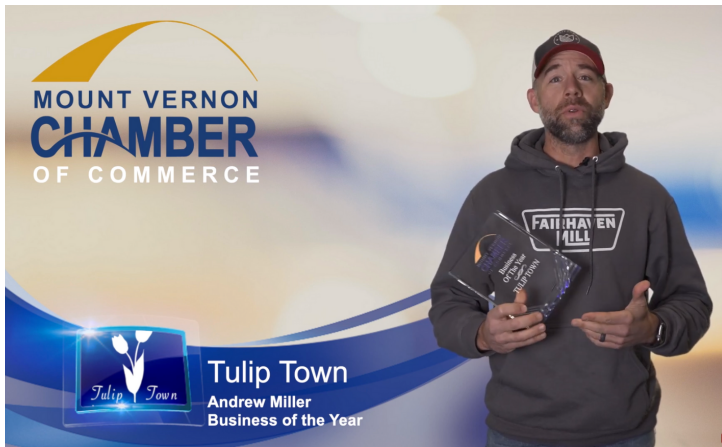


CHAMBER CHAT

FEBRUARY 2021

2020 Chamber Award Winners



By **Andy Mayer** | **President & CEO**

The Chamber's annual awards are a way to recognize members for exceptional service, talent and community support.

This year, our award recipients demonstrate the qualities that have gotten us all through this difficult time – adaptability, perseverance and courage.

Those people and businesses honored are:

Business of the Year: **Tulip Town**

Business Person of the Year: **Viry Delgado, COA Mexican Eatery**

Ambassador of the Year: **Katelyn Huffman, Express**

Employment Professionals

Rising Star: **Ali Vargas, A.V. Skin Spa**

Making a Difference Award: **Monica Craig, CPI Plumbing & Heating**

These winners exemplify the strength each one of our members has exhibited in this last year. They are strong as you are strong, and as a result, the Chamber is strong.

continued on page 3 ...



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CALENDAR OF EVENTS

Whole-Self Health Fitness Classes

Tuesdays

via Zoom

12-12:30 p.m.

The Chamber, along with Urban Fitness, Riverside Health Club and the Skagit Valley YMCA, help you to move your body and clear your mind each Tuesday. The workouts are tailored to the office, so no need for workout gear, lots of space or special equipment.

Urban Fitness, Feb. 2 [Register here](#)

YMCA, Feb. 16 [Register here](#)



Motivation & Marketing Mastermind:

Demystifying CRMs

Thursday, Feb. 4

10-11 a.m.

via Zoom

[Register here](#)

You may have heard of CRMs, Customer Relationship Management systems, but felt intimidated to wade into these programs. In this month's Marketing Mastermind we will share why you might consider using a CRM and demonstrate how easy it is to use this powerful tool for tracking communications and sales.

Latino Business Leaders Listening Sessions

Tuesday, Feb. 9, 5:30-6:30 p.m.

Thursday, Feb. 25, Noon - 1 p.m.

via Zoom

[Feb. 9 Registration](#)

[Feb. 25 Registration](#)

We invite past Latino Business Leaders (LBL) participants and new individuals interested in attending LBL to join one of our discussion groups this month. Your feedback and comments will help prepare a program that answers to the needs of our Latino business community. Both sessions will be in Spanish.



Knowledge NOW: Why is Project Management so crucial to your organization?

Wednesday, Feb. 10

12-1 p.m.

via Zoom

[Register here](#)

Presented by Guru Samy, BSG Solutions

Learn the significance of project management and how it can help your company save time and money, make better business decisions, and more.



Advanced Business Communications Series

How to Sell Using NLP

Session 5: Thursday, Feb. 18

1-2:30 p.m.

Presented by Master NLP Trainer Paul Webb

via Zoom

\$50 per session

[Register here](#)

NLP – The Sales Masters Course Continued – How To Handle Customer Attitudes ... The Difference Between a Master and an Amateur is the Ability to Handle Customer Attitudes – Skepticism – Indifference – Objections & Acceptance – Learn the Best Techniques to Handle All 86 Objections a Customer Can Ever Come Up With ... and Handle It Professionally!

Chamber Virtual Luncheon: Association of Washington Business CEO Kris Johnson

Wednesday, Feb. 24

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

via Zoom

[Register here](#)

Learn about the current state of business, the recovery process and the economy. Presented by Kris Johnson, President & CEO, Association of Washington Business.

Sponsored by:



Congratulations to the 2020 award recipients



Viry Delgado
COA Mexican Eatery
Business Person of the Year



Monica Craig
CPI Plumbing & Heating
Making a Difference Award



Ali Vargas
A.V. Skin Spa
Rising Star Award



Katelyn Huffman
Express Employment Professionals
Ambassador of the Year

continued from page 1

Thanks to each of you, our members, for your commitment to our organization. We appreciate the value you have put on our relationship. We pledge to make sure that it continues to be a beneficial one for you. To our committees, including our Ambassadors, thank you so much! Your participation has been outstanding and has

been a tremendous help in accomplishing our mission.

And to Carol Harris, 2020 board chair, and the entire Chamber Board, I want to express how thankful I am for your leadership and vision this past year. You quickly understood that businesses and communities were faced with an immense challenge and you gave the staff the latitude and support to move forward boldly to do everything we could to help them. I am truly appreciative of the trust you showed us.

Thank you, again, to all of our members. Here's to a brighter 2021.

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Get to Know Northwest Physical Therapy

Northwest Physical Therapy has been a fixture in Mount Vernon since 1979 when it opened on the corner of Laventure and Division. Since then, generations of families have come to Northwest Physical Therapy and Sports Rehabilitation Centers, says owner Megan Douglas.

Douglas, a physical therapist, worked for the former owner, and when it came time for him to retire, he sold the business to Douglas and her husband, Scott Douglas. That was February 2011, so this month marks their 10-year anniversary as owners. In that time, the company has doubled in size and volume.

Today, Northwest Physical Therapy operates four clinics, including locations in Burlington, Sedro-Woolley and Bellingham. Each location has its own special mix of offerings. The Mount Vernon location has both a Spanish-speaking physical therapist and office manager, which is, not surprisingly, popular with the community's Hispanic population. "When they call, they know they can schedule and get treatment in Spanish," Douglas says.

The Mount Vernon office also focuses on L&I cases and "industrial rehabilitation," which helps injured workers with physically demanding jobs gain strength and learn to move safely so they can get back to work. The Burlington office provides vestibular therapy, for those post-concussion or suffering from vertigo, as well as pelvic health therapy, for both men and women, and massage therapy.

While people often think of physical therapy as a service for injured athletes or for people post-surgery, physical therapy can benefit a wider range of people, Douglas said. If you are trying to get back into a favorite sport – or even find your daily routines inhibited by pain or movement problems – a physical therapist can



Megan Douglas, Northwest Physical Therapy

probably help. A few visits to the PT may even help prevent or stave off surgery in some cases, she says.

"You don't have to be a high-level athlete to benefit from physical therapy," she said. And what many people don't realize is the depth of training physical therapists have, Douglas adds. "Physical therapists are movement specialists, and they have their doctoral degrees."

Practically speaking, this means you don't need a referral to make an appointment, unless your insurance company requires one. And if you have questions, the office staff can often help answer those insurance questions.

Northwest Physical Therapy is also out in the community, with PTs who work as athletic trainers for Sedro-Woolley High School and Skagit Valley College. A Northwest Physical Therapy PT also teaches a sports medicine class at SVC.

To learn more about Northwest Physical Therapy's services, visit physicaltherapynorthwest.com.

Member Announcements

MV City Council Member Appointed to Environmental Commission

Mount Vernon City Council Member Richard Brocksmith was recently appointed by Seattle Mayor Jenny Durkan to serve as an Alternate Commissioner on the Skagit Environmental Endowment Commission (SEEC).

The SEEC was created to manage an endowment fund established to conserve and protect wilderness and wildlife habitat; enhance recreational opportunities; acquire mineral or timber rights consistent with those conservation and recreational purposes; and to conduct studies to support these undertakings. The Commission is comprised of eight commissioners – four from the United States, and four from Canada – as well as eight alternate commissioners, with equal representation.

Brocksmith said he is excited about the opportunity to engage with representatives from the U.S. and Canada, including First Nations and Tribes, to implement a shared vision.

The appointed term spans from January 2021 to July 2024.

Signs Plus Inc. Spotlited in Signs of the Times Publication

Signs Plus has been featured in the national publication of Signs of the Times. The article highlights Signs Plus's in-house fabrication of channel letters for Care Medical Group.

"The sign code was fairly restrictive in regards to the total allowable sign square footage, so we had to be creative in order to maximize their impact," said Signs Plus owner Jim Sutterfield.

The Signs Plus design team translated the new company colors over to stock Avery Dennison translucent film colors. They also worked on polished silver returns for the channel letters. The goal was to utilize the reflectiveness during a bright sunny day and shine in the night.

Check out the the digital magazine here: https://www.nxtbook.com/nxtbooks/STMG/sot_t_202010/index.php#/p/26



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Latino Business Leaders: We're Listening

Launched in July 2019, Latino Business Leaders (LBL) is a Mount Vernon Chamber program designed to provide much-needed resources in the form of educational workshops, networking and marketing for Latino business owners. The program serves Latino start-up companies as well as established businesses.

The Chamber understands that the needs and challenges of the business community have changed in the past few months, and, to better address the needs of our community, this February we are launching two listening sessions that will lead to monthly educational sessions and 1:1 mentorship and advice from business counselors.

Current LBL participants as well as Latino entrepreneurs who are considering joining the program are welcome to join the listening sessions as well as the full LBL program when it begins in March.

- Listening Session 1: Feb. 9 at 5:30 p.m.
- Listening Session 2: Feb. 25 at 12 p.m.

Those interested in participating at either one of the listening sessions or who would like to know more about Latino Business Leaders, please contact Silvia Reed. Silvia@MountVernonChamber.com | (360) 395-2944

 <p>BUSINESS SUSTAINER PROGRAM</p>	<p>61% of Chamber members are small businesses.</p>
<p>Your support of fellow Chamber members helps us all.</p>	<p>Enroll your business today as an investor or a recipient. Contact Silvia Reed, 360.395.2944</p>

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Txley
U.S. Bank - Riverside Dr.

Ambassadors

Chair - Marla Chapa

Skagit Social

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Susan Cooper

NextHome Preview Properties

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CPI Plumbing & Heating

Ector DeLeon

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Member reveals positive return on investment

Being a member of the Mount Vernon Chamber of Commerce has been at the heart of my business. This community has given me the opportunity to not only learn about the other incredible businesses and organizations around the Valley, but it has been a wonderful place for me to grow myself as a business owner. There are so many opportunities to learn from other members, practice public speaking, develop visions for true solutions in our community, and a place to build lasting friendships.

Last year the Mount Vernon Chamber of Commerce provided a platform to help raise over \$150 toward childhood cancer research at the annual Battle of the Bridge golf tournament. The Mount Vernon Chamber staff members are always looking for ways to help promote, support and encourage your business. Simple things with incredible people are what make this chamber a place I love and call home!

– Anya Paxson, **Aflac**



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