

CHAMBER CHAT

OCTOBER 2020

The Big Picture

Andy Mayer, President/CEO

Many of the programs the Chamber has put on in the last six months have had to do with changing your perspective so that you and your business can make it through the difficult time we're all in. We've learned about accepting, adapting, pivoting, imagining and even using performance cues like an Olympic athlete. All of which sound good but can be difficult to implement. Doing so is made more difficult by the fact we're all scrambling and distracted. It makes it hard to get the big picture when you're down in the trenches.

The Chamber feels fortunate to have been in the trenches with you the past six months. Understanding what each of you need has been vital to our efforts. It has allowed us to help you directly with information and direct assistance. For me, it has highlighted something we do, of which you may not really be aware of, which is advocacy. From the moment the Covid crisis came on our radar we used our relationships with key elected officials and their staff to let them know what you were going through and what could help you. They needed the real time feedback to understand what was working, what wasn't, and whether you even knew what was available. Of course, our advocacy is continuing because the crisis and the resulting economic impact are far from over.

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LEGACY MEMBERS

GOLD



SILVER



Puget Sound Refinery



CALENDAR OF EVENTS

Motivation & Marketing Masterminds:

Mastermind Session

Thursday, Oct. 8

10 a.m.

via Zoom

[Register here](#)

Bring your marketing project, idea or headache to the group and we'll work on ways to help move your idea forward. Bring your thinking cap to help other group members problem solve.

Knowledge NOW: Becoming a Specialist of YOUR Brand – Social Media Edition

Wednesday, Oct. 14

Noon

Presented by: Monica Craig, CPI Plumbing & Heating

via Zoom

[Register here](#)

Advanced Business Communications Series

How to Sell Using NLP

Session 1: Tuesday, Oct. 15

1:00 - 2:30 p.m.

Presented by Master NLP Trainer Paul Webb

via Zoom

Members: \$199 for the six-part series

Non-Members: \$399 for the six-part series

[Register here](#)

Chamber/Visitors Center

Office Hours

10 a.m. to 3 p.m., Monday through Friday

The Visitors Information Center is currently closed on weekends.

Latino Business Leaders:

The "How-to" of Latino Entrepreneurship

Tuesday, Oct. 20

5:30 - 7:30 p.m.

Presented in Spanish by Dr. Ed Jaramillo

via Zoom

[Register here](#)

Sponsored by:



Membership Orientation

Wednesday, Oct. 21

1 p.m.

via Zoom

[Register here](#)

Open to any active member as well as those businesses that may want to know more about the Chamber.

Chamber Virtual Luncheon:

Biz Buzz

Wednesday, Oct. 28

11:30 a.m.

via Zoom

[Register here](#)

Get your elevator speech ready for this month's Biz Buzz. Our last virtual Biz Buzz was a huge success, and we can't wait to do it again!

Sponsored by:



Chamber Board of Directors: Slate of Candidates for New Terms

Notice is hereby given to the Chamber membership of the following slate of candidates to serve new terms on the Chamber Board of Directors. A ballot will be sent to you by email. Please return it, also by email, within 10 days of receipt.

Nominee for a second 3-year term beginning in January 2021

Duby Petit, Skagit Publishing

Nominees for 3-year terms beginning in January 2021

Robert Knoll, Puget Sound Energy
Jesse Lopez, Infinity Painting & Home Care LLC
Flora Lucatero, Children of the Valley
Tammy Reim-Ledbetter, Alaska USA
Federal Credit Union
Amanda Rentschler, Roosevelt Dental

Thank you to the Board of Directors nominees for their interest in serving the Chamber!



The Advanced Business Communications Series - "How To Sell Using NLP"

The Mount Vernon Chamber of Commerce is presenting a six-month Advanced Business Communications Series: "How To Sell Using NLP." NLP, Neuro-Linguistic Programming, demonstrates the simple and powerful concept that "You Don't Sell Products Or Services" ... "You Teach People How To Buy."

Master NLP Trainer Paul Webb will be our host for this series of six monthly sessions, helping people to boost both confidence and sales. Participants will learn how to apply NLP to put customers/clients into their peak buying states.

Paul Webb Training, a Division of Brandeis Training Solutions, is an on-demand sales and marketing and coaching performance-training company that has helped over 41,000 sales and marketing professionals achieve incremental, sustained and predictable growth. Paul Webb leads PWT, with over 43 years of experience.

Discover how to change the way you do business for good. Join us starting Oct. 15 for the first session of The Advanced Business Communications Series - "How To Sell Using NLP." Space is limited, to be sure to register: <https://bit.ly/3ibjPAA>.

The Big Picture

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The Chamber's advocacy efforts aren't new. Covid is by far the main issue now, but typically it could be business regulation, workforce development or an issue like the severe lack of housing in our area, just to name a few. Please remember that our

efforts are best if they are informed by your perspective. We are constantly assessing what is happening now in order to determine what will be needed by businesses and the community in the future. That is the big picture.

The 'How-To' of Latino Entrepreneurship

Final installment of 2019-2020 LBL program

By Silvia Reed, Business Development and Foundation Director

We are excited to announce the “How-to” of Latino Entrepreneurship event, Tuesday, Oct. 20. This will be the wrap-up presentation for the 2019-2020 Latino Business Leaders program. It will include an educational session presented by Dr. Ed Jaramillo on how to start and market your business and an interactive Q+A with Latino entrepreneurs Viry Delgado from [COA Mexican Eatery](#) and Jesse Lopez from [Infinity Painting & Renovations](#). This event will be educational and motivational, and will present the steps, tips and advice for starting and running a business as experienced by these two successful businesses owners. You may even learn COA’s secret sauce for success (pun intended).

Much of the success of this program is due to the feedback and questions received during the Latino Business Leaders kick-off event in July 2019 and throughout our monthly sessions. If



you are part of the Latino Business Leaders group, you will be receiving a survey in the following days. We encourage you to give us your feedback. Your answers will provide valuable information to prepare the Latino Business Leaders 2021 Program.

We would like to thank La Zeta 103.3 FM - Bustos Media LLC and Dr. Ed Jaramillo from Skagit Valley College. Their support of this program has been key in the success and participation of our Latino business community. We look forward to a continued partnership.

Business Sustainer Program Update

Knowing that some small businesses are struggling to remain active in our local economy, last month the Chamber launched the Business Sustainer Program, a pay-it-forward campaign that allows Chamber members to help fellow members by paying for their one-year membership. Thanks to the generosity of [Walmart](#), [Draper Valley Farms](#) and [Marla & Company](#), we have raised the first \$2,680 that will pay the renewing membership of up to nine Chamber members at the supporting level.

Renewal invoices will now include an optional

contribution to the Business Sustainer Program. We encourage you to consider a contribution of \$25, \$50, \$100 or another amount that fits your budget.

To receive assistance with your company’s dues or to support the Business Sustainer Program, please contact Business Development and Foundation Director Silvia Reed for more information.

Silvia@MountVernonChamber.com

Direct: (360) 395-2944

Get to Know Cascade Prosthetics & Orthotics

Cascade Prosthetics & Orthotics is a specialized clinic that serves patients of all ages who have either lost a limb (prosthetics) or need specialized bracing or support (orthotics).

Cascade P&O has two clinics, one in Mount Vernon as well as the original location in Ferndale. The Ferndale clinic is located along with its sister company, Cascade DAFO, which manufactures ankle braces for patients both nationally and internationally.

Cascade P&O employs four practitioners with more than 100 years of combined experience. The clinics serve patients from a broad geographic area, primarily drawing from Whatcom, Skagit, Island and Snohomish counties, but patients travel from as far away as Seattle to receive services, says Larry Paise, CPO (certified in prosthetics and orthotics).

Like Paise, all the clinicians are graduates from the University of Washington with a degree in Prosthetics & Orthotics and are certified by the American Board for Certification in Orthotics & Prosthetics and licensed in Washington state.

Much of Cascade P&O's work is with children who need ankle bracing, infants who require cranial remolding helmets, and amputees who need a limb replacement. They also provide



Cindy La, Patient Care Coordinator; Larry Paise, CPO; and Debbie Donaldson, CPO

custom foot orthotics plus braces for knees, backs, wrists and more.

A majority of Cascade P&O's prosthetic patients are lower-limb amputees. While you might think of a traumatic accident as cause for limb loss, more often it is due to diabetes or other vascular issues, Paise said.

They take pride in helping their patients regain their mobility, from taking their first steps, to restoring their independence, to returning to work, to hiking the trails with their family. They listen to their patients and create a customized plan to help their patients meet their goals.

Like other businesses, Cascade P&O has adapted to serving its patients during the pandemic, following the protocols for operating safely. The clinicians have even done a few "curb-side" orthotic fittings, Paise said, for patients who prefer to remain in the parking lot instead of going into the clinic.

If you're experiencing challenges with your mobility, give them a call to see how an orthotic or prosthetic device may be able to help. Learn more about Cascade Prosthetics & Orthotics on its website, cascadepoclinics.com.

Two real-life patients helped by Cascade Prosthetics & Orthotics



Ambassadors

Chair - Marla Chapa

Skagit Social

Taylor Bannister

Lincoln Theatre

Susan Cooper

NextHome Preview Properties

Monica Craig

CPI Plumbing & Heating

Ector DeLeon

Tulip Valley Winery

Beth Dewey

Joyous Style

Leslie Exner

hibu

Carol Harris

PrimeLending

Katelyn Huffman

Express Employment

Professionals

Shelby Janklow

Fortiphi LLC

Crystal King

NW Technology

Morgan McCauley

The Bridge at Mount Vernon

Anya Paxson

Aflac

Tammy Reim-Ledbetter

Alaska USA

Sherry Ruderman

Skagit Tradition Realty

Jerry Shackette

Friendship House of Skagit Valley

Lexx Stenson

Chinn GYN, LLC

Liz Theaker

Camp Korey

Lee Thomas-Palmer

Logan Creek Retirement

Community

Katey Von Hagel

Land Title & Escrow Company

Clarissa Wong

Umpqua Bank

Bony Pony celebrates new building with Ribbon Cutting



Mayor Jill Boudreau was on hand to congratulate Cherie Geerdes and The Bony Pony on the new store, right next to the old location in south Mouth Vernon. Did you know they carry 3,000 pairs of boots and 2,500 pairs of jeans? Check it out at the grand opening, Oct. 5-10.

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Member Reveals Positive Return on Investment

Txley has been a member of the Mount Vernon Chamber of Commerce for several years. During this time, we have enjoyed the networking opportunities, social aspects and community support. In a world where small businesses are threatened by online giants, the Chamber is an essential component to supporting local businesses. We've enjoyed meeting other business owners and exchanging ideas and views.

We also would like to commend the Mount Vernon Chamber for its efforts in adapting during the pandemic. As we are an essential business, we were open during the lockdown and stocked with PPE and COVID-19 essential products, which were important in keeping not only businesses, but our citizens at large, safe and protected. From CDC-approved disinfectants and hand sanitizer to masks, gloves and PPE, Txley was equipped and well-stocked to supply Skagit County during a time when the entire country was scrambling. The Mount Vernon Chamber helped spread the word. Their virtual Zoom events kept businesses connected and informed, and allowed us a platform to let people know that we are here, we are local, and we are stocked.

On behalf of the Txley Team, we commend the Mount Vernon Chamber of Commerce on their staff (Andy, Jeremy and Silvia are great!), vision and ongoing mission. We strongly urge businesses to be a part of their local Chamber to forge community connections and expand their horizons, knowledge and recognition.

Jay Chakravarty, CEO

Txley



Board of Directors

Chair - Carol Harris

PrimeLending

Vice Chair - David Lukov

Kern Funeral Home

Past Chair - Brian Poppe

HPK Architects

Treasurer - Rhonda Tingley

SaviBank

Member at Large - Bekki Cox

BC Accounting

Arden Ainley

Skagit Valley College

Viry Delgado

COA Mexican Eatery

Peter Donovan

City of Mount Vernon

Diane Fox

All About Hearing

Bill Henkel

Community Action of Skagit County

Brian Ivie

Skagit Regional Health

Ben Lazowski

Valley Shine Distillery

Jeff McInnis

U.S. Bank

Todd Owsley

Farmstrong Brewing Company

Duby Petit

Skagit Publishing

Celina Rodriguez

Mount Vernon School District

STAFF

President/CEO **Andy Mayer**

Business Development and

Foundation Director **Silvia Reed**

Operations Director **Jeremy Kindlund**

Marketing Specialist **Hilary Parker**

Visitor Information Services

Marinus Rouw

Stephanie Fernandez

The Chamber hits the road for member visits



Lisa Benjamin, Edward Jones



Mike Stickels and Rob Seyler, Big Rock Roadhouse



Ali Vargas, A.V. Skin Spa



Kirsten Jewell and Ginny Barnum, Whistle Stop Coffee Shop



Roger Gietzen, Lincoln Theater, and Lee Thomas-Palmer, Logan Creek



Angelica Guerrero, Fiesta Party Rentals

Member Announcements



What's Your Avocado? Marketing & Public Relations Wins 5 National Writing Awards

Stacie Zinn Roberts, president of What's Your Avocado? Marketing & Public Relations, based in Mount Vernon, is pleased to announce the firm won five national writing awards from the Turf & Ornamental Communicators Association (TOCA), during the organization's annual conference, held virtually on Sept. 11, 2020. The awards honored campaigns and writing projects that include: articles that ran in national publications featuring client's products, copywriting for a client's print ad, and Roberts' Marketing Matters column that runs in a national trade publication. What's Your Avocado received the following awards: First Place, Writing for a Display Ad; First Place, Writing a Feature Story; Merit Award: Writing a Feature Story, Merit Award: Writing a Feature Story; Merit Award: Writing an Editorial. What's Your Avocado? Marketing & Public Relations creates strategic narrative messaging, marketing, websites, graphic design, branding, public relations and advertising campaigns for large and small businesses. The firm serves clients nationwide, with a focus on the agricultural, turf, landscape, golf and real estate industries.

Medicare Compare 101: Open enrollment begins Oct. 15

Do you need help understanding Medicare and how Medicare supplement plans work? Please call the Medicare Insurance Helpline at 1-866-389-0445 for assistance in comparing and enrolling in Medicare plans accepted by Skagit Regional Health. Patients receive free and unbiased Medicare guidance provided by licensed and highly-trained insurance agents. You can also visit www.skagitregionalhealth.org/medicare.

Here's a chance for the business makeover of a lifetime

We know that small businesses in the Mount Vernon community are hurting. That's why PSE is providing a unique opportunity to help businesses through the Small Business Energy Makeover contest. This contest will award a \$45,000 makeover to four winning businesses, which will work with a PSE energy expert to choose a combination of energy efficient and cosmetic upgrades to help them save money and improve their business. Nominations open Monday, Sept. 28, and close Sunday, Oct. 18. Business owners can nominate themselves and all nominated businesses will be eligible to receive a free PSE energy assessment. Everyone who nominates a business will also be entered into a drawing to win one of five Nest smart thermostats. Hurry! Nominate your favorite small business by Oct. 18. Entering is easy, just visit: king5.secondstreetapp.com/PSE-Small-Business-Energy-Makeover

Skagit Valley College Continuing and Community Education is online for Fall

Skagit Valley College's Continuing and Community Education program (CCE) is pleased to announce new online workshops for Fall Quarter. CCE allows you to engage, connect, learn, and grow from the comfort of your home in short-term, non-credit courses. Visit the CCE [Fall 2020 Course Catalog](#) for more information. Courses are designed for people who would like to enjoy online non-credit workshops outside of the traditional classroom setting, while they build career skills, explore a new passion, stay current with technology, and have some fun! Programming includes computer training, professional development, creativity and much more.

Welcome New Members

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Katie King

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Mount Vernon

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COA Mexican Eatery celebrates new location with Ribbon Cutting



Mayor Jill Boudrea joined Silvia Reed and Jeremy Kindlund from the Chamber in congratulating Viry Delgado (center) and everyone at COA Mexican Eatery on their new, bigger location on Riverside Drive. The new restaurant allows them to serve more diners in-house while following Covid regulations.



Shop Local Continues

Congratulations to Aline, who won this fantastic garden basket from the Country Store loaded with items for a happy gardening experience. There's still time to shop – the promotion continues through Oct. 15.

Mount Vernon Chamber of Commerce Partner Members

Barron Smith Daugert, PLLC, BEST WESTERN PLUS Skagit Valley Inn & Convention Center, Birch Equipment Rental & Sales, Budget Towing & Repair, Cascade Job Corps Center, CBMM LLC, Coastal Farm and Ranch, Costco Wholesale, Crawford Garage Doors, D&P Electronic Home Monitoring, Foothills Toyota, Fortiphi LLC, Frontier Communications, Haggen Food & Pharmacy, Hampton Inn & Suites, Herbal Legends Cannabis, Infinity Painting & Home Care LLC, Kern Funeral Home, Landed Gentry Homes & Communities, Life Care Center of Mount Vernon, Loving Farms, Max Dale's Steak & Chop House, Mount Vernon School District, North Coast Credit Union, Northwest Escrow, LLC, PogoZone, Port of Skagit, Public Utilities District 1 Skagit County, Puget Sound Energy, SERVPRO, Skagit Valley Casino Resort, Skagit Valley College, Skagit Valley Hospital and Skagit Regional Clinics, Testing and Commissioning Services, LLC, The UPS Store #5499, The Woods Coffee, Tucker Realty LLC, Walmart, and Williams & Nulle, PLLC CPAs

Thank You Renewing Members

30+ Years

Cascade Natural Gas
Land Title & Escrow
Company
Port of Skagit
Skagit Farmers Supply &
Country Store
Skagit Regional Health
Skagit Valley College

25+ Years

Bayside Specialties
Peoples Bank
Riverside Health Club

20+ Years

Edward Jones -
Timothy U. Price

15+ Years

ALAN Heated Mini Storage

10+ Years

Barbara Paul-Mayer,
Acupuncturist and Herbalist

5+ Years

Fisher Construction Group
Ground Zero Gymnastics LLC
Harmsen & Associates
McGregor Benefits
Skagit Valley Neighbors In Need
Food Bank

Less than 5 Years

Action Pages
Gentle Dental
NW Technology
PAVÉ Jewelry & Design
PogoZone

Welcome new Chamber member BSG Solutions



Muthusamy (Guru) Samy of BSG Solutions LLC is welcomed by Ambassador Katelynn Huffman of Express Employment Professionals. BSG Solutions' home office is in Tukwila, so Guru recently traveled to Mount Vernon to check in with the Chamber and get an official new member welcome!



Tune In
Chamber Chat
Wednesday Mornings




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Candidate Forum informs voters



The September membership meeting featured candidates from the two County Commissioner seats as well as the PUD race. These forums are one way we deliver on our mission to provide information to our members. Ballots will be mailed Oct. 14, and election day is Nov. 3. Don't forget to exercise your right to vote.

BRONZE LEGACY



Heritage Wealth Advisors
Ameriprise Private Wealth Advisory Practice



ORTHOPEDICS & SPORTS MEDICINE

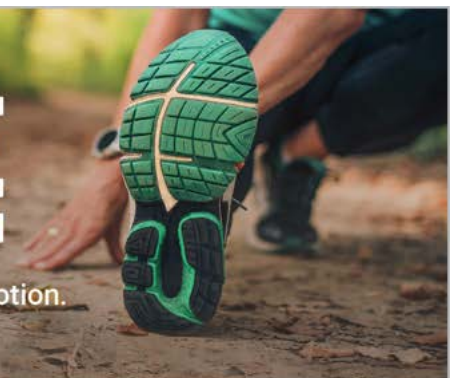
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Business Sustainer Program

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of Chamber members are small businesses

Your \$295 contribution will help a small business remain active in our local economy

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