

CHAMBER CHAT

DECEMBER 2021

Gift local merchants with your dollars this season

By Andy Mayer/President & CEO

Maya Angelou once said, “You can tell a lot about a person by the way they handle three things: a rainy day, lost luggage and tangled Christmas tree lights.”

If those are the important measures, we should all be doing well. We’re quite used to rainy days, having just experienced them in record numbers with more to come. We either don’t even know where our luggage is stored because we haven’t traveled in a while, or if we have, we’re smart enough to carry any luggage on board. As for the Christmas/holiday lights, do what I do – buy new! Okay, I don’t always do that. But really, if they’re showing their age, why not support your local business and replace them?

Please support your local businesses year-round and especially during the holidays. They are depending on your business, and you will find unique gifts that you will not find elsewhere or online. To entice you, the Chamber and the Mount Vernon Downtown Association have kicked off our Shop Local program. For every \$5 you spend you will receive a punch on a card, which when filled can win some truly special prizes for you. Cards are available at the participating businesses listed on page 11. You also need to check out MVDA’s Holiday Shopping Guide [linked here](#), to help you find those unique gifts you are seeking. I hope to see you out and about.

Happy Holidays!



GOLD



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Mount Vernon Chamber of Commerce
(360) 428-8547
mountvernonchamber.com

CALENDAR OF EVENTS

Marketing Mastermind:

2022 Strategic Marketing Planning

Thursday, Dec. 2

10 a.m.

via Zoom

[Register here](#)

As 2021 comes to a close, it is time to start thinking about your 2022 marketing plan. Join us for our December Marketing Masterminds meeting to get a jump on your planning. We will reflect on 2021, define our big picture goals, and brainstorm how to reach those goals. Register now and receive a FREE Marketing Strategy Planner to get you started and ready to mastermind with us!

Chamber Membership Luncheon:

Biz Buzz

Wednesday, Dec. 8

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

via Zoom

[Register here](#)

Jingle into the holidays with our speed-networking Biz Buzz! Get your elevator speech ready as you connect with fellow Chamber members. Sponsored by:



Legislative Send-Off

Hosted by the Skagit Chamber Alliance

Friday, Jan. 7

8 a.m.

Sedro-Woolley Library

The Skagit County Chambers will be hosting the legislators from the the 10th, 39th and 40th districts for the annual Legislative Send-Off. Each legislator will share his or her priorities and expectations for the upcoming session. The audience will then have the opportunity to ask questions of the legislators.

Save the Date

Knowledge NOW

Wednesday, Jan. 12

Chamber Connections

New group!

Thursday, Jan. 13

Latino Business Leaders

Tuesday, Jan. 18

Membership Orientation

Tuesday, Jan. 11

Chamber Awards

Wednesday, Jan. 26

Apply now for networking group

A second Chamber Connections group will be forming in the new year. The group will meet Thursdays at noon, starting in January. Membership in the group is limited to one person per business category. Categories are selected by the member based on the membership directory. Meetings are twice a month and are currently taking place via Zoom. See page 13 of this newsletter for the Connections application.

Members share passion, experience with SVC students

As part of the Mount Vernon Chamber Foundation's Experience Work Project (EWP), Chamber members Tina Tate of Friendship House and Angie Ramsey of Sherwood Community Services shared how they've built successful careers on a passion for what they do and growing their skills along the way.

The women spoke to a group of Skagit Valley College students via Zoom in early November as part of an ongoing series of presentations by professionals sharing their career paths with students.

Silvia Reed, Chamber Foundation Director, said the panel discussions are one way to ready students who will soon be heading out into the workforce.

"These panels help prepare students for what is waiting for them outside the classroom," she said.

Tate from Friendship House told the students that at one point in her life she needed the services of Friendship House, so it is her personal life experience that makes her so passionate for her work.

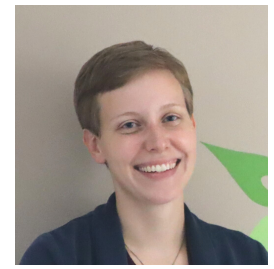
"What helped me get into what I'm doing is passion," Tate said.

Jumping into the executive director role from her job as a circulation supervisor for the Skagit Valley Herald meant that she didn't have experience in every aspect of her new job. Tate said she is self-taught in many of the skills important to working for a nonprofit, such as grant writing and fundraising.

Being the executive director of a small nonprofit means she also serves as the HR director, Tate said, so she has taken online courses to help her



Tina Tate



Angie Ramsey

understand that part of her job. She encouraged the students to seek out learning opportunities throughout their careers to continue building skills.

Ramsey works in vocational services at Sherwood, helping people with disabilities to find jobs and providing assistance while they are employed.

"I'm so thankful I fell into this," she said. "I didn't know this kind of work existed."

Ramsey encouraged students to be curious and seek out experiences that will help them learn. She says while she didn't set out to go into vocational services, all her experiences in her prior work gave her skills that she could use in this job. Being organized and good with details is important in her work and so is being a good communicator and "people person," she said.

The Chamber Foundation's workforce development and Career Connect programs are funded by the Opportunity Grant Program/Northwest Workforce Council, Skagit Valley College, Shell Puget Sound Refinery and Puget Sound Energy. For more information and partnership opportunities, please contact Business Development and Foundation Director Silvia Reed (360) 395-2944 or Silvia@MountVernonChamber.com.

Get to Know Northwest Natural Care

Northwest Natural Care is a hemp extraction and product company located here in the Skagit Valley, producing high-quality hemp oils used in CBD and CBG products.

Northwest Natural Care sells capsules, tinctures and topical formulations, and includes a line for pets. Dogs, cats and even horses can benefit from these hemp products.

Likely, you've heard of CBD but perhaps not CBG. Both cannabinoids occur naturally in the hemp plant and bind to receptors in our body providing many potential positive benefits.

These two cannabinoids have distinct properties and effects, so people may find one works better for them than the other, says Northwest Natural Care's owner Matthew Friedlander.

Our bodies have an endocannabinoid system and produces its own endocannabinoids identical to CBD, CBG, and THC, Friedlander said, but sometimes do not produce enough, leading to an endocannabinoid deficiency that studies indicate is associated with many negative health conditions.

Phytocannabinoids can help supplement our endocannabinoid system. Many people report relief from symptoms such as inflammation, chronic pain or neurological conditions and find a benefit from supplementing with hemp and cannabis products.

Northwest Natural Care is focused on creating products with a high medicinal-potential.

"Our products are locally made, Washington grown and tested with confidence at third-party accredited labs for potency and pesticides," Friedlander said.

Northwest Natural Care products are unique



Chamber CEO Andy Mayer presents Northwest Natural Care owner Matthew Friedlander with a Legacy Member plaque in November.

in part because they use pure food-grade alcohol for extraction. The benefit, Friedlander says, is that the oils produced are much richer in beneficial plant fats, waxes and proteins that increase the potential benefits of their products.

Friedlander says he thinks many people are skeptical of cannabinoids' health benefits because they seem to provide a wide variety of relief, which some people might see as too good to be true.

"You don't have to have severe health problems to benefit from cannabis and hemp products," he said. "I recommend people try it for themselves to see if it improves their quality of life."

Northwest Natural Care has a Washington Department of Health-certified medical cannabis consultant on staff to help people match products to their specific health concerns.

Order Northwest Natural Care's [products online](#) or look for them at local retailers.

Friedlander said this year they began working to be more involved in the community. Be on the lookout for the Northwest Natural Care team at more events in the coming year.

Member reveals positive return on investment

My name is Perla Vergara, owner of Perla's Insurance Services. I have been a Chamber member since I opened my insurance business in 2016. The Chamber gave me the opportunity to network and connect with other businesses and business owners in Skagit County. It has helped my business credibility and visibility. I have also attended the Latino Business Leaders training, which gave me the knowledge to improve my business skills. I appreciate the opportunity that the Mount Vernon Chamber has provided for me as a Hispanic small business owner.



Perla Vergara
Perla's Insurance Services

Partner Members

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Andy Mayer President/CEO

Silvia Reed Business Development and Foundation Director

Jeremy Kindlund Operations Director

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Visitor Information Services

Member Announcements

Managing Up: Working successfully with any type of boss

Dec. 9, 12-1 p.m. via Zoom; opens at 11:30 a.m. for networking
Establishing strong, productive working relationships with those above us is the single most effective way to accelerate success in any organization. Whether you are reporting to a supervisor, middle manager, VP, top executive or a board of directors, managing up is a skill that we all need. This lively and interactive virtual webinar provides proven strategies and techniques to increase cooperation and collaboration between those who have different power levels, perspectives and personalities. Learning to effectively manage up is good for you, good for your boss, and good for your organization.

Register here: <https://sihrma.org/event-4556830>

Skagit Symphony has discounts on student & children's tickets

Did you know discounts are available on Student and Child tickets? Skagit Symphony is an entertaining night out for all ages. Any high school or college student 16 and over with student ID card can be ticketed for free, when the seat is reserved in person at the McIntyre Box Office. A child's ticket for one of our evening concerts is \$10 when accompanied by an adult ticket, up to two children's tickets per adult. Skagit Pops! concerts are not included in promotional pricing.

SVC receives \$2.5M federal grant to provide college access to migrant, seasonal farmworker families

Skagit Valley College is pleased to announce it has received a \$2.5 million College Assistance Migrant Program (CAMP) federal grant from the U.S. Department of Education. The five-year grant provides academic and financial support services to eligible students from migrant and seasonal farmworker families as they complete their first academic year of college and continue into a second year. The first group of 30 students will begin fall quarter and the program will add 35 students in years two through five. All students will receive wrap around services and support to help them succeed.

Thank You Renewing Members

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Skagit Public Utility District

10+ Years

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Barron Heating & Air
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Little Mountain Laser

20+ Years

Cascades Job Corps
Hansen's Furniture
Strauss Jewelers

Less than 5 Years

Indulge Bakery
Oostrou & Associates
Skagit Adult Day Program

VOA Distribution Center opens



Opening ceremony celebrating Volunteers of America Western Washington's new 60,000+ square-foot regional Arlington Food Distribution Center.

Ambassadors

Chair - Marla Chapa

Skagit Social

Mitch Britt

Bold Eye Media

Susan Cooper

NextHome Preview Properties

Ector DeLeon

Tulip Valley Winery

Sarah Eckenrode

CPI Plumbing & Heating

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The Year in Pictures

2021 ... well, what can we say? Despite the challenges posed this year by the ongoing pandemic, the Chamber and you found ways to gather, support our business community and just have fun. Thanks to everyone for coming along for the ride!



Latino Business Leaders Meet & Greet



Drive-in Movie Night at Skagit Valley College



Battle of the Bridge Golf Tournament



The Year in Pictures



Revival Lounge Ribbon Cutting



Send-off party for Jerry Shackette



Member Appreciation luncheon at Craft Stove



Multi-Chamber After Hours at Farmstrong Brewing



Riverwalk Summer Concert Series

Welcome New Members

Achieve Marketing Services

Kate Williams
(360) 840-2700
Mount Vernon



achievemarketingservices.com

Our company installs a marketing system to achieve consistent results. We help small businesses blend powerful marketing strategies, tactics and tools to get more eyeballs on their business, more customers through their doors and more cash in the till.

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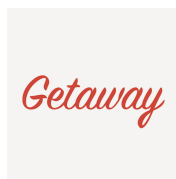
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Stanwood

mcpersonpestcontrol.com

McPherson Pest Control provides pest control services against rodents, ants, spiders, bats, cockroaches, birds, hornets, wasps and mosquitoes in the Stanwood, WA, area.

Skagit Community Foundation

Maddy McKenzie
(360) 419-3181
1220 Memorial Hwy, Suite C
Mount Vernon
www.skagitcf.org

We put donated dollars to work to maximize the impact of your gift. We help you craft a personalized philanthropic strategy designed to achieve your goals in the best way possible.

Simply Social

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getsociallysocial.net

If content is king, then engagement is queen. We offer thoughtful digital marketing solutions to help your company achieve its goals, from content to full-fledged social media marketing plans.

Shop Local & Win with these merchants

The holiday Shop Local & Win promotion kicked off the Saturday after Thanksgiving. Be sure to show your support to these local businesses now through Jan. 31. Spend \$50 total at these shops and be entered into weekly prize drawings.

Babe Rainbow Antiques
Brecky's PNW Handicrafts
Calico Cupboard
Dilly Dally Antiques & Collectibles
District Brewing Company
Draper Valley Farms
Easton's Books

elSage Designs
Forte Chocolates
House of Style Boutique & Salon
JeKa
KAPS Radio 660 AM & 102.1 FM
KBRC 1430AM
Kids Stuff

La Catrina Tacos & Tequila
Lincoln Theatre
Pacionis Pizzeria and Lounge
PAVÉ Jewelry & Design
Riverside Health Club
Skagit Acres
Skagit Farmers Supply & Country Store
Skagit Running Company
Skagit Valley Food Co-op
Skagit Valley Tulip Festival
Thai House Restaurant
The Lunchbox Diner
Tri Dee Arts
Urban Hot Yoga LLC
Wild Fibers
Work Outfitters

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Chamber Connections

Noon group

Referral Group Guidelines and Application

GUIDELINES

- ⇒ One participant per industry.
- ⇒ A completed and signed application must be sent to the Chamber liaison in order to join Chamber Connections. The Chamber will confirm an opening in the group and process your application or, if no opening is available, applicant will have the option to be placed on the waiting list.
- ⇒ Chamber connection members must be employees of a Mount Vernon Chamber of Commerce member organization.
- ⇒ Membership applies to the individual not the company.
- ⇒ Members are responsible for bringing new leads to the meeting.
- ⇒ Meetings are held on the second and fourth Thursday of the month at noon.
- ⇒ Three unexcused absences in the quarter will constitute removal from the group.
- ⇒ When an individual drops out or is removed from the group, the chamber liaison will notify the individual on the waiting list to fill the empty spot.
- ⇒ The Chamber will maintain a waiting list for Chamber Connections as well as a record of all leads generated in the group.

APPLICANT INFORMATION

Company Name: _____

Participant Name: _____

Business Category: _____

Phone Number: _____ Cell number: _____

Website: _____ Email address: _____

Signature: _____ Date: _____

() I agree to follow the guidelines and bylaws as described by the Mount Vernon Chamber of Commerce.

For additional information or to join Chamber Connections, contact

Silvia Reed | Direct: (360) 395-2944 | Silvia@MountVernonChamber.com