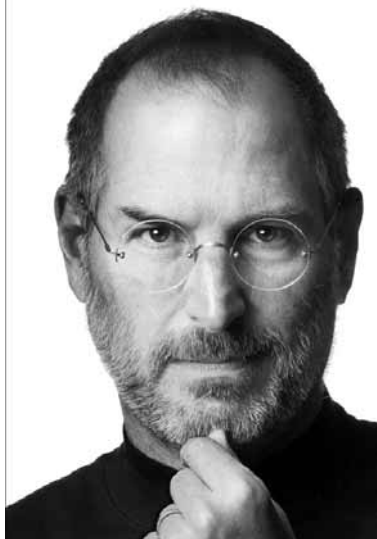
ments from her customers. Heather is also planning a 1,000 foot addition to the store this winter to support her ever growing inventory. Heather recently started a Facebook page and website that have shown an immediate impact on sales from the added exposure.

When asked which businesses she admires most in the Skagit Valley Heather mentioned ReYouz and Encore because they have been very helpful to her providing guidance and mentoring for her company. Baby Bo Peep is located at 2222 Riverside Dr., Suite 101 right across from the Riverside Health Club. You can visit them on the web at www.BabyBo-Peep.com and be sure to say hello on Facebook.

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.

Steve Jobs by Walter Isaacson



Steve Jobs, Walter Isaacson

Based on more than forty interviews with Jobs conducted over two years—as well as interviews with more than a hundred family members, friends, adversaries, competitors, and colleagues—Walter Isaacson has written a riveting story of the roller-coaster life and searingly intense personality of a creative entrepreneur whose passion for perfection and ferocious drive revolutionized six industries: personal computers, animated movies, music, phones, tablet computing, and digital publishing.

At a time when America is seeking ways to sustain its innovative edge, and when societies around the world are trying to build digital-age economies, Jobs stands as the ultimate icon of inventiveness and applied imagination. He knew that the best way to create value in the twenty-first century was to connect creativity with technology. He built a company where leaps of the imagination were combined with remarkable feats of engineering.

Although Jobs cooperated with this book, he asked for no control over what was written nor even the right to read it before it was published. He put nothing off-limits. He encouraged the people he knew to speak honestly. And Jobs speaks candidly, sometimes brutally so, about the people he worked with and competed against. His friends, foes, and colleagues provide an unvarnished view of the passions, perfectionism, obsessions, artistry, devilry, and compulsion for control that shaped his approach to business and the innovative products that resulted.

Driven by demons, Jobs could drive those around him to fury and despair. But his personality and products were interrelated, just as Apple's hardware and software tended to be, as if part of an integrated system. His tale is instructive and cautionary, filled with lessons about innovation, character, leadership, and values.

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

Get involved at the Legislative Breakfast

The Skagit Business Alliance (SBA) will be hosting a legislative breakfast on Tuesday, November 22 at 8:00 am at the Northwest Career and Technical Academy on the Skagit Valley College campus. The SBA brings together of chambers of commerce, the builders association, realtors and other interested business groups to

represent the Skagit County business community. The alliance enables members to speak with a unified and thus stronger voice.

All members are invited to join in the breakfast as we meet with legislators from the 10th, 39th and 40th districts. The SBA will be presenting its 2012 Legislative

Agenda and our elected officials will have a few minutes to introduce themselves and talk about the coming session. A question/answer period will follow.

RSVP to (360) 428-8547 or MountVernonChamber.com

The SBA thanks Puget Sound Energy for sponsoring this breakfast.



Over 125 business leaders attended the Biz Buzz in October. Make sure to mark your calendars for the Breakfast Biz Buzz on Fri. Nov. 18.

Bring your Christmas Cheer to the Annual Holiday Mixer & Awards

Join us for the Annual Holiday Mixer & Awards, and After Hours 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!

RSVP to (360) 428-8547 or MountVernonChamber.com



Future Leaders of Skagit County!

Join Today!
Kristen Whitener
360.428.8547



MOUNT VERNON
CHAMBER
OF COMMERCE

Become a Member, Reap the Benefits

Networking, Training, Government Advocacy, Economic Development, and Community Promotion await you.

www.MountVernonChamber.com • 360-428-8547

FUN FACT of THE MONTH

By weight, Bone is five times stronger than steel.



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



Tulip INN

- FREE Cont'l Breakfast
- FREE Local Calls/Voice-mail
- In-room Coffee
- Hi-Speed Internet
- Kitchenettes
- Air-conditioned

RESERVATIONS: 800.599.5969
 2200 Freeway Dr., Mount Vernon
 www.TulipInn.net • 360.428.5969

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

- 20+ Years**
 Draper Valley Farms
 Skagit Publishing
 Skagit Valley College
- 15+ Years**
 Handy's Heating
 Windermere Real Estate/Skagit Valley
- 10+ Years**
 Birch Equipment Co., Inc
 Dimensional Communications, Inc.
 Whidbey Island Bank Mount Vernon

WELCOME NEW MEMBERS

New Members

Four Season Buffet

Joanne Lu
 (360) 757-8118
 1216 S. Burlington Blvd.
 Burlington, WA 98233
 Restaurant & Dining

Greysam Industrial Services

Lori Ludwig
 1-800-835-0134
 1777 S. Burlington Blvd., #456
 Burlington, WA 98233
 Employment Services

On Level Services

Steve Lotze
 (360) 333-2829
 20781 W. Jordan Rd.
 Burlington, WA 98233
 Handy Man & Construction Services

Prime Lending

Ric Shallow
 (360) 631-1072
 811 Cleveland St.
 Mount Vernon, WA 98273
 Financial Services

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.

Silver Legacy Membership Renewal



- 5+ Years**
 Employee Benefits Planning LLC
 Outlet Shoppes at Burlington
 PrintStreams
 Red Apple Market
 Tri County Recycling
 Valpak of Western Washington

- Under 5 Years**
 Anderson Podiatry
 Baird & Associates Real Estate, Inc.
 Barron Heating & Air Conditioning
 Dick's Restaurant Supply
 Farmers Insurance- Lana Hillman
 Skagit Whole Health Center
 tullees

ANNOUNCEMENTS

Skagit Valley College Board of Trustees Names President

Dr. Thomas Keegan, President of Peninsula College, has been named the next president of Skagit Valley College (SVC). The SVC Board of Trustees met in executive session on October 12 to review the three finalists. After reconvening in open session, the Board announced its unanimous decision to hire Dr. Keegan. Dr. Keegan, a resident of Port Angeles, will succeed Dr. Gary Tollefson who has served as SVC's President for nearly nine years. "Throughout his 40 years of distinguished service to students of all ages, Dr. Gary Tollefson has been a teacher, a mentor, and a visionary," said Margaret Rojas, SVC Board Vice Chair. "We are grateful for his outstanding leadership at Skagit Valley College and we celebrate the impact he has made on our campuses and centers, in our local community, and throughout the community and technical college system."

Skagit Valley Hospital Recipient of Excellence Awards

A report released today by HealthGrades, the nation's most trusted, independent source of physician information and hospital quality ratings, named Skagit Valley Hospital recipient of the Coronary Intervention, Orthopedic Surgery, and Joint Replacement Excellence Awards. Choosing a hospital can be a life or death decision. HealthGrades report found that patients treated at 5-star rated hospitals experience a 73% lower risk of mortality and a 63% lower risk of complications compared to 1-star rated hospitals. A quality comparison of doctors and hospitals can be found online at HealthGrades.com.

PSE offers heating rebates to save energy and money

With winter around the corner, now is a good time to re-energize your home and take advantage of Puget Sound Energy's special offers and rebates for energy-efficient products. For a limited time, customers who use a contractor from PSE's contractor referral service to install home or water heating equipment, or windows can receive additional savings from participating contractors on top of their PSE rebate.

Customers who purchase and install home or water heating equipment can receive a matching rebate offer, up to \$500 from participating contractors; customers who purchase and install a minimum of five ENERGY STAR®-qualified windows can receive up to \$1,500.

Local Residents Featured During Monday Night Football

Skagit and Whatcom residents will be featured on :30 second Coastal Farm & Ranch television commercials airing locally during ESPN's Monday Night Football. "Sing, Shop & Win" casting call winners will be featured now through December 26 in a weekly countdown airing during football. In a countdown fashion, every Monday night a new winner will be announced during a :30 commercial airing during Monday Night Football on ESPN. Only residents watching on cable television will see the segments, as satellite companies do not air local commercials.

On Tuesdays the weekly winner's commercial will also be posted to Coastal's You Tube page at www.YouTube.com/CoastalFarm

Lincoln Theatre Announces New Board Members

The Board of Directors of Lincoln Theatre welcomed five new members and installed officers at its recent annual meeting. Newly elected members are Ray Horak, telecommunications consultant, author and editor; Margaret Horak, principal of the Evergreen Group, LCC; Lisa Bliven, Human Resource Manager for C & D Zodiac; Gina Gray, Integration Specialist for the Stillaguamish Tribe; and Barbara Wasserman, Medical Social Worker for the Swinomish Tribe. Officers for the 2011 - 2012 term are: Jan Hunt, President; Harry Weldon, Vice-President; Mark Vorobik, Treasurer and Carol Goetter, Secretary. Sandy Dixon, past President of the Board, continues her service to the organization. Jan Hunt, President, has served on the Board of Lincoln Theatre for nine years. "I am passionate about the Lincoln as a historical building, providing the community access to a venue presenting diverse programming; and a gem that cannot be replaced," she states.

Swinomish Indian Tribal Community Announces "Topping Off" of New Lodge and Casino Expansion

The Swinomish Indian Tribal Community Chairman, Brian Cladoosby, announced today the placement of final structural steel and "topping off" of the 98-room Swinomish Lodge & Casino, the center piece of Phase 1 of the Tribal Communities economic development and diversity plan. The overall plan consists of an expansion to the Swinomish Casino

and the addition of a 98 room luxury Lodge, the plan's centerpiece, on the shores of Padilla Bay in Anacortes, Washington.

Skagit Valley College to hold ribbon cutting for new radio station in Concrete

In celebration of its new radio station located in Concrete, Skagit Valley College (SVC) will host a celebration and ribbon cutting at the KSVU 90.1 FM station on Thursday, November 17 at 4:30 p.m. The station is located on the grounds of the Concrete School District, 45389 Airport Way, Concrete, WA 98237. The public is invited to attend.

Companions & Care Senior Services welcomes new program director

Long-time Skagit resident Deborah Moskowitz has joined the staff of Companions & Care Senior Services as its new program director. Deborah has many years of experience working with seniors and people with disabilities and advocating for their needs and interests. In her role as program director, Deborah is responsible for hiring and screening qualified caregivers, assessing clients' needs and desires, and doing the all-important "matchmaking" that pairs the right caregiver with a client to ensure the client is satisfied and the needs are met.

Justice opens new store at The Outlet Shoppes at Burlington

The Outlet Shoppes at Burlington proudly announces the opening of a 4000, sq. ft new Justice store located at 452 Fashion Way next to Rocky Mountain Chocolate Factory. Justice is one of the most popular tween (7-14 years of age) specialty retailers in the world. With anything from trendy hats to stylish footwear Justice has the most contemporary fashion that any tween would swoon over.

grafixCORP Moves to new Location

Guy D. Corp, owner of grafixCORP, recently moved to a new location. The graphic design and advertising company is now located at 1327 Cleveland Ave. in Mount Vernon.

grafixCORP is a full-service graphic design firm providing visual communication for advertising, marketing, publishing and web-site design. They can be reached at (360) 424-5268 or online at www.grafixcorp.com.

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.

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

Kick off the Holidays in Historic Downtown Mount Vernon

The Mount Vernon Downtown Association will hold its annual Christmas Parade & Tree Lighting on Sunday, November 27th at 5:00 p.m. The Tree Lighting Ceremony will take place in Pine Square following the Parade. Santa will be available for picture taking, so bring your cameras. For more information please call 336-3801



Congratulations!

Valerie Stafford

Recipient of the 2011 SWAN Business and Professional Woman of the Year

Val was recognized for rising above adversity to provide numerous valuable contributions to the people and communities of Skagit County.

Valerie Stafford
Director of Communication & Development
at United General Hospital
Concrete Chamber of Commerce
Concrete Theatre



Williams & Nulle

CERTIFIED PUBLIC ACCOUNTANTS • EST. 1952

A Professional Limited Liability Company

Preserve Your Earnings through Planning

Service Profile

- Tax Services
- Individual Tax Planning
- Estate Planning
- Business Startup Services
- Continuing Business Tax Services and Planning
- Special Tax Expertise
- Accounting and Auditing Services
- Management Advisory and Decision Assistance
- Specialized Industry Expertise
- Computer Consulting

407 Pine Street – Mount Vernon
360-336-6611 • Fax 360-336-6581

1101 8th St, Suite D – Anacortes
360-293-6913 • Fax 360-293-9084

CHAMBER EVENTS CALENDAR

November 8-	Chamber Board of Directors Meeting	November 22-	Legislative Breakfast hosted by Skagit Business Alliance
November 9-	Business & Industry Meeting	November 24-	SYP Leadership Committee Meeting
November 10-	Business Happy Hour and Open House at Paul Genest Agency American Family Insurance	December 6-	Mount Vernon Marketing subcommittee meeting
November 14-	Ambassador Committee meeting		

City of Mount Vernon Veterans Recognition Ceremony



Saturday, November 12, 2011 10:00 a.m.
Saint Joseph Center
215 N 15th Street, Mount Vernon

***Military Defense Hardware Display beginning at 9:00 a.m.
and Flyover at 11:30 a.m.**

*Complimentary Breakfast for Veterans and their families at 9:00 a.m.
Provided by "The Lunch Box" and "Bill's Diner"*

*Mount Vernon High School Band
Performs under the direction of Mr. Jacob Scherr*

Welcome
Mayor Bud Norris

Invocation
Pastor Ron Deegan, Mount Vernon First Baptist Church

Guest Speaker
Captain Gregory Jay Johnston, Commanding Officer, Naval Station Whidbey Island
Tim Lovitt, Iraq and Afghanistan Veteran

Color Guard
Sedro-Woolley American Legion Post 43

Recognition of Afghanistan Veterans in Attendance

Benediction
Pastor Ron Deegan, Mount Vernon First Baptist Church

*Event Sponsors: Sterling Savings Bank Home Loan Division, Hawthorne Funeral Home,
Holland Health Service, The Lunch Box/Bill's Diner, Disabled American Veterans Chapter 59*



For more information contact Richard Sundance at 420-4046 or Kirk Duffy at 424-1154



Skagit
County's
Most
Popular
Phone
Book

3 Years Running!

Ver-A-Fast Corp.
2010 Usage Survey

360-848-0870

www.actionYP.com



**AMERICAN FAMILY
INSURANCE**

Paul Genest Agency

Auto • Home • Business • Life
All your protection under one roof

Paul Genest
Owner/Agent

Office: 360.757.1155
Cell: 360.840.9802
Fax: 360.757.1156
pgenest@amfam.com
www.PaulGenest.com



www.PaulGenest.com

1840 S Burlington Blvd, Burlington

UPBEAT AWARD WINNER

Kris Tully of Business Bank

Gerry Ellen Sleeth of Speedy Automated presented the October Upbeat Award to Kris Tully of Business Bank. Gerry Ellen chose Kris not only because she is a very vivacious, caring and enthusiastic chamber member, but also because she is a very dedicated employee and represents Business Bank at various meetings and charitable events throughout the community... besides being a busy wife and mom of two sons.



Kris Tully of Business Bank accepts the Upbeat Award from Gerry Ellen Sleeth of Speedy Automated Mailers.



SKAGIT
VALLEY
HOSPITAL



*Opening the doors
to the future of health care*

Call 360-424-4111, or visit www.skagitvalleyhospital.org

**MOUNT VERNON
CHAMBER
OF COMMERCE**

Become a Member, Reap the Benefits

Networking, Training, Government Advocacy, Economic Development, and Community Promotion await you.

www.MountVernonChamber.com • 360-428-8547



PO Box 1007
Mount Vernon, WA 98273-1007

Phn: 360.428.8547
Fax: 360.424.6237

www.mountvernonchamber.com

PRESORTED STANDARD
US POSTAGE PAID
MOUNT VERNON, WA
PERMIT No. 47

Or Current Resident

Creative architects building custom
graphic design solutions.

Brochures • Catalogs • Logo Design • Newsletters • Sales Flyers

grafixCORP
PRINT • ILLUSTRATION • WEB

Guy D. Corp, CCO Chief Creative Officer

360.424.5268 | www.grafixCORP.com

Can't escape the same
old mousetrap?



Printwise has built a totally new one.

360-424-5945 (office) • 2226 Market Street • Mount Vernon, WA 98273 • www.printwiseinc.com

President/CEO

Kristen Whitener, IOM

**Membership & Tourism
Director**

Karen Mills

**Administration &
Communication**

Jeremy Kindlund

VIC

Keith Ridgley
Marinus Rouw
Bud Whitney

Thank You VIC Volunteers

Arliss Abbott
Ron Eerkes
Bob Johnson
Michael B. King
Florrie Reep

We Appreciate You!

Board of Directors

Chair

Paul Pickering
*Max Dale's Steak & Chop
House*

Past Chair

Mark Hulst
Bavarian Autohaus

Vice Chair

April Axthelm
Axthelm Construction ACI

Treasurer

Rob Martin
Chinook Enterprises

Assistant Treasurer

Frank Tuzzolino
Geiger's Custom Cleaning

Legal Counsel

Rachelle Eason
The Eason Law Firm, P.S.

Laura McDaniel
Best Western Cottontree Inn

Kelly Schols
CPI Plumbing & Heating

Jeff Harris
Anderson Appliance

Dr. Carl Bruner,
Superintendent
Mount Vernon School District

Bob Lama
*PROForma Creative Printing
Solutions*

Brian Soneda
Mount Vernon City Library

Darlene Mindrum
Think Solutions Consulting

Pamela McNaughton
*The Tattered Page
Bookstore*

Dr. John Jarolimek D.C.
*Town & Country
Chiropractic*

Jeff Power
Draper Valley Farms

David Cope
Union Bank

Patt Woods
Sound Cedar

Tammy Custer
Liberty Tax

Ambassador Committee

David Cope, Chair *Union Bank*

Jeff Harris *Anderson Appliance*

Donna Backman *Backman Marketing, Inc.*

Alice Collingwood *Companions & Care
Senior Services*

Joel Pemberton *Edward Jones*

Steve Brown *Group Benefits Northwest*

Susan Trenary *Hometown Values*

Julie Speck *Junior Achievement*

Mike Yeoman *KAPS Radio 660*

Tammy Custer *Liberty Tax Service*

Scott Sutton *Lithtex NW*

Debbie Snow *Manpower*

Dawn Latimer *Mister T's Awards & Embroidery*

Paul Tinnon *Skagit Publishing*

Tammi Wells *Skagit Valley Gardens*

Jake Dey *The Dey Company*

Kimberly Self *Therapeutic Massage*

Barb Lowery *Whidbey Island Bank*

Kelly Kutchick *Whidbey Island Bank*

OFFICE STAFF

BOARD OF DIRECTORS