

Editor

Suzanne Rollins

Inside this issue:

Renewing Mem- bers	2
Structure Loans	3
Chateau's Up- coming Events	4
Investing in Woodinville	4
Parade entry from	5
Calendar	7

Jeff Marcell Guest Speaker in March

Jeff Marcell is the President and Chief Executive Officer of enterpriseSeattle (formerly the Economic Development Council of Seattle and King County). He is responsible for the day-to-day management of activities and personnel, relating to the organization's mission of business and job creation, retention, expansion, and recruitment in King County through its client-based economic development work.

Jeff joined enterpriseSeattle in July of 2004 and since that time he has rebuilt the organization's client-based economic development program, leading a new team of business development professionals targeted on five industry clusters: aerospace, IT, life science, clean technology and international business. Over

the last six years this new team has worked to assist 45 companies that have created or retained close to 4,500 primary jobs in the community with an estimated economic impact to the local economy of close to 8,800 total jobs with over \$1.45 billion in new economic activity.

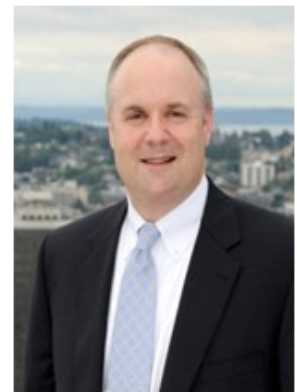
Mr. Marcell will be addressing the economic development for the greater Puget Sound area and how Woodinville can be a participant.

Get your reservation in now, click [here](#). Reservations received after close of business Tuesday the 15 cannot be guaranteed seating and/or luncheon.

Thursday,
March 17
11:30—1:00
Redhook Ale

Brewery
14300 NE 145th Street
Woodinville

Deadline is close of business
Tuesday, the 15th.



enterpriseSeattle
partnerships for regional prosperity

New Member



Brian Stoddard

425-896-8586
24117 NE 75th
Redmond 98053
Northwest Signs has been helping Eastside businesses grow for 20 years with custom sign design and fabrication services. We specialize in dimensional signage with an extra emphasis on proper design. We believe design

should be the first and most important step to a successful sign for any business.

Welcome!

Thank you Renewing Members

Thank you to our renewing members, who make us what we are.

20+ Years

Butler & Butler
 Greg & Sunny Butler
 206.300.7078
 14420 160th Pl NE
 Woodinville

Woodinville Escrow Inc
 Chariese Adams
 425.483.4171
 17320 135th Ave NE Suite A
 Woodinville

Sammamish Valley Physical Therapy and Sports Center
 Richard Gregory
 425.488.6463
 12437 NE 173rd Pl #102
 Woodinville

Northshore YMCA
 Luann Jackman
 425.485.9797
 11811 NE 195th Street
 Bothell

John L Scott Real Estate
 Mike Petryszak
 425.486.8700
 17717 132nd Ave NE
 Woodinville 98072

15+ Years

Synergy Construction Inc
 Pam Stewart
 425.488.4500
 14040 NE 181st St.
 Woodinville

City of Woodinville
 Richard Leahy
 425.489.2700
 17301 133rd Ave NE
 Woodinville

10+ Years

Children's Country Home
 Diane Kolb
 425.806.9453
 14643 NE 166th St.
 Woodinville

Sammamish Valley Grange
 Frank Baker
 425.398.3701
 14654 148th Ave NE
 Woodinville

5+ Years

Go 2 IT Guys
 Bill Ledbetter/Don Iverson
 206.755.6038
 13110 NE 177th Pl #366
 Woodinville

Woodinville Café
 Michael Scott
 425.489.1403
 14170 NE Woodinville-Duvall Road,
 Woodinville

Creative Concepts Marketing
 Joe Truglio
 425.483.6982
 15824 NE 180th Pl
 Woodinville, 98072

1—5 Years

SCORE
 David Ormerod
 425.821.9780
 13405 NE 146th St
 Woodinville

Gold's Gym of Woodinville
 Ryan Ching
 425.481.4334
 18600 Woodinville-Snohomish Rd Suite 100,
 Woodinville

Home Court
 Pat Scott
 425.487.1030
 18600 Woodinville-Snohomish Road, #210
 Woodinville

State Farm Insurance
 Mike Rodgers
 425.260.6133
 14463 Wood-Red Rd
 Woodinville 98072

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One man with courage makes a majority.
 ~ Andrew Jackson

Structure Loans from Family and Friends the Right Way

Provided by David Ormerod, MBA, SCORE Small Business Counselor

For many small businesses, bank loans, venture capital and money from angel investors are financing long shots at best. It is far more common for a small business to secure funds from family members or friends.

In fact, more businesses are started with loans from friends and family than from any other single source.

Availability is the big draw. The downside is that business loans from family and friends also can be a disaster if they are not done right. Unstructured or loosely structured financing and payback terms can haunt both sides later. Research shows that 14 percent of business loans from family and friends go into default, compared to about one percent for bank loans.

To increase the odds of success, approach family and friends with a detailed loan proposal, including financials from your business, just as you would a bank or venture capitalist. Be frank about the risks. If things go badly, they could lose all or some of their money. Consider the consequences of a soured business deal to your relationships.

Pick a financing structure that works best for your business and make certain everyone understands it. Specifically, be clear on whether the deal involves an ownership stake in your business, or whether it is a simple debt you plan to repay. Be clear about repayment terms.

To legally seal the deal, use a document such as a Promis-

sory Note. Putting the terms of your borrowing agreement into proper legal form is crucial.

A helpful resource is CircleLending.com, a company that provides loan administration, recordkeeping, payment processing and structural support for these types of loans. CircleLending takes verbal deals and turns them into legitimate business transactions. Check the small business section of their Web site for information.

To learn more, contact SCORE a nonprofit organization who provide free, confidential business counseling. For an appointment, call the Woodinville Chamber at 425.481.8300.

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reg \$3.99

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2011 Board of Directors

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Sound Business Development

Gaylen Sauv , Immediate Past
Chair
GSC Production

Chariese Adams, Vice Chair
Woodinville Escrow

Marc Blaser, Treasurer
Blaser Accounting

Kathy Kill, Secretary
Banner Bank

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Dustin Walling Associates

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Creekside Merrill Gardens

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Executive Director

Suzanne Rollins
Office Manager

Paulette Bauman
*City of Woodinville
Liaison*

Fernando Pohina
*Axa Advisors
Ambassador Liaison*

Your business tag line here.

Upcoming at Chateau Ste. Michelle

Mark your calendars! Chateau Ste. Michelle has some great events in the next week or two:

Friday, March 4 - First Friday
Happy Hour from 5-7 PM in
our Wine Shop

Sunday, March 6 - Wine 101
with Mary Kae Lindsey at 1 PM;

cost is \$30 per person

Saturday, March 12 - Spring
Barrel Event in our Wine Shop
Terrace from 12-4 PM; cost is
\$10 per person

Wednesday, March 16 - An
Evening of Wine and Cheese in
our Wine Shop from 5:00-7:00
PM; cost is \$15 per person

(public) and \$10 per person
(club members)

Chateau Ste. Michelle.

Thank you for supporting our Patron Sponsors



Investing in Woodinville

From Dustin Walling, Dustin Walling Associates

With this weekend marking the Chamber's second annual auction fundraiser, I wanted to take a moment to emphasize the work of the chamber and where our investment of time and money goes.

To give my comments some structure, I want to use a model from my day job of consulting. I have had the privilege of consulting to some of the most - and least - successful companies you might recognize, and some you'd never know. The thing that has stood out to me is that the best have been separated from the worst by the degree to which they mastered or failed to master the seemingly simple formula of Vision, Resources, Plan, and Performance.

I've also had the opportunity to lead the Woodinville Chamber's planning retreats, including this year's. With that in mind, I'd like to speak first to Vision.

What impacted me was the strength and clarity with which the board articulated the vision for the Chamber this year and in years ahead. The key elements we are actively striving toward include: Creating a collaborative effort with other area entities; Producing a holistic, sustainable focus on tourism, to include wine, agriculture, art; Raise chamber visibility by moving the office preferably to a downtown location and include a community/conference room; Provide visitor information; Mentor/incubate start-ups and small businesses; Support or produce signature events; Address compensation and benefits to bring them up to market.

The vision of the board this year is strong and clearly oriented around building relationships, raised visibility, and business capacity.

What's exciting is that leaders throughout the community

are beginning to self-identify and step up, volunteering for committees, and volunteering to take the work forward. This is a key element of the second piece of the recipe, Resources. The other key element, of course, is what we'll be doing this weekend at the auction. Momentum is building. Now we need more Resources to keep building on that vision.


As for Plans and Performance, we have just barely finished the second month, and yet already membership is growing, alliances are forming, the auction is here... times are exciting.

Hopefully you will join us... with your wallet at the auction this weekend, or with the most critical investment of your time and passion next week and beyond.

Momentum is building. Help us make 2011 great.

Presented by



Celebrate Woodinville
33rd Annual
Woodinville
All Fools' Day
 **Parade**

Presenting sponsor



Associate sponsors



11:00 a.m. Saturday, March 26, 2011

Theme: Take Root in Woodinville – Buy Local

Incorporate this year's theme into your entry.
An award will be made to the entry closest matching the theme

Parade Entry type	<u>Woodinville Chamber Member</u>	<u>Not a Woodinville Chamber Member</u>
	<input type="checkbox"/> standard entry - \$35 <input type="checkbox"/> non-profit member \$10	<input type="checkbox"/> standard entry - \$50 <input type="checkbox"/> non-profit entry - \$25

The first ten (10) parade spots (after Grand Marshal and other official government entries) are available for \$100 each. 425.481.8300 for more information.

(All entries subject to \$5 per extra vehicle charge)

Parade Rules:

- Registration & entry fees by March 18th; late registrations will be charged a \$20 late fee. There are **no refunds**.
- Assembly area opens at 8 a.m. by **Banner Bank**.
- There will be no changes to the final line-up except those made by parade staff
- **Check in from 8:00 – 10:00 a.m.** Line up by 10:30
- Write full **description** of entry (on back of this form) **for use by the announcer** during the parade.
- No candy throwing during parade *-hand out only*
- Helmets are required for those on wheels
- **Pick-up following parade on 138th/Garden Way near Top Food**
- All entries with animals will provide and use pooper-scoopers

2011 Parade Mail registration and entry fees to:
Parade, 14421 Woodinville-Redmond Rd NE, Woodinville, WA 98072
Checks payable to Woodinville Chamber of Commerce. 425.481.8300 for more information.

-over-

Contact Person _____

Organization/Business _____

Address _____

City _____ Zip _____

Phone (____) _____ email _____

Enclosed is my check for \$ _____ or charge \$ _____ to my

Visa/MC # _____ Expiration date ____/____

Please call me regarding available Parade sponsorships.

Check all that apply:

Animals Motorized Vehicles Walkers Children Adults Music

Day of Parade Entry Contact Name and Cell Phone Number: _____

I/We, the undersigned, assume all responsibility for my/our entry in the Woodinville All Fools' Day Parade and will hold harmless the Greater Woodinville Chamber of Commerce, the Parade committee and/or any allied organization, including the City of Woodinville, for any injuries, damages or mishaps which may occur during my/our participation in the Parade activities, or which may be caused by my/our entry.

- All motor vehicles will contain proof of current insurance.
- Our entry agrees to abide by the Parade Rules.

Signed: _____

Entry Description for announcer to use – *please be brief, print clearly and legibly.*

The Chamber and its emcee reserve the right to edit your description, as needed, for parade time constraints.

March 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 Ambassadors Noon-1:00pm Banner Bank	2	3 Education Comm. 12:30 –1:30 Union Bank	4	5
6	7 [net]Workin'@the Hook 5-7pm	8	9	10 Networking Breakfast; 7:30-9am Brittany Park Register	11 SCORE Counsel- ing 9am-noon Make app't at 425.481.8300	12
13 <i>Daylight savings begins</i>	14	15 <i>Andrew Jackson b. 1767</i>	16 <i>James Madison B. 1751</i>	17 Luncheon Redhook Brewery 11:30—1:00 pm Register	18 <i>Grover Cleveland B. 1837</i>	19
20 	21 [net]Workin'@the Hook 5-7pm	22	23 Women's Con- nection Noon—1:00 Banner Bank	24 Business After Hours, 5:30—7:00 Crossroad SIGN Register	25	26
27	28 Drop Deadline for Newsletter	29 <i>John Tyler B. 1790</i>	30	31		

To find other events around Woodinville, please view our [online community calendar](#).

Please Be Courteous to Our Hosts - *Make a Reservation by the deadline*
Our event hosts / venues require sufficient lead time to purchase and prepare food and schedule appropriate staffing. Making a reservation is quick and easy. Simply click the link for each event you wish to attend and following through the prompts.