

# CHAMBER CHAT

NOVEMBER 2020

## Resolve.

By Andy Mayer, President/CEO

**re•solve** | \ ri-'zälv , -'zölv also -'zäv or -'zöv \

**transitive verb**

to deal with successfully : clear up

to find an answer to

to make clear or understandable

to split up into two or more

components

to reach a firm decision

to reduce by analysis; resolve the problem into simple elements

**noun**

fixity of purpose : RESOLUTENESS

If we are going to find a way through the current challenges impacting our businesses and communities, we need to work together. At a time when it's easier to focus on our differences, rather than the fact that we depend on each other, working together might seem difficult. What we need is resolve.

It seems to me, if you look at the various meanings of resolve (thanks to Merriam-Webster for the edited list of meanings), none of them can be accomplished by any one person alone. And the final definition, is, by its nature, collective.

Sure, you can commit yourself to an individual goal. But resoluteness makes more sense when you're fighting a war, or in our case, a virus and its health, social and

*continued on page 2*



## LEGACY MEMBERS

### GOLD



### SILVER



Mount Vernon Chamber of Commerce

360.428.8547

[mountvernonchamber.com](http://mountvernonchamber.com)

# CALENDAR OF EVENTS

## Marketing Mastermind: Creating Your 2021 Marketing Plan

Thursday, Nov. 5, Part 1

10-11 a.m.

via Zoom

[Register here](#)

In this month's Marketing Mastermind we turn our attention toward 2021. Now is the time to review this year's marketing plan and draft a plan for next year. If you've never been through the marketing plan process, we will walk you through the best practices for setting up your plan. Then, at next month's Mastermind, we'll break out into small groups to share our plans and ask questions.

## Knowledge NOW: Why YOU Should be Tax Planning

Tuesday, Nov. 10

Noon - 1 p.m.

Presented by Larson Gross

via Zoom

[Register here](#)

In today's dynamic business environment, planning ahead is vital to prepare for anything the world will throw at you and your business ... not the least of which is TAXES! In this presentation, Tony Cook, Micah Woolman, and Kayla Luttrell from Larson Gross will share what tax planning is, who benefits from it, and a number of strategies and opportunities to consider in planning for your best outcome.

## Advanced Business Communications Series How to Sell Using NLP

Session 2: Tuesday, Nov. 19

1:00 - 2:30 p.m.

Presented by Master NLP Trainer Paul Webb

via Zoom

\$50 per session

[Register here](#)

"NLP – The 7-Keys To Success" ... What Makes The Top Industry Professionals So Successful? Learn Techniques That Build Your Self Confidence and Profits – Each Workshop Provides More Clues That Go Beyond Advanced Business Communications And Subliminal Selling Skills – Increasing Your Success Level In 2020-21. Special Bonus: Embedded Commands – Bridge Statements – Stacking Anchors and Applying Triggers!

## Chamber Virtual Luncheon: Biz Buzz – Holiday Edition

Wednesday, Dec. 9

11:30 a.m. - 1 p.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!

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— CAREERS BEGIN HERE —

## Resolve.

*continued from page 1*

economic impacts. Most of us thought we would be pretty much over the virus by now. So, to be talking about it like this, just as we did over six months ago, is discouraging. But there is a positive, which is that we are closer to the end. We know what we need to do to protect each

other. We have developed strategies, shared information for our mutual benefit and supported one another. We can get through it – together. The Chamber is committed to it. And I know that you are, too.

# Shop Local Wraps Up ... And Begins Again

The Summer Shop Local campaign wrapped up in October, and the holiday edition starts Nov. 28 on Small Business Saturday.

Shoppers who spend \$50 at participating businesses are entered into a weekly drawing for prizes provided by the businesses. At the end of the promotion, a grand prize winner is chosen.

Over the course of the summer campaign, more than \$30,000 was spent with the participating Shop Local businesses. This was the first year doing the campaign mid-year, in an effort to support our local businesses during the pandemic.

The Holiday Shop Local promotion kicks off on Small Business Saturday on Nov. 28. Look for specials from many local retailers that day



**Congratulations to Jesika. She won the grand prize drawing for our Summer Shop Local promotion.**

Please return the flyer at the end of this newsletter with your business information, a raffle prize valued at \$25 or more and \$25 to Jeremy Kindlund at Chamber office, 301 W. Kincaid St.

**Application, raffle prize and money is due to the Mount Vernon Chamber of Commerce by Monday, Nov. 16.**



**More than 1,200 Shop Local punch cards were returned during the mid-year promotion.**

and get your golden ticket for the Shop Local drawing stamped through Jan. 31.

Getting involved as a participating business includes marketing opportunities for your business such as an ad in the Skagit Valley Herald, online and social media promotion, a consumer incentive punch card program and more.

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## Get to Know Whistle Stop Coffee Shop & White Spruce Coffee Co.



It's all in the family for the entrepreneurs at the Whistle Stop Coffee Shop and White Spruce Coffee Company. Grandmother-granddaughter team Ginny Barnum and Kirsten Jewell own and operate the Whistle Stop and Anna Jette, a cousin, owns White Spruce. (You can also add Ginny's husband Fred to the mix. He owns Big Daddy's Hot Dogs.)

As Kirsten explains it, they have a family with many talents and an entrepreneurial spirit. And since coffee is a necessity in many people's eyes, it's no surprise it's become part of the family business repertoire.

Kirsten and Ginny took over the Whistle Stop in 2017. Located at the Skagit Station at 105 Kincaid St., the coffee shop is the go-to for people passing through the transit center.

"If you weren't traveling, you might miss this place," Kirsten said, so she's been working to get more exposure via a monthly raffle for a coffee basket that she promotes on the shop's [Facebook page](#).

She wants people to think of the Whistle Stop whenever they are in the in the area and want a coffee drink or a quick bite to eat. The Whistle Stop offers Big Daddy's hot dogs as well as sandwiches. And the coffee shop offers its own seating away from the transit center's waiting area. It's a light and airy place to take a break, even on gray winter days.

"We're trying to make it as inviting as possible, even with social distancing," Kirsten said.

Visitors to the Whistle Stop can also pick up a bag of freshly roasted White Spruce Coffee. Need the whole beans ground? They will grind them for you. Buy a bag of coffee and a tumbler for \$25 and you'll also receive a free cup of drip coffee. Anna suggests it's a great gift idea if someone can't get home to the Skagit Valley for the holidays.

Anna began White Spruce in 2019, roasting her single-origin beans and signature blends to order to ensure your coffee is fresh. (Order online at [whitesprucecoffee.com](http://whitesprucecoffee.com)) For those living or working in Skagit County, White Spruce will deliver your beans for free or customers can order via Munchie Dude.

White Spruce coffee can also be found at the Farmers Market during the season, and right now is part of the market's online [Harvest Market and Bazaar](#), which runs through Nov. 16. Orders will be distributed on Nov. 21, just in time for Thanksgiving. It's a great opportunity to try White Spruce's seasonal flavors Hazelnut and Pumpkin Spice.

Be on the lookout for a new coffee club to be coming soon from White Spruce. Anna says she is still finalizing the details, and coffee lovers won't want to miss out.

Whether you need a cup of coffee stat or are looking to stock your pantry, the Whistle Stop Coffee Shop and White Spruce Coffee Company are ready to serve.

"We're keeping it fresh and keeping it local," Anna said.

# The Chamber hits the road for member visits



Larry Paise and Cindy La,  
Cascade Prosthetics and Orthotics



Lee Thomas-Palmer, Logan Creek, and  
Katie King, Temperate Habits



Tina Asp, Malia Mitchell and Mindy Holland, image360



Marty McGarrigle, The Garland Co.

## Member Reveals Positive Return on Investment



“Being part of the Mount Vernon Chamber of Commerce has brought several benefits to our company and has been a great opportunity to connect and get involved with the business community. As part of the Latino Business Leaders program I have also been able to provide needed support to our Latino businesses.”

**Armando Fuentes**  
**(360) 391-9410**  
**La Zeta 103.3 FM - Bustos Media LLC**

## 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

## Signage available at Chamber office



Members still seeking Covid-19 signage can stop by to pick up a banner or sign. Thank you to image360 for providing the signage free of charge.

## Tulip INN



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[www.tulipinn.net](http://www.tulipinn.net)



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## Welcome New Members

### Pinecone Inc.

Angela Nelson

(360) 255-7690

721 S. First St.

Mount Vernon

[www.facebook.com/pineconeinc12](http://www.facebook.com/pineconeinc12)

We provide European-designed kitchen, closet, and bathroom spaces utilizing environmentally friendly products and materials such as wood, cork & marmoleum flooring with world-class partnerships and over two decades of experience.



## Your Chamber staff wears many hats!



Silvia Reed and Jeremy Kindlund attended the spooky virtual member mixer by Skagit/Island Counties Builders Association (SICBA) in October, and made sure to dress appropriately for the occasion!

## 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**

## Member Announcements

### **Pinecone Inc. Opens Showroom Doors to Public with Soft Opening**

Pinecone Inc., a Mount Vernon-based kitchen and interior finishes firm, opened its showroom doors to the public with a soft opening in October. Co-founders Rich Callison and Angela Forson-Nelson have more than two decades of industry experience. Blending eco-friendly design and construction alongside a wide range of unique and sustainable materials, Pinecone Inc. has found a way to minimize its footprint while also offering aesthetically stunning designs. Located on 1st Street in downtown Mount Vernon, Pinecone Inc.'s 1,100 sq. ft. showroom highlights their wide ranging vendor partners with flooring, cabinetry, stairs, and countertop samples throughout. For more information or to schedule a complimentary design consultation, contact 360-255-7690, visit [www.pineconeinc.com](http://www.pineconeinc.com) or drop by in person at the showroom located at 721 S. 1st St. in Mount Vernon.



**Pinecone, Inc., co-founders Angela Forson-Nelson and Rich Callison**

### **Christianson's Nursery Do It Yourself Holiday Wreath-Making Workshops**

Nov. 16-Dec. 24, Daily, 9-10:45 a.m., 11 a.m.-12:45 p.m., 1-2:45 p.m., 3-4:45 p.m.

Want to create a wreath at your convenience? Pre-register to use Christianson's machines for Do-It-Yourself wreath-making beginning on Monday, Nov. 16 to Dec. 24. Up to 5 people may pre-register together. Bring your own materials or select from a stunning array of seasonal greens and berries (sold by the pound) at the nursery. Wear warm clothing and bring your own pruners and gardening gloves.

Complimentary. To pre-register, contact the Garden Store at 360-466-3821 or 800-585-8200. [www.ChristiansonsNursery.com](http://www.ChristiansonsNursery.com)

### **Record Funds Raised for Alaska USA Foundation's annual Cash for Cans® fundraiser**

With "people helping people" as their core purpose, CUNA Mutual Group Foundation, Inc. partnered with Alaska USA Foundation's annual Cash for Cans® donation drive by providing a match challenge to encourage member donations. Alaska USA Federal Credit Union and the Alaska USA Foundation teamed up for the fundraiser, collecting cash donations at Alaska USA branches during the month of September, National Hunger Month. With CUNA Mutual Group Foundation, Inc.'s matching funds, the Alaska USA Foundation raised more than \$107,000 and with a donation by the Alaska USA Foundation, the total donation is \$140,000, which will assist numerous food banks and pantries in Alaska, Maricopa County in Arizona, the High Desert region of California, and Washington state. Donations in Washington totaled \$34,000.

# Thank You Renewing Members

## 30+ Years

Cascade Natural Gas  
Land Title & Escrow  
Company  
Logan Creek Retirement  
Community  
Puget Sound Energy  
Skagit Farmers Supply &  
Country Store  
Skagit Valley College  
Washington Federal

## 25+ Years

Windermere Real  
Estate/Skagit Valley

## 20+ Years

Birch Equipment Co., Inc.  
CPI Plumbing & Heating  
Dimensional  
Communications, Inc.  
The Skagit Casino Resort

## 15+ Years

Budget Towing & Repair  
SaviBank - Blackburn Branch  
The Dey Company

## 10+ Years

Perry Family Dentistry  
Sundance Energy Services, Inc

## 5+ Years

Alaska USA  
Bay Baby Produce, Inc.  
Children of the Valley After  
School Program  
Fisher Construction Group  
Ground Zero Gymnastics LLC  
Harmsen & Associates

## 5+ Years, continued

K & L Media, Inc.  
PrimeLending  
Ristretto Coffee Lounge &  
Wine Bar

## Less than 5 Years

Big Rock Roadhouse  
Diaper Bank of Skagit County  
Intellitonic  
IRG Physical & Hand Therapy  
Law Office of George T.  
Freeman  
NW Technology  
PAVÉ Jewelry & Design  
PogoZone



## Mount Vernon Chamber of Commerce Partner Members

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## New brew on the block: Temperate Habits Ribbon Cutting



Mayor Jill Boudreau was on hand with Chamber staff to congratulate Katie King on the ribbon cutting of her new microbrewery Temperate Habits, located on First Street in downtown Mount Vernon. Temperate Habits Brewing Co. is open seven days a week.

## BRONZE LEGACY



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[skagitregionalhealth.org/orthopedics](http://skagitregionalhealth.org/orthopedics)



# MOVE WITHOUT HESITATION

A healthy body is a body in motion.





**MOUNT VERNON  
DOWNTOWN ASSOCIATION**

## Holiday Shop Local Campaign

Dear Chamber member,

We are about to kick off the 2020 Holiday Shop Local Campaign and want to partner with you. The Summer Shop Local Campaign was by far our most successful with over \$30,000 spent at local businesses. The holiday 2020 campaign will launch **November 28 during Small Business Saturday and continue through January 31.**

Involvement includes fantastic marketing opportunities for your business such as an ad in the Skagit Valley Herald, online and social media promotion, a consumer incentive punch card program, and more. Please return this flyer with your business information, a raffle prize valued at \$25 or more and \$25 to Jeremy Kindlund at the address listed below. **Application, raffle prize and money is due to the Mount Vernon Chamber of Commerce by Monday, November 16.**

Not a member of the Mount Vernon Chamber of Commerce? You are still able to participate in this great program and promote your business!

**For more information please contact: Jeremy Kindlund**

Via email – [Jeremy@MountVernonChamber.com](mailto:Jeremy@MountVernonChamber.com)

Phone: (360) 428-8547

PO Box 1007

Mount Vernon, WA 98273

### Participation requirements -

- \$25 fee that allows us to print the punch cards and promotional advertising
- Raffle Prize (Value of \$25 or more)

### Participation benefits -

- Consumer incentive punch card program: customers receive a punch for every \$5 spent at participating businesses. When the punch card is full (10 Punches at \$5 each, \$50) they can be used as an entry into weekly & grand prize drawings for fantastic raffle prizes. Each partnering business will be listed on back of the punch cards, poster, and ads.
- Shop Local Poster
- PDF copy of flier with partnering businesses listed can be distributed to your clients via email or print off to put in bags, etc.

**Please provide the information below and two raffle prizes to Jeremy Kindlund at the Chamber office no later than November 16.**

Business Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

Description of Raffle Prize: \_\_\_\_\_

\_\_\_\_\_ Raffle Prize Value: \_\_\_\_\_

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