

# off the vine

News for and about the Woodinville Business Community

## January 2007

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EXECUTIVE DIRECTOR  
John Erdman

## Board of Directors 2007

**So, you wonder, who's making decisions for the Chamber this year? Let us answer that question for you.**

### Your Board Chair

**Mike McClure**, of *MJR Development*, is in the process of building "Woodinville Village." He lives in the area, he knows this city, and he's making sure to have this exciting new neighborhood blend in with its surroundings.

### Your Board Vice Chair

**Rich Rime** is Director of Guest Services for *Chateau Ste. Michelle Winery*. If Mike is unavailable, Rich is there to step in and take over.

### Your Board Secretary

**Chris Ellis** provides Community Relations for *Evergreen Healthcare*. Her job for the Board is taking minutes. Sounds like fun, huh?

### Your Board Treasurer

**David B LauRae, CPA**, is a local *small business owner*. Being a CPA, he's the perfect one to provide the duties of a treasurer. He creates and/or modifies the Chamber's annual budget and oversees the money aspect of the Chamber.

### Past Board Chair

**Patrick McFarlan**, Director of Sales & Marketing at *Willows Lodge*, as past chair provides input and assistance to the Board.

The remainder of the Board is just as important as those officers listed above. You may even recognize a name or two. Some of these people attend almost every monthly event the Chamber puts on.

### Directors

**Robin Akkerman**, *Willows Lodge*  
**Caroline Call**, *Insurance Benefits Northwest*  
**Doug Hale**, *Northshore School District*  
**Randi Halela**, *First Mutual Bank*  
**Toren Heald**, *Prudential MacPherson's Real Estate*  
**Tom Quigley**, *Olympic Nursery*  
**Gaylen Sauvé**, *GSC Music & Sound*  
**Joe Truglio**, *Creative Concepts*  
**Julie Unruh**, *The Woodinville Weekly*  
**Susan Webster**, *Gathering Fabric Quilt Shop*  
**Lane Youngblood**, *City of Woodinville*

These folks were selected by a nominating committee that consisted of Board members and Chamber members. Don't quite know what the Board actually does? The Board is here to serve your Chamber. They make the best decisions they can each month for the Chamber. They support you, the businesses of the greater Woodinville area. They keep on top of what the City is doing and go to bat for you when it's in the Chamber's best interests. Have a question or concern? Feel free to contact any one of these Board members. Don't know how to reach them? Check your Chamber Business & Community Directory, go online to [www.woodinvillechamber.org](http://www.woodinvillechamber.org), or call the office and ask for the phone number. Your staff will be happy to help. ❖



Mike McClure  
Rich Rime  
Chris Ellis  
David LauRae  
Patrick McFarlan



Caroline Call  
Randi Halela  
Toren Heald  
Tom Quigley  
Gaylen Sauvé



Joe Truglio  
Julie Unruh  
Susan Webster  
Lane Youngblood



GREATER  
WOODINVILLE  
CHAMBER  
of Commerce

## 2007 Board of Directors

### CHAIR

Mike McClure  
MJR Development

### VICE CHAIR

Rich Rime  
Chateau Ste Michelle Winery

### SECRETARY

Chris Ellis  
Evergreen Healthcare

### PAST CHAIR

R. Glenn Phillips  
Phillips & Webster, PLLC

### TREASURER

David B. LauRae  
David B. LauRae, CPA

### DIRECTORS

Caroline Call  
Insurance Benefits Northwest

Randi Halela  
First Mutual Bank

Toren Heald  
Prudential MacPherson's Real Estate

Tom Quigley  
Olympic Nursery

Gaylen Sauvé  
GSC Music & Sound

Joe Trulio  
Creative Concepts

Julie Unruh  
The Woodinville Weekly

Susan Webster  
Gathering Fabrics

Lane Youngblood  
City of Woodinville

### EXECUTIVE DIRECTOR

John C. Erdman

### CHIEF OF STAFF

Suzanne Rollins

### EDITOR

Suzanne Rollins  
suzanne@woodinvillechamber.org



## Executive Director's Report Set New Goals to Achieve Success

By John Erdman

As we close the current year and begin a new year, it's the time to re-establish our plans and dreams for continued success. The following are the steps to take to establish your 2007 goals and get the commitment necessary to achieve them.

The first step in the pathway to success is becoming committed to yourself, your ideas, your desires and your goals. The word "commitment" strikes fear in the hearts of many people, but commitment is as simple as setting goals and action plans.

Goal setting to most people is a chore they do only on a small scale, if at all. To most people, goals are something they talk about, but seldom have in a concrete form. To not have well defined goals is to just drift around in this adventure of life I call trip Earth. When you have well defined goals, you know where you are going and how to get there. This is Commitment. To establish the road map so you can achieve your real potential, you must have written goals and desires.

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***"Remember if you do not stand for something, you will fall for anything."***

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Have you ever wondered why you set some goals, but they never seem to come true? To explain why this happens, realize that you function in three realms of consciousness. They are the creative subconscious realm, the subconscious realm and the conscious or physical realm. An illustrated diagram would look like a target with the creative subconscious the center, the subconscious surrounding the creative subconscious and the conscious surrounding the subconscious.

To put it simply, we get our desires or thoughts from the creative subconscious. We then move them into the mental or the subconscious and begin to formulate them into goals. They are then put into writing so we can move them into the physical or conscious where we get the desired results.

The best way to move from the mental realm to the physical realm, is by writing down your goals and your action plans to achieve them. We will be working on the steps necessary to bring your goals from the mental realms to the physical realms, so you can begin to achieve total success.

The seven steps to establishing your goals in the physical realm are:

1. Assess the "As Is."
2. Establish the "Target Point."
3. Select goals, set time tables and put them in writing.
4. Commit yourself by knowing the "Whys."
5. Determine there are no conflicts.
6. Start working on the "Bite Size" pieces.
7. Follow up and change as necessary.

The first thing we need to understand is where we are right now or the "As Is" situation. If you do not know where you are when you start to plan your adventure on trip Earth, you will draw your road map with only one road.

Think for a moment of being lost, you have no idea where you are. If you have a map that shows where help is, but you do not know where you are on the map, can you use it to get out of the wilderness? Probably not.

Most people, when sitting down to write out or establish their goals, never bother to think about where they currently are in their progress. You need to write out where you are right now, so you can establish a base line. Then we can move on to step two.

The next step in establishing your goals in the physical realm is to decide on a "Target Point." This statement will be a description of what you really want out of life. You write down what you want for yourself and your family. This statement also should include all eight goal setting areas. This statement will be written in approximately 250 words or one page long.

The statement is future-oriented, it is written as how you will look 2 years, 5 years, 10 years or 100 years from now. The time span is up to you.

Be creative and positive in your statement. Write as if someone has waved a magic wand over you and erased all your limitations. Age, sex, race or creed are no problems in this statement, in fact, they can be an advantage in deciding what you do or do not want in your "Target Point" statement.

Now you know where you are and where you are going, you can select the goals that will give you the desired results. Write out what has to happen to move you toward or into the "Target Point" areas.

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# An Interview with Connie Fessler, Interim City Manager

By Karen Hergert, Government Affairs Team Volunteer for the Chamber

I had a very interesting interview with Ms. Fessler regarding some questions posed by the Chamber concerning the overall state of the City. Ms. Fessler has many years of experience and has performed as a City Manager in both Oregon and Washington State. Her insight into our community, from an objective and experienced viewpoint, provides valuable commentary on where we are and where we need to go, especially as the City prepares to hire a new, permanent City Manager.

## 1) Why is Woodinville an attractive City for a potential City Manager?

Woodinville has a lot happening and many things that will be happening in the future. There's a real opportunity here to work with the community to help it grow and mature. There are wonderful residential areas, balanced with a sound commercial base. The City Council, with community support, set a strong footprint over the first 13 years of incorporation. The financial base is also strong and the City isn't struggling financially.

## 2) What is the current state of the City?

The City appears to be at a crossroads. There has been growth, which has alarmed some in the community. Now community dialog is centered between those who wish to keep it the same and those who want to plan for what will be. Can you stop growth? No. If your city is a desirable market, growth will occur regardless of efforts to stop it. It's better to manage growth so it fits into the character that is desired by the community. If you put all of your resources into fighting to keep change from happening, then you are not minding the store. Then, when growth comes anyway, it might not be in the community's best interest if you are not managing it.

The City has needs to be met, including traffic and road conditions. The City needs to implement the Capital Improvement Plan's traffic projects. These are good projects that will provide major improvements. The City Council wisely enacted dedicated revenue sources several years ago to pay for the traffic improvement projects. These are further benefits of having a great financial base.

## 3) What are the biggest issues for the City?

Keeping pace with growth by providing infrastructure and services, including traffic improvements. The City has good plans in place and good financing to handle this issue. Secondly, there needs to be strong commu-

nity leadership that can mediate conflicting interests, to guide the City into the future.

## 4) What challenges will a new City Manager face coming in?

It will be vital for the new City Manager to help City Council members resolve current conflicts so they can work together to effect good public policy. Council members don't need to agree on everything, but they need to be able to talk civilly to make decisions. That's first and foremost.

Second, the City Manager will need to help the community create a vision by integrating various viewpoints to create something realistic that a majority of people can get behind. Interested community leaders, with a vision of the future, need to step up to move forward for the good of all stakeholders.

## 5) What could the City do to further promote the wineries and tourism?

The City has created a tourism district and definitely has a niche in the wine industry. Becoming the home of the Dinner Train would be very helpful. The City should consider creating an Economic Development position to bring focus and consistency to its efforts.

## 6) What could the City do to further promote small business?

This is difficult. The plight of small businesses is being felt everywhere and is a huge issue nationally with the growth of the large retailers and service providers. I have found that opening up a dialog is the first step to almost anything. It would be preferable for the city to sit down with a group of small business owners to identify their issues, rather than making assumptions. This is a role for the Chamber to facilitate these discussions. Small business is still the heart of any business community and it is important for a Chamber of Commerce to represent their interests in government issues.

To be effective, it's important to have a strong membership so that the Chamber is listened to. The Chamber should be intimately involved and vice-versa with the City. In the cities I've managed in the past, I've served on the Chamber Board and found this invaluable in interfacing with small business. I recommend the new City Manager be on the Chamber Board. The Chamber should

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## THANK YOU DOOR PRIZE DONORS

21 Acres

Chateau Ste. Michelle Winery

Cruise Holidays

D.A. Davidson & Co.

Gretchen Scott

Homeward Pet Adoption Center

Northwest University

Olympic Nursery

Sundance Energy Services

Susan Bellone / Cookie Lee

The Attic Theatre

Willows Lodge

## WELCOME NEW MEMBERS

WINERIES/WINE SALES  
*Woodinville Wine Country*  
Lance Baer  
PO Box 2114  
Woodinville 98072  
206-915-5086  
lance@baerwinery.com

ADVERTISING/MARKETING  
*Beyond Marketing*  
Karen Waddington  
PO Box 5000  
PMB 145  
Duvall 98019  
800-808-6097  
karen@beyond-marketing.net

FINANCIAL SERVICES  
*Waddell & Reed*  
Andrew Hay  
11811 NE 1st Street  
Bellevue 98005  
425.455.1020  
fax 425.455.5562  
ahay@wradvisors.com

## Suggestions From The Professionals

### What to Consider When Buying Gifts That Will be Shipped:

- Gift baskets, to ensure no breakage of glass are taken from the packing and wrapped separately. Also their handles frequently require a box that is "oversized" to ship.
- Dry or silk flower arrangements, typically do not ship well. Ceramics, porcelain are discouraged. These items are sensitive to the handling and the road vibrations.

### Packing Suggestions:

- Any fragile or electronic item should be double boxed. Glass should be wrapped in bubble wrap and packed tightly in its box.
- Peanuts or paper are good packing materials. Allow for settling. Should the item be heavy, it will shift the cushioning with its weight and defeat the purpose of cushioning. Use stronger material, like Styrofoam.
- Corrugated card board (heavier than a shoe box) is required as the outside box. Allow 2 inches of cushioning on all sides of the inside box if fragile or electronic. A reused box **MUST BE sturdy**. No creases or punctures. **DO NOT WRAP THE BOX IN PAPER!!** The automated systems can separate the paper and address from the box. Put the destination address inside of box.

### Outside of Box:

- Only one address on the outside. Cover, cross out or remove old addresses. Tape the seams. Place the destination address inside the box. Check the tape on the bottom. **DO NOT CRISS-CROSS THE FLAPS OF THE BOX. DO NOT USE MASKING, SCOTCH OR DUCT TAPE.** Do not use string, twine or rope.

### Security:

- *Be sure you know of the contents of your shipment.* You will be asked for specifics. Consider the recipient may open box with a knife. Do not have the contents up to the top of the box, should they be cut or scratched by the sharp point.

### Shipping Out of the U.S.:

- Every box going to any country needs a declaration for customs. *Know the contents, amounts and value.* ALL boxes shipping to a FPO or APO must have custom slips on the outside

### Shipping Services:

- Not all shipping options are alike. Make sure you understand which services can be tracked and insured. Insurance is available. Consider whether you can prove its worth should you need to.
- Shipping costs are based on weight and distance. Since the last postal rate increase, the United States Postal Service charges *can be* more expensive than the private carriers and tracking is an additional charge.
- Avoid unusual or large sized boxes. Carriers charge an "oversized" cost when boxes go over a particular size. The economical transportation option is by truck. Consider what handling and vibration may do to your gift.
- **ITEMS THAT CAN ONLY BE SHIPPED THRU A STATE LICENSED AGENCY:** Beer, Wine, Alcohol, Guns & accessories, and tobacco
- **SHIP EARLY!!** The closer to Christmas your package leaves the greater the shipping expense, to guarantee arrival by Christmas. Ground services by enlarge, do not guarantee delivery dates at this time of year. Fuel Surcharges are high on a package flown to its destination.
- Let the professionals do your packing. They have a large inventory of box sizes and materials. They also can provide you with choices to match your need to your pocket book.

Brought to you as a public service by The Pony Mailbox and Business Center. We are capable and caring. For additional information or questions please call 425-483-0360 or visit us on the web: [www.ponymailbox.com](http://www.ponymailbox.com). ❀

## An Interview with Connie Fessler

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also have members volunteering for Citizen Advisory Panels and other Commission positions with the City.

A community needs a strong commercial base in order to provide good services such as schools, police, fire, parks, road improvements, etc. If there isn't enough money for

these services, then a community deteriorates. If people don't feel safe, if there are no parks to play in, if traffic jams become unbearable, then property values go down. The Chamber should take a broader view to keep the community healthy. Long-range planning that protects the community feeling of being a great place to live will be foremost in maintaining a vibrant business community. ❀

## Executive Director's Report

*continued from page 2*

Set the time tables so you will know when you want to accomplish these goals, then you will not end up on **"Someday I'll."** Without definite time tables, we will drift and will not accomplish what we set out to do. With the definite time tables, we stay on track and do the things we need to do when we are supposed to do them. Break down the goals into three areas or time increments, namely: **LONG TERM, MID TERM and SHORT TERM.**

**LONG TERM GOALS** are one year long. We can control things or events one year at a time and anything longer falls into our **"Target Point."** The question to ask yourself is, "What can I do during this year that will move me towards my Target Point?"

Next, we break down the long term into **MID TERM GOALS.** These can be quarterly or monthly time spans and will give us 4 to 12 check points to gauge our progress.

Breaking these mid term goals down even further into **SHORT TERM GOALS,** which are weekly or daily, will make our progress easier and seemingly faster to accomplish. Your goals are now into **"Bite Size"** pieces you can work with.

All of these items need to be put into writing so we have a physical record of these goals and action plans.

Commit yourself to the goals by knowing the **"Whys."** The only way to stay on track with goal achieving is to know why you want to achieve it. If it is someone else's goal and we do not have any part in choosing it, we do not have any real commitment in going after it. Always ask this question, "Why is this goal important for me to accomplish?"

Determine you do not have conflicts in any area. When you have your goals written out, you can look them over and see if they are in conflict with each other. If we do not solve the conflicts before we start to use our goal sheets, the chances of becoming confused and disillusioned will be greatly intensified. Now is the time to eliminate any of the conflicts.

Start working on the **"Bite Size"** pieces. If we try to accomplish the long term goal first, we will become frustrated because it is too large to do in one bite. By working on the short term goals or the bite size areas, we accomplish things faster and it will say to our subconscious mind we are a winner and do the things we say we are going to do.

Follow up and change when necessary. **Change and choice are the only two things that are con-**

**stant in the world.** We always have change going on around us and we always have the choice on how we are going to deal with it. We can deal with change either positively or negatively. The only way we know it is time to change our goals is to follow up on a consistent basis. This means we read and look closely at our goals on a daily basis. On the bottom of each goal sheet print in large letters, "It Is **OK** To Change!"

**Be aware of these 5 dangers in goal setting:**

1. Must be distant, but realistic for you, to avoid the frustration of failure to reach goals that have been set with too short of a time table.
2. Must be personally established goals and not just "lip service" to someone else's goals.
3. Must not be set too low for the purpose of assuring easy accomplishment.
4. Must not conflict with goals we have set in other areas of our lives or with our personal convictions.
5. Must not have any Protection Plans built into the goals.

In today's business world, we hear of people reaching burn out in their careers. **Burn out is simply a case where a person has lost sight of their goals.**

Think of when you first started your job, you probably had an excitement about what was going to happen. As the job progressed, you became more and more familiar with the process of doing the job correctly. As the job becomes mundane, we lose the excitement and start on the path to burn out.

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**Remember, the only difference between the rut, the groove and the grave is the depth you accept for yourself.**

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To avoid burn out, keep looking for ways to make the job fun and exciting. We call this being **"constructively discontented."** We are then always looking for ways to make the job more fun, more exciting, more profitable, easier, faster, better, etc.

Over the years, we have found certain keys to help people write their goals. Most people start to write their goals and find they do not write like they talk. They write in a more formal structure as if they had to defend them in the supreme court. Remember the **KISS** principle - **Keep It Super Simple.**

**The following tips will help you write and work on your goals:**

1. Write them in pencil.
2. Make them a working document.

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**SUSAN BELLONE** has written the songs, **"AMERICAN BOY"** and **"AMERICAN SOLDIER GIRL."** The songs are dedicated to the Gold Star Mothers who have lost service men and women in the Iraqi War. The CD is on sale at the Woodinville Chamber for the price of \$5.00 and part of the proceeds will go to The Gold Star Mothers Organization of America. Gold Star Mothers are mothers who have lost service men and women while in service to the United States. They are active in planning memorial services for the fallen

## RENEWING MEMBERS

### 30 + YEARS

The Woodinville Weekly

### 25 + YEARS

Canterbury Office Park

### 20 + YEARS

Northshore Education Association

Olympic Insurance

One-Way Plumbing

Prevail Credit Union (formerly

King County Credit Union)

Tim Jones / State Farm Insurance

### 15 + YEARS

Hollywood Schoolhouse

J Patrick Mitchell AIA & Associates

Northshore Senior Center

Northshore YMCA

University of Washington, Bothell

Waste Management Sno-King

Woodinville Alliance Church

Woodinville Montessori

### 10 + YEARS

David B LauRae, CPA

Edward Jones

Jerald D Bates, DDS

Matheus Lumber

Mike Petryszak / John L Scott

Real Estate

Law Office of Gary E Randall

Woodinville License Agency

### 5 + YEARS

Balance Books Pro

Butler & Butler

Melissa Holmes / Mary Kay

Cosmetics

Pony Mailbox & Business Center

Rhonda Greer / RE/MAX

Northwest Realtors

### 1-4 YEARS

ActionConcepts LLC

Olympic Nursery

Gordon Tainter / John L Scott

Woodinville

Jennifer Taylor / Occasions LLC

Whitman Global Carpet Care

### PATRON MEMBERS

Banner Bank

## CONTRACTORS – IN HARM’S WAY?

By Bob Sailer, Pacific Northwest Law Group

The good news in the Woodinville area is that business is booming for contractors. The bad news is that such demand leads to informal, loose and downright risky contracting procedures that harm both the contractor and the customer.

A contractor is caught in between two competing pressures...the customer upstream and the subcontractor, vendors, and suppliers downstream. A recent look at the top five contractor actions leading to loss of monies and/or lawsuits in the Woodinville area are: (1) making verbal agreements, (b) failing to document scope of work changes, (c) building across legal property lines, (d) subcontractor liens on the project, and (e) inadequate or incorrect insurance.

Whether it's site development on undeveloped parcels of land along the Woodinville-Redmond Road, new construction in town or outlying areas, or improvement work in downtown Woodinville, more than 60% of all Woodinville area contractors fail to use either a homeowner/building owner contract or a subcontractor "form" agreement with subs.

**Customer Contract** – Key to this document, which must be signed before the start of construction, is definition of the scope of work, confirmation by the owner of owner's rights in the property and its boundaries including access easements or right of way, scope change provisions, which party will carry loss insurance, who carries the risk of volatile material swings, responsibility for permits and certified drawings/prints, and payment procedures against inspection/punch list approval.

**Subcontractor Contract** – Key to this document, one for each sub employed, is requirement for sub to carry insurance and prove it (i.e., certificate of insurance), lien release language for each progress payment, commitment to follow state and federal safety rules, conduct on the job site, limitation of liability for contractor to sub, and scope of work change procedures.

**Benefits for the Contractor** – Using a corporate or limited liability company, a contractor can substantially reduce the risk of project or job loss affecting their personal assets. By far the most effective risk protection (i.e., over 90%) lies in a strong customer and complete subcontractor agreement. If the "back end" lien rights are to be valid, the contractor must provide State mandated disclosures up front regarding lien rights.

**Benefits for the Customer** – The biggest benefit is avoidance of surprise progress payment requests which blow the budget and the allocated bank construction financing limits. The second most important factor is having no recourse other than court if the contractor places a lien on the property. The third key benefit is "no surprise liens" at the end of the project when all payments are made. A simple contract that provides for mandatory arbitration before a single arbitrator sitting in Woodinville or East King County can bring closure to a lien or contract dispute within 60-90 days for far less money than a court battle would ever accomplish.

It's Relatively Simple! The Contractor can use a two page agreement with subs and a slightly longer agreement with attachments for customer projects. Two trade groups, AGC (Assn. of General Contractors) and AIA (American Institute of Architects), sell form contracts. These types of contracts are thorough however often longer than necessary. Once you have your standard terms or template developed, then often you simply use an attachment or schedule to define the scope of work for the particular customer project.

For any contractor or homeowner who says a hand shake is enough, or the cost of a contract is unnecessary, remember the adage that you pay now or you will pay later. Raising the standard for business dealings will keep Woodinville contractors and homeowners out of harm's way. ❀

## Executive Director's Report

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3. Write them in everyday language, not "legalese"
4. Keep them flexible - IT'S OK TO CHANGE.
5. Keep them positive.
6. Some goals will be maintenance goals.
7. Keep them in a three ring binder.
8. Keep them out where you will see them.
9. Can be drawings, etc.
10. Show them only to people of like mind.
11. Dream a little - dream a lot.
12. Reward yourself when results are achieved.

*continued on page 7*

# The Kermit Philosophy

By Susan Bellone

Why are there so many songs about rainbows, and what's on the other side?" I remember hearing the voice of Kermit in the "Muppet Movie" as he sweetly sang his song questioning the meaning of life. We can learn a lot from a frog, a green little frog who taught us all what it means to be "green." Who is this Frog, Kermit the frog you may ask? He is a poet, dreamer, friend to pigs, and how can his philosophy of life help us mere mortals? I have heard the nay sayers..."I can't learn anything from frog philosophy, for he is a puppet, no, he's not even a puppet, he's a muppet..

And what is a muppet, but a puppet wanna be after all." Kermit is a lot of things, but he is NOT a wanna be. He wants to be himself, even though he is "green," and different.

Kermit meanders through life sharing his outlook, he even has a list of good things about being a frog which reminds him of how great it is to be himself. One of my personal favorites is "Getting kissed by princesses hoping to turn you into a handsome prince."

More frogs across the land should listen to Kermit's words and rejoice in his wisdom. Frogs aren't so bad. They get kissed by beautiful

fairytale princesses. Princesses don't go around kissing dogs, or chickens, or horses, now do they? No, they kiss frogs.

And what else can we learn from his philosophy? "Rainbows have visions, but only illusions. And rainbows have nothing to hide." I was driving home from Redmond one day and looked up to see a rainbow. It was so beautiful and I thought how all I had to do was "look up" after the rain to see it. How many times do we forget to "look up," after the rain. If we are having a "grey" day all we need to do is look up for the rainbow and remember the sun will come out again, and the rainbow is proof. Rainbows remind us of the vision of the future, what wonders that lie in store.

Kermit is more than a frog to me, he has a book written about him, "It's Not Easy Being Green, And Other Things to Consider," written by his long time human friend, Jim Henson. I think if you are feeling like a frog and feeling "blue" about it instead of "green," you should check out this book for more insightful Kermit philosophies. And like Kermit sings..."Someday you'll find it, the rainbow connection, the lovers, the dreamers, and me." ❀

## Executive Director's Report

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### Last, here is a list of Action Verbs for your goal setting statements:

#### To reach a specific level of performance:

Achieve	Cut	Gain
Improve	Increase	Invest
Maintain	Obtain	Perform
Produce	Provide	Raise
Reach	Reduce	Save
Spend		

#### To start something new:

Add	Complete	Conduct
Create	Develop	Design
Establish	Initiate	Obtain
Plan	Produce	Provide
Start		

#### Change something current:

Control	Change	Centralize
Correct	Decentralize	Decrease
Diversify	Enlarge	Eliminate
Gain	Improve	Increase
Modify	Reduce	Resolve
Solve	Strengthen	Stop
Update		

#### Continue something current:

Conduct	Continue	Hold
Maintain	Provide	Repeat

#### Coordinate elements:

Announce	Assign	Combine
Communicate	Coordinate	Discuss
Encourage	Gain	Inform
Involve	Join	Lead
Market	Participate	Promote
Publish	Separate	Support

#### Investigate potential:

Analyze	Approve	Confirm
Determine	Evaluate	Examine
Experiment	Find	Identify
Recommend	Research	Review
Select	Study	Submit
Verify		

So follow the steps, get yourself committed to your goals and action plans and have the best year ever. ❀

## JANUARY EVENTS

### January 18

*Membership Luncheon*  
11:30 am - 1:00 pm  
**Chateau Ste. Michelle Winery**  
Connie Fessler,  
Interim City Manager  
presents  
**"State of the City"**  
Mike McClure,  
Woodinville Village, Board Chair  
presents  
**"State of the Chamber"**

### January 25

*Business After Hours*  
5:30 - 7:00 pm  
**Cruise Holidays Woodinville**  
14450 Wood-Red Road

## FEBRUARY EVENTS

### February 14

*Networking Breakfast*  
7:30 - 9:00 am  
**Café Fresco**

**Date to be announced**  
*Membership Luncheon*  
**Chateau Ste. Michelle Winery**  
Speaker tba

### March 1

*Business After Hours*  
5:30 - 7:00 pm  
**Ann Chase Photography**  
13317 NE 175th Suite G  
Woodinville



MAY 26-27, 2007 CHATEAU STE. MICHELLE, WOODINVILLE WA

## CONNECTING our STATE



**Puget Sound – Yakima – Red Mountain – Columbia Valley – Walla Walla**



- 40+ WINERIES (TASTE & PURCHASE)
- 20+ RESTAURANTS
- 20+ TRAVEL PARTNERS
- 4 REGIONAL PAVILIONS
- ON THE WASHINGTON WINE HIGHWAY
- \$65 SINGLE DAY PASS
- \$110 FOR WEEKEND PASS

### A Toast!

We would like to raise our glasses to our partners and sponsors for helping to make the inaugural Washington Wine Highway the great success that it was. Thousands joined us in our first adventure that took us from Woodinville to Walla Walla to see just a sampling of what Washington State has to offer. We experienced guest rooms and activities offered along the highway as well as delicious offerings from our wine and restaurant partners along the way - what fun!

### 2007 Event Sponsors:



### 2007 Dates announced! May 26-27, 2007

You will find the full list of participants with contact information by clicking the "guest list" link above. We encourage you to take your own Washington Wine Highway adventure and savor all of the sights that the Washington Wine Highway has to offer.

To be added to the mailing list please click on the contact link below and send us your information.

Thank you again for visiting the Washington Wine Highway - we're glad you came. Until next year! Cheers!



Would you like to drive business to your website's home page?

It can be done! For information, please contact:  
 The Greater Woodinville Chamber of Commerce  
 425.481.8300 • sales@woodinvillechamber.org