

**MOUNT VERNON
CHAMBER
OF COMMERCE**

Vol. No. 9 • Issue No. 3 • September 2010

**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.

Skagit Hot Deals – Driving Traffic to your Business

In a time when businesses could use an extra boost and consumers are trying to save money the Chamber implemented SkagitHotDeals.com, a site filled with sales, specials, and promotions all from Chamber members. This is included in your membership. So far SkagitHotDeals.com has been promoted to over 3,500 local employees with the help of City of Mount Vernon, Mount Vernon School District, Skagit Valley Hospital, Skagit County, Skagit County P.U.D., and the many chamber members who have distributed the flyers to their employees and customers. If you would like to promote your fellow chamber members by distributing rack cards please contact Ryan Schols at (360) 424-8547 or office@mountvernonchamber.com

If you would like to post a Hot Deal for your

business (did we mention it's included with membership?) follow these instructions:

1. Access www.chamberlogin.com
2. Enter your login name and password. If you need your login name and password contact Ryan Schols at (360) 428-8547 or by e-mail office@mountvernonchamber.com
3. Click Hot Deals in the left-hand menu.
4. Click Add a Hot Deal.
5. Complete the fields in the Add a New Hot Deal screen.
6. Click Submit for Approval.

Upon approval, your Hot Deal will appear multiple places on the chambers website:

- next to your name in the Business Directory

cont'd on page 3

FEMA Approves Mount Vernon's Proposed Downtown Flood Protection Project

Mayor Bud Norris was notified on August 24th by the Federal Emergency Management Agency (FEMA) that FEMA has approved the City's request for a Conditional Letter of Map Revision (CLOMR) for the City's proposed downtown flood protection project. Once the flood project is completed and certified by an engineer to the design approved

through the CLOMR, the City can then request a revision to FEMA's Flood Insurance Rate Maps (FIRMs) to reflect the project and remove Mount Vernon's historic downtown from the 100-year floodplain.

Mayor Norris believes this approval is a turning

cont'd on page 3



IN THIS ISSUE

Who's that Member2
 Book of the Month2
 New & Renewing Members...4
 Announcements5
 Events Calendar6
 Fun Fact8

**THE MOUNT VERNON
CHAMBER
of COMMERCE**

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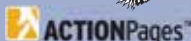
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Bronze Members:





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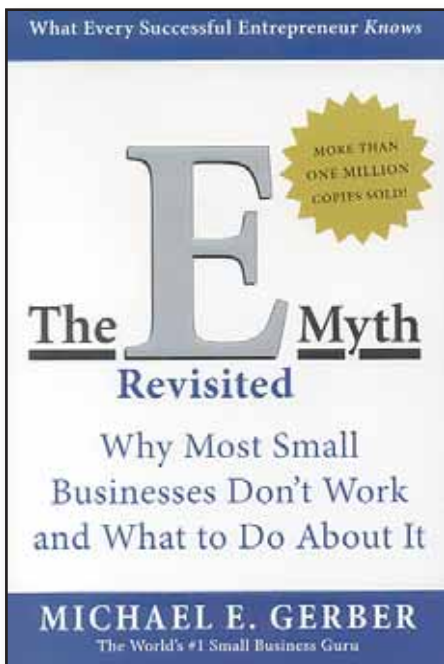
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BOOK OF THE MONTH

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.



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.

Concrete Nor'West

Concrete Nor'West provides the foundation (no pun intended) for homes, roads, and commercial buildings as Vice President and General Manager Brad Barton would put it. They have been doing so since 1947 when they started out as Mount Vernon Sand & Gravel. They changed their name to Concrete Nor'West in 1966, and were bought out by the Miles family in 1979 which still retains ownership to this day. Concrete Nor'West employs 120 people and provides sand and gravel as well as ready mix concrete to Skagit, Whatcom, Island and Snohomish counties.

Brad has over 30 years experience in



the industry. He enjoys Concrete Nor'West because he's been able to apply his industry experience to managing the business and is very fortunate to work with quality employees and great customers. While it is a challenge to work in a heavily regulated industry that manages a non-renewable natural resource, Brad enjoys the challenge and finds it very rewarding. Concrete Nor'West prides itself on being able to provide a high quality product to its customers in a safe and efficient manner. Visit Concrete Nor'West's website at www.milessandandgravel.com.

The E Myth Revisited

by Michael Gerber

In "The E Myth Revisited", Michael Gerber explains why most small businesses don't work, and what to do about it. His style of the writing won't suit everybody but persevere. If you finish "The E Myth Revisited", it will change the way you think about your business.

Reading The E Myth Revisited:

Don't start at the beginning, start at Chapter 12 "Your Primary Aim" which talks about living purposefully and making things happen rather than passively waiting for things to happen. In this chapter, you get Gerber's message that no matter how important your small business is to you, it has to be seen as just one element in your life and your business needs to be put firmly in its place.

Then move on to Chapter 13, "Your Strategic Objective." Having thought about what you want to achieve in your life, Gerber then asks you to define the role your business must have. The clear message is that your business works for you and not the other way around

Then when you are clear about these two issues go back to the beginning of "The E Myth Revisited" and read about Sarah and All About Pies. Read about the entrepreneurial seizure that starts most small businesses. Learn the difference between the technician, the manager and the entrepreneur.

Discover why it's so important to systematize your business and build a franchise prototype even though you have no intention of franchising your business.

All Small Business Owners Should Read The E Myth Revisited.

If you like the E-Myth Revisited, Gerber has many more books on more specific topics, The E-Myth Mastery, The E-Myth Enterprise, Contractor, Physician, Attorney, just to name a few more.

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

SkagitHotDeals.com cont'd from page 1

- on your Member Information Page
- and by category in a special listing of all Hot Deals

- posted on Facebook

Be sure to "Like" us on Facebook to see these great deals.

Here are some examples of current Hot Deals posted at SkagitHotDeals.com

Company	Hot Deal
Airporter Shuttle/ Bellair Charters Skagit Community Acupuncture	Seattle Seahawks Shuttle Special 1 massage & 2 acupuncture treatments for just \$60 total
The Computer Doctor The Conway Muse	\$75 fix it or it's free computer repair Rent the Muse for your corporate party – 30% off
Tulip Inn	Spring and Summer Specials

FEMA cont'd from page 1

point in the City's effort to increase public safety and attract re-development in its downtown. "This is monumental news for the City and represents a milestone in accomplishing our goal of better flood protection for downtown Mount Vernon. This project, and its success, is a critical component to the City's ongoing efforts to reduce the dangers that flooding presents to Mount Vernon citizens and visitors every year." Mayor Norris goes on to say, "The success is key to creating a vibrant, beautiful downtown that will attract long term commercial investment and as a result enhance quality of life for Mount Vernon, its citizens and visitors to the area."

For the past five years, Mount Vernon has worked diligently on design-

ing a project to protect its downtown core from flooding and allow for the historic downtown to be revitalized. The result is a project that includes a 1.75 mile river promenade and riverfront park enhancing public river access and providing more public open space downtown near the river. It is anticipated that the combination of increased flood protection and riverfront amenities will attract mixed use re-development, generate jobs and increase housing resulting in a larger commercial tax base while preserving Mount Vernon's downtown character. The project is fully permitted, designed and ready for construction with the first phase between Lion's Park and the Division Street Bridge already under construction and scheduled to be completed in September.

Hear from Candidates at the September Membership Luncheon

We'll be hearing from candidates from the 10th, 39th, and 40th districts as well as candidates for the county commissioner position at the September 22nd Membership Luncheon. You'll be able to hear the candidate's plans for office if they are elected or re-elected and have the possibility of getting your own questions answered. The luncheon will be held at the Best Western CottonTree Inn at 2300 Market St. in Mount Vernon on September 22nd from 11:30am-1:00pm. The cost is \$15 for the event and lunch, \$5 for the event and a beverage, or \$5 for event only. Visa, Mastercard, check or cash are accepted



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at the door. Please RSVP online at www.MountVernonChamber.com or by calling (360) 428-8547. Please bring non-perishable food or toiletry donations to help support local food banks. You can also bring a door prize to give your business extra exposure.

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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 800 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 for more info



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City of Mount Vernon
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KAPS Radio 660
KBRC Radio 1430
La Conner Country Inn/Channel Lodge
Land Title Company
Logan Creek Retirement Community
Louis Auto Glass

Lucky Lady Interactive Events
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Mount Vernon Grocery Outlet
Padgett & Padgett PLLC
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RiverCity Screen Printing
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Shellan Jewelers
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Skagit Farmers Supply
Skagit Habitat for Humanity
Skagit Valley Casino Resort
Skagit Valley Massage & Healing Arts
Strauss Jewelers
The Bony Pony
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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

TUNE IN

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



8:20 AM



8:40 AM



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Annual Fall Fest returns to Downtown Mount Vernon

Come September each year, Skagit Valley residents are reminded just how fertile this place is, and Fall Fest in downtown Mount Vernon, on Saturday September 25th from 9:00am to 4:00pm, aims to bring together all that's great about Skagit Valley and show it off. Fall Fest is a family-oriented event that honors, celebrates, and shares in the bounty

of our local agriculture and gives residents a chance to experience some of the fun that can be had down on the farm.

This year is the 4th Annual Fall Fest, by the Mount Vernon Downtown Association, and emphasizes local products - local foods, local craftspeople, and the homespun arts. For more information go to www.mountvernondowntown.org

People are coming to "Get a Great Life in Mount Vernon"

Quadrant Homes, Landed Gentry, Peoples Bank and the Mount Vernon Community Marketing Campaign have partnered together to create this Open House event. There will be commercials on KING Television featuring

Tony Ventrella inviting people to come see why Mount Vernon is a great place to live. The Open House event will be held on Saturday, September 18th and 25th from 11am-4pm at the builders' model homes.

ANNOUNCEMENTS

Skagit Valley Gardens announces the opening of Shady Tree Gallery

The Shady Tree Gallery is now open inside the old red (and partially pink) barn at Skagit Valley Gardens. The gallery includes pieces in many different styles and using many different mediums, including the work of founding artists and Chamber members Ryan Schols with his sculptural works made from reclaimed materials, Cat Preston with her visionary folk art, Jeff Harris with his oil paintings and cloth mache sculptures as well as a few other artists. The gallery is open from 9:00am to 6:00pm 7 days per week.

Doc Talk: New Options for Back Pain Relief

Farouq Al-Hamdan, MD, FRCS, orthopedic spine surgeon with the Spine Science Institute in Mount Vernon, discusses options for pain relief and restoring function to improve mobility and quality of life. The presentation will include information on minimally invasive techniques to help restore function. For information or registration, call Skagit Valley Hospital at 360-814-2424 or 360-629-6481.

September 28 (Tue)

6:30 - 8 p.m.

Cascade Room

No charge; pre-registration required

National Vehicle Extrication Program is coming to Skagit County

Local firefighters to receive crucial information to help "save lives" at the scene of an accident via new advancements in restraint systems and vehicle designs. There are over 5.8 million vehicle collisions a year. In crashes where minutes can spell the difference between life and death, first responders to the accident scene need up-to-date training so they can act quickly. On September 9th, Precision Collision Auto Body, a member of the National Auto Body Council (NABC), will deliver the latest in vehicle emergency occupant extrication training to first responders, ultimately helping them to save lives.

The Dey Company announces a new hire

Jacob Dey, newly graduated from EWU School of Business, majoring in Finance and Economics, has joined the staff full time at The Dey Company. Jake is currently Life/Health/Disability licensed and should complete his securities license in a few months at which time he will be able to serve our clients in a broad range of investments.

Liberty leaps ahead of the rest with its Hispanic marketing program and one-of-a-kind alliances

Liberty's multi-level Hispanic Initiative has grown in breadth and success since Una Familia Sin Fronteras was created in 2008. In just over 2 short years, the Initiative continues to bring great success and extraordinary opportunities to the Hispanic Certified Offices who are involved.

Following is just one of the highlights of this program's success. To view more go to www.mountvernonchamber.com/members/news/articles.

- FIRST Private Company to be accepted as a full partner with the White House Initiative on Education Excellence for Hispanics. We will set the benchmarks for other corporations that want to work with the White House!!!

Sylvan Learning Offers Five Effective Study Skills for a Successful School Year

The first day back to school can be a source of anxiety for both children and parents as they adjust to new routines, new teachers and friends, forthcoming homework assignments and, ultimately, tests. To help parents and students kick start the new school year successfully, Sylvan Learning located in Mount Vernon, part of the nation's premier provider of tutoring, is offering five critical steps to help families make learning fun and easy.

- 1) Partnership for Success
- 2) Time and Place is Critical
- 3) The Ultimate Objective
- 4) Celebrate Achievements
- 5) One on One

Tips for Getting Back in the Job Market from Express Employment Professionals

There's no time like the present to lay the groundwork, start networking, and update your resume to get back in the job market. Research indicates that hiring trends are on the upswing. As things continue to improve, here are a few tips for getting back in the job market:

- Set goals for your job search
- Network, network, network
- Social media also provides a great opportunity for your job search.
- Update your resume

Mount Vernon Couple Wins CPI's Oldest Water Heater Contest

CPI Plumbing & Heating is proud to announce the winners of their "Oldest

Water Heater Contest." Denise and Alan Campbell of Mount Vernon took the prize, with the submission of their 60-year-old Seidelhuber Water Heater manufactured by Seidelhuber Iron and Bronze Works of Seattle.

The Campbell's were thrilled to replace it with the CPI Plumbing & Heating GRAND PRIZE, a brand-new, energy-efficient Bradford White Water Heater. The unit was professionally installed by CPI Service Technician Darren Delong.

La Conner Salon & Spa featured on Canadian TV

Canadian TV travel show 2 Girls and 1 RV features La Conner salon and day spa Salon Rouge, during a new series airing this summer. During the North of Seattle episode, hosts Melanie Leblanc and Claudine Prevost take a break from their travels to visit beautiful La Conner for some well earned pampering at Salon Rouge. The show will air on the French speaking Canadian travel & tourism channel VASION. For viewers in the USA, Salon Rouge will provide a link to the episode on their website later this fall.

Skagit Valley College Foundation fundraisers feature the "World's first and only stand-up economist"

On Thursday, September 9, the Skagit Valley College Foundation will welcome Yoram Bauman, Ph.D., the "World's first and only stand-up economist," for two entertaining opportunities to help raise important student scholarships.

A breakfast fundraiser will take place at 7:30 a.m. in McIntyre Hall, which is located at SVC's Mount Vernon Campus. A luncheon fundraiser will take place at 11:30 a.m. at the Whidbey Golf and Country Club in Oak Harbor. Admission is free and the public is invited to attend either event. To RSVP for the breakfast or the luncheon, contact SVC Foundation Assistant Director Kelli Tolf, (360) 416-7821 or kelli.tolf@skagit.edu.

Business
HAPPY HOUR
Open House
 ← SECOND THURSDAY OF EVERY MONTH →

Mount Vernon and Sedro-Woolley Chambers partner for September Business Happy Hour & Open House

Mark your calendars for the September Business Happy Hour & Open House. It will be a joint event with the Mount Vernon Chamber, the Sedro Woolley Chamber and Skagit Young Professionals. What's the perfect venue for a mid-September evening event such as this? Eagle Haven Winery in Sedro Woolley of course. Drop by

anytime for networking with chamber members and young professionals and to enjoy wine tasting, appetizers from Emerald City Grill, and Skagit Fresh Beverages. Eagle Haven is located at 8243 Sims Rd. in Sedro Woolley. Bring a door prize for extra exposure. The event will be held Thursday, September 9th from 5:00-7:00pm.



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CHAMBER EVENTS CALENDAR

- | | |
|---|---|
| September 9 – Business Happy Hour & Open House at Eagle Haven Winery with the Sedro-Woolley Chamber | September 23 – Skagit Business Alliance Meeting |
| September 10 – SYP's FRIDAYS @ 4 | September 24 – SYP's FRIDAYS @ 4 |
| September 13 – Ambassador Committee Meeting | October 1 – SYP's FRIDAYS @ 4 |
| September 14 – Chamber Board of Director's Meeting | October 5 – Communications/ Membership Committee Meeting |
| September 14 – Communications/ Membership Committee Meeting | October 5 – SYP After Hours |
| September 17 – SYP's FRIDAYS @ 4 | October 8 – SYP's FRIDAYS @ 4 |
| September 22 – Monthly Chamber Membership Luncheon – Candidates Forum | October 12 – Chamber Board Retreat |
| | October 14 – Skagit Hot Deals Committee Meeting |
| | October 14 – Business Happy Hour & Open House at Vital Chiropractic |

Million Dollar Putts & Pints Golf Tournament

The Chamber would like to thank everybody involved in making this year's Million Dollar Golf & Trade Show and Putts & Pints Brewfest the big success that it was. Thank you to our overall sponsor Country Meadow Village, all of the other sponsors, the players and everybody who came to the Putts & Pints Brewfest.

Congratulations to the following winners of the tournament:

1st Place – Burlington Edison School District – Ed Zavalla, Arturo Vivanco, Tito Vivanco, Ish Vivanco

2nd Place – Carino's Italian- Ragan Humphrey, Dennis Cook, Jim Walker, Kevin Wolfe

3rd Place – NW Plus Credit Union- Cathy Henry, Doug Bennett, Tony Louzao, Lydia Guel

Men's Longest Drive – Jeremy McCullough

Women's Longest Drive – Christine Mastre

Men's Shortest Drive – Paul O'Donnell

Women's Shortest Drive – Bernie Halliday

Helicopter Ball Drop Winner – Damon Miller



Dinner is served by Ragan and Martha Humphrey and the staff of Carino's Italian.



Eric Lint and Mike Armstrong of Skagit River Brewery serve their beer at the Putts & Pints Brewfest. Skagit River Brewery also provided golfers with a great lunch.



Golfers voted Country Meadow Village as the Best Booth Award Winner at the 2010 Million Dollar Putts & Pints Golf Tournament.



Chamber President/CEOs Linda Fergusson of the Burlington Chamber and Kristen Whitener of the Mount Vernon Chamber pose with helicopter ball drop winner Damon Miller. He went home \$590 richer. Thank you to Glacier Aviation.

UPBEAT AWARD WINNER

Riley Scott of American Family Insurance

This month's winner is someone who always offers me a handshake or a high five. I see them taking a genuine interest in people's lives. They take care of their clients when they are in need, and don't have a problem when it's time to lead. They are always up for a good time, but can get down to business at the drop of a dime. I can't stand up here all day, I don't have the endurance, so I'm giving this award to Riley Scott of American Family Insurance.



Ryan Schols of Dusty Planks Inc. hands off the August Upbeat Award to Riley Scott of American Family Insurance.

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Human Resources, Inc.

Tammy Custer
Liberty Tax

FUN FACT of THE MONTH

Billboard magazine has recently launched a top 20 chart of cell phone ringtones.

