

South Sound

CHAMBER CONNECTIONS

SOCIAL MEDIA MARKETING



GREATER FEDERAL WAY
Chamber of Commerce

SUMMIT

2020

APRIL 21

11:30 a.m. - 4 p.m.

Federal Way Performing
Arts & Event Center

fedwaychamber.com/summit

Hear from these experts!



**ASHLEY
WONG**
Technology &
Data Privacy



**DAVID
GASSNER**
Rock Your
LinkedIn Profile



**SHAWN
LIVENGOOD**
Google SEO to Get
Your Business Found



**ROBBIN
BLOCK**
Missing Link in Your
Social Media Strategy

UPCOMING WORKSHOPS

Style Under Stress - March 24

Ready for a Trade Show - May 18



GREATER FEDERAL WAY
Chamber of Commerce

The Voice of Business since 1953

VOL 04 ISSUE 01 | MAR 2020

THOUGHTS FROM THE CEO



Rebecca Martin, CCE, IOM
Greater Federal Way Chamber CEO

Did you know that the brain is usually one of the first organs to decompose after death? Unless of course, you were in Pompeii in the year 79, and were an unfortunately incinerated victim of the eruption of Mount Vesuvius. Recently scientists announced the discovery of a vitrified brain from that ancient, volcanic blast — a

brain that had been liquefied at a high heat, and then rapidly cooled to create a glass-like substance. How Chamber is that? How commerce? How... poetic?

Have you often felt the heat of passion for what you do — working on a new idea, or successfully completing a project, a big sale? The fire in such passion can glass your brain into a cut crystal where even the weakest Pacific Northwest sun will shoot rainbows of possibilities across your office wall.

Or perhaps have you felt the frustration of not being able to move a project forward, of being discounted, disrespected, disenfranchised? That, too, is a kind of scorching passion, glass as black as an obsidian knife which could cut such smallness out of our lives.

In either case, extreme bursts of internal heat, those eruptions of passion -- controlled or maybe just wild — do turn our brains into metaphorical glass. This is the hot lava of our lives.

Our minds can be the kind of glass that refracts the light within us, celebrating our connections to people and ideas and issues. Each of us can choose to turn the heat of our own unique spark up to such a flaming blaze that any darkness lurking in our brain melts away, and we become a bright, looking glass of who we are and what we can be.

As for the Chamber's heart and mind, what can I say? I believe when science gives us brittle, black shards of volcanic brain, it's more than a work metaphor. It's poetry we can live by.

And, as very passionate members of the Chamber of Commerce, I think we can all agree. When your brain is sizzling with ideas and you are looking for the cooling breeze of success, all you have to do is...Take the Federal Way!

VOLUME 04 ISSUE 01

Rebecca Martin, CCE, IOM
President & CEO

LaRaye Rushing
Marketing Director

Shelly Martin
Membership & Program Manager

Asako Fujikura Apodaca
Office Manager

BOARD OF DIRECTORS

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Banner Bank

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Highline College

Sara Oh
Kumon

Mark Sims
New York Life

Kim Zier Suchan
Caffé D'arte LLC

fedwaychamber.com
253.838.2605

AMBASSADOR GREATER FEDERAL WAY Chamber of Commerce of the month!



Top Left (l-r): January 2020 - Ambassador **Holly West**, Columbia Bank and Board Member **Dan Eisenman**, Equalus, LLC. Far Right: October 2019 - Ambassador **Manuel Maldonado**, HomeStreet Bank. Bottom Left (l-r): August 2019 - Ambassador **Leah Denniston**, Trillium Employment Services, Board Chair-Elect **Robin Corak**, Multi-Service Center, Ambassador **Cindy Ducich**, Federal Way Mirror, **Andy Hobbs**, Sound Publishing

SET YOUR CHAMBER SCHEDULE WITH A LUNCHEON PASS

Looking to save time and money at the Chamber's monthly meeting and luncheon? Consider investing in an annual Luncheon Pass! On the first Wednesday of every month, the Chamber explores topics and business trends important to the economic climate of our region. The 2020 luncheon meetings are held at the Performing Arts & Events Center. Cost is \$30 for members and increases at 11:30 a.m. on the day before the program to \$35.

The Luncheon Pass offers a discounted rate of \$25 per meeting and is good for one seat per month, for 12 consecutive months from the date of purchase. Upon the purchase of the Annual Pass, Chamber staff will automatically register you for the next 12 months. With the purchase of the \$300 Luncheon Pass, your business will receive one FREE display table, at ONE luncheon in 2020. Just let us know in advance which month you'd like for your display.

The Luncheon Pass is nonrefundable and transferable within your company only. To get started or for questions, please contact **Shelly Martin (253) 838-2605** or email smartin@fedwaychamber.com.

2020
Meeting & Luncheons

APRIL 1
South King Fire & Rescue
with Chief Vic Pennington

MAY 6
Reach for the Stars
with former NASA Astronaut,
Captain John O. Creighton,
USN, RET.
Sponsored by Edward Jones

JUNE 3
The Federal Reserve
with Darlene Wilczynski,
VP and Regional Exec the
Federal Reserve Bank of San
Francisco
Sponsored by Wells Fargo

LAKEHAVEN IN TRANSITION

By Commissioner Ron Nowicki
On behalf of Lakehaven Water & Sewer District



Lakehaven Water and Sewer District is currently at a major transition point. Much of the equipment that is critical to the operation of the two wastewater plants is approaching its anticipated service life. Both Redondo and Lakota were originally placed into service in the 1960's. Major upgrades occurred at both plants almost thirty years later. Now those improvements are nearly 30 years old. In the harsh environment of wastewater treatment, effective maintenance and skilled operators have kept the plants performing well, but more

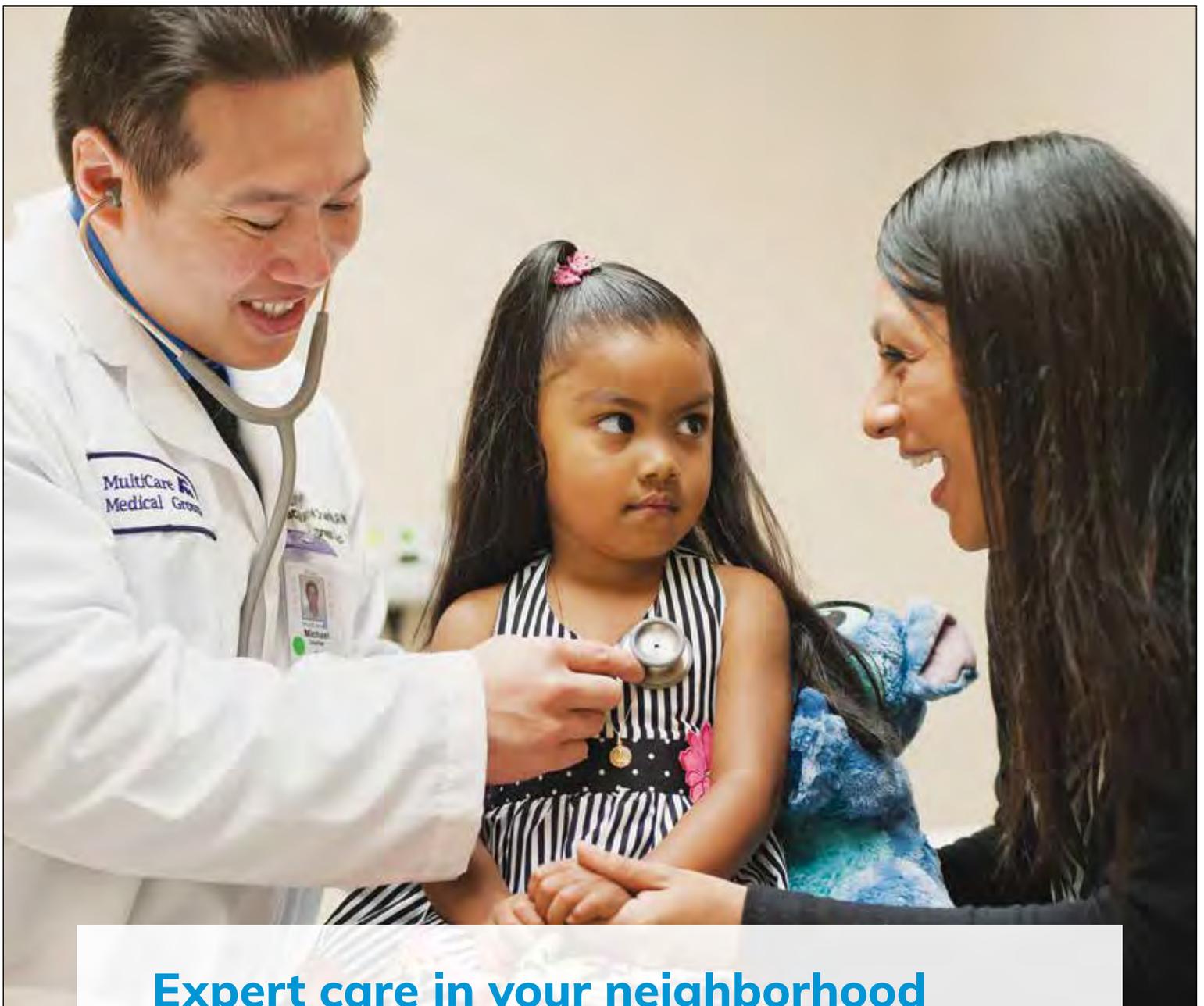
renovations are necessary. On top of dealing with aging infrastructure, many environmental regulations have evolved into "constituent specific" rules, which require more skilled and technically competent individuals to understand and implement the process control changes to meet these requirements.

Our administrative complex includes a triple-wide trailer and a 1970's office building that cannot sustain space demands for our staff. Our utility is becoming increasingly more complex and expensive to operate and maintain. Despite this, our largest single rate increase for most of our customers over the past 10 years has been a franchise fee and utility tax to the City of Federal Way.

We currently have a capital improvement program budget over the next ten years which approaches \$250 million. Included in this program is the construction of a new administration complex to house our expanding workforce and targeted expansions at both wastewater treatment plants, including major electrical work, nutrient removal, odor control, and disinfection system improvements. We are also upgrading our sewer collection systems and pump stations – think of pipes and pumps in the ground. Some of our water mains have been in service for over 60 years. Water main replacements are becoming more common and necessary and we are in the process of changing all our water meters to automatic read meters over the next five years. This will provide more information on water consumption patterns for our customers and reduce the time it takes to read and process bills for the more than 30,000 customer/owner accounts we handle.

All of this work, along with the additional staff we need to hire in a difficult labor market, will require additional revenues. We are studying funding and timing options to respond to this, including securing bonds, other borrowing options, and implementing rate adjustments.

These are some important challenges facing our utility. Please attend our meetings and become knowledgeable. Your voice and opinion matters.



Expert care in your neighborhood

From urgent care to a wide range of specialty pediatric services, we're here for you in Federal Way.

MultiCare Indigo Urgent Care - Federal Way

Pediatrics Northwest - Mary Bridge Children's - Federal Way

Mary Bridge Children's Outpatient Center - Federal Way

Laboratories NW - Federal Way



multicare.org

MEMBERS *Makin'* IT HAPPEN



SUPPORTING THE COMMUNITY HAS BEEN A HALLMARK OF OUR 151-YEAR LEGACY, AND OUR MEMBERSHIP IN THE CHAMBER HELPS US MAINTAIN THOSE VITAL RELATIONSHIPS.”

- Cameron Smock, President/CEO, Bonney Watson Funeral Homes



Contributing Photographer: LaRaye Rushing



Welcome TO THE CHAMBER NETWORK



Chick-Fil-A Celebration of Federal Way
Allison Lichty
cfafederalway.com
32025 Pacific Highway S
Federal Way, WA 98003
206.429.2093



Country Financial
Scott Reitz
16400 Southcenter Pkwy
Tukwila, WA 98188
206.288.2872



El Centro de la Raza
Estela Ortega
elcentrodelaraza.org
1607 South 341st Pl.
Federal Way, WA 98003
206.957.4605



GNC Federal Way Crossings
Nick de la Cruz
gnc.com/store-details?StoreID=9121
1413 S 348th St L-102
Federal Way, WA 98003
253.874.0483



Happy Kids Dentistry
Carly Langdon
happykidsdentistry.com
32105 1st Ave S B3 108
Federal Way, WA 98003



Jump Start Espresso
Stephanie Papke
jumpstartespresso.co
29005 Military Rd S
Federal Way, WA 98003



Ranz Law, PLLC
David Ranz
ranzlaw.com
33530 1st way S., Ste102
Federal Way, WA 98003
206.429.5227



Seattle Children's
Edna Shim
seattlechildrens.org
4800 Sand Point Way NE
Seattle, WA 98105
206.987.5269



St. Vincent de Paul School
Tina Mancuso
stvs.us
30527 8th Avenue South
Federal Way, WA 98003
253.839.3532



FASTSIGNS | Event Wayfinding
Guide visitors through
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Direct event traffic with floor or pavement graphics. Protect crowds with safety and regulatory signs. Help attendees exit the location with directional signs.

Whether indoor or outdoor, on the ground or a wall, FASTSIGNS® can help you maximize your event with the right wayfinding signs and visual graphics.

Ready to discuss wayfinding ideas for your next event? FASTSIGNS® is more than ready to help! **BRING THIS AD IN TO GET 20% OFF ALL EVENT WAYFINDING SIGNAGE.**

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MEMBERSHIP RENEWALS

60+ years

Puget Sound Energy
Waste Management South Sound

50+ years

Life Care Center of Federal Way

40+ years

Federal Way Library
Highline College
Lloyd Enterprises
Multi-Service Center
Stanford Insurance Inc.
The Commons at Federal Way
Wild Waves Theme & Water Park

30+ years

Jet Chevrolet
Mark Freitas CCIM, Commercial Real
Estate Consultant
Neo-Life Health & Fitness (GNLD)
Omni Properties, Inc.
St. Francis Hospital

20+ years

Birth to Three Developmental Center
Edward Jones
ESM Consulting Engineers
Les Schwab Tire Center
Valley Cities Counseling & Consultation

15-20 years

Rotary Club of Federal Way

10 - 15 years

Azteca
Brookdale Federal Way
MultiCare Centers of Occupational Medicine
New York Life Insurance Co.

5 - 9 years

Ace Group at Keller Williams Puget Sound
BECU - The Crossings
Historical Society of Federal Way
Park 16 - HNN Associates, LLC

1 - 4 years

Architects Rasmussen Triebelhorn
Benson Filter Maintenance LLC
Center at Norpoint
Clinic Dermatology
Five Star Painting of Federal Way
Global Security and Communications
Lehmbecker Law Firm
Safe City Federal Way
South King Tool Library
Village Green Retirement Campus
Washington State Employees Credit Union - WSECU
Wells Fargo Bank - Federal Way

***New Members and Renewals from December 5, 2019 - February 25, 2020.
Find our Members in the online directory at fedwaychamber.com.***

SUMMIT 2020:

LEVERAGE YOUR ONLINE BRAND FOR SUCCESS

Looking to extend your marketing reach through social media and SEO (search engine optimization)? The Greater Federal Chamber of Commerce will address social media at its Annual Summit on April 21. The half-day event will feature a series of presentations and how-to sessions from 11:30 a.m. to 4 p.m., at the Federal Way Performing Arts & Events Center.

Each year, the Chamber focuses on a business topic or industry segment at an annual summit of business and community leaders and it's all about the world wide web in 2020.

"In this hyper-connected global marketplace, the internet and social media sites are part of our everyday lives at work and at home," said Chamber CEO Rebecca Martin. "The Social Media Summit is designed to provide information and practical techniques to support the marketing efforts of our businesses as they expand and grow."



These days, a person's first exposure to your local business is likely to be from an online search. If you haven't taken the appropriate steps to make your business website SEO-friendly, you could miss this first impression.

Shawn Livengood, Local SEO Expert

Rock Your LinkedIn Profile

LinkedIn is the world's largest professional network with nearly 660+ million users in more than 200 countries and territories worldwide. LinkedIn's vision is to create economic opportunity for every member of the global workforce, and its mission is simple: connect the world's professionals to make them more productive and successful. David Gassner, Managing Staff Instructor at LinkedIn Learning's Technology Library will share tips on enhancing your professional brand.



David Gassner is Managing Staff Instructor for LinkedIn Learning's Technology Library. He teaches software development skills and currently specializes in showing LinkedIn Learning members how to develop mobile apps for Android. He's written two technical books

that are now convenient doorstops due to software obsolescence: Wiley's Flex 3 Bible and Flash Builder 4 and Flex 4 Bible. He most recently designed and developed Audio Cues, an Android app for running sound in live performances, available in the Google Play store and on Amazon. David is also an active theater artist and works as an actor and director in the Seattle theater community. In his spare time, he manages 18th & Union, an arts space in Seattle's Central District that's home to many of Seattle's solo performers and small-scale theater companies.



Ashley Wong, corporate attorney with Equinox, has a diverse background in technology and data privacy, healthcare, corporate governance, contracts, and regulatory compliance. With experience working with stakeholders at every level, Ashley's goal is to strategically

partner with business owners to achieve their objectives and facilitate business while mitigating risk.



Shawn Livengood has worked in the digital marketing field for over ten years. His specialties include search engine marketing, SEO, and web analytics. During his time at the University of Texas at Austin's Information Studies program, he focused his studies on information

architecture and web usability. He applies this user-centric focus to his marketing consulting as well, creating solutions that create positive experiences for both clients and users.



Robbin Block is a Creative Marketing Strategist at Blockbeta Marketing. She's been working with expanding businesses for 30+ years and is the author of "Social Persuasion: Making Sense of Social Media for Small Business." Originally from New York, she knows how to get right to the

point. Like that or not, with a BA in Economics and an MBA, Robbin clearly sees the big picture to position her clients to prioritize actions that get results. Her talk will inspire and motivate you, and you'll get real tools you can put into practice immediately.

Local Google SEO Strategies to Get Your Business Found

Getting found in search results can make or break a local business. If you want to get customers, you need to make sure that your business listings and website show up when people search for local goods and services. Local SEO expert Shawn Livengood shows you the strategies and tools necessary to ensure maximum search visibility for your business.

Keeping Up with Compliance in the Digital Age

In a world driven by data, innovation, and the "fail fast" mentality, it can be easy to let compliance, privacy, and security fall by the wayside. As one security expert has said, "Security is always excessive until it's not enough." In this presentation, attorney Ashley Wong will highlight those areas of compliance that companies driven by technology need to know in order to avoid risk and continue getting attention for all the right reasons.

Find the Missing Link in Your Social Media Strategy

Everyone knows Facebook, LinkedIn, Twitter, Pinterest and Instagram, but few people are aware of the strategic use of niche sites, they're smaller, yet more likely to send converting traffic to your website. Robbin Block, Creative Marketing Strategist at Blockbeta Marketing goes into detail on the benefits of niche sites, how to find them and what to do once you're there.

The 2020 Summit is open to the community at member prices and early registration is available until April 12. More information and registration is available online at fedwaychamber.com/summit.

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 & MORE**

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