

off the vine

News for and about the Woodinville Business Community

November 2006

IN THIS ISSUE

Executive Director's Report.....	2
Chamber's Second Business Expo.....	3
Door Prize Donors.....	3
New Members.....	4
Renewing Members.....	4
Kathy's Korner.....	4
Are You Average?.....	4
Women-Owned Firms Increase Nearly 20%.....	5
Brightwater Construction Update.....	5
Woodinville Chamber Night at the Theatre.....	5
Little Act of Kindness.....	6
University of Washington Bothell Future College Needs... Study Completed.....	6
1943 Guide to Hiring Women.....	7
November Events.....	7

EXECUTIVE DIRECTOR

John Erdman

SALES AND MARKETING

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GREATER
WOODINVILLE
CHAMBER
of Commerce

The Attic Theatre Presents "It's a Wonderful Life -- The Musical"

Bothell, WA. The Attic Theatre will present a musical stage version of one of the most popular and inspiring films of all time, "It's a Wonderful Life."

"It's a Wonderful Life - The Musical" is faithful to Frank Capra's classic movie starring Jimmy Stewart, Donna Reed, and Lionel Barrymore, but the delightful music and entertaining songs provide fresh insights into the story of George Bailey of Bedford Falls, who overcomes his own disappointment and the greedy Mr. Potter. Encouraged by Clarence, an angel-in-training, George learns that his life is truly wonderful. This holiday season, experience "It's a Wonderful Life" again ... for the first time!

The show stars Ryan Childers as George Bailey and Donna Austin as Mary Hatch Bailey. The production team is led by Julia Harrison, and the play is directed by Jane Reinhardt. Musical direction is by Sue Timpe.

Performances are scheduled at the new Northshore Performing Arts Center, 18125 92nd Ave. NE, Bothell, WA 98011 on:

December 9th, 15th, 16th, 21st, 22nd, 23rd

@ 7:30 p.m.

December 10th & 17th

@ 7:00 p.m.

Matinees on December 10th and 17th

@ 2:30 p.m.

and 16th & 23rd

@ 3:00 p.m.

Tickets are \$20.00 for adults and \$15.00 for seniors and students at the door. Pre-sale tickets, available online at www.theattictheatre.org, are \$18.00 for adults and \$12.00 for seniors and students. For more information and to reserve pre-sale tickets, please visit www.theattictheatre.org.

The Attic Theatre was formed in 2003 to offer "theatre with a message to our community." We aim to:

- present plays of hope, quality, and meaning,
- focus on excellence in performance and production,
- build deep theatrical, spiritual, and community relationships, and
- provide a place for artists to develop their skills in all areas of theatrical production.

Past performances have included The Diary of Anne Frank, The Miracle Worker, A Christmas Carol, Our Town. The Screwtape Letters, and The Mousetrap. For more information about the Attic Theatre, visit our web site at www.theattictheatre.org. The Attic Theatre is a 501(c) 3 non-profit theatre company. ❖

Local Printer Takes Top Award

LaValle Printing & Mailing was one of 180 entrants competing in 15 different categories and their entry in the Best Invitation Package category won the gold 2006 Washington State Gallery Award for graphic arts excellence.

LaValle produced a "Magic Happens" invitation package for the Overlake Hospital Auxiliaries Bandage Ball. Dan Lane, president of the graphic professionals network CraftNet Seattle presented the award at the annual Gallery of Superb Printing awards banquet, held at the Seattle Design Center. In total, 31 industry awards were presented at that event.

Dennis LaValle, owner and president, credits his entire team for their efforts, with special recognition going to Kathy Mathes, a graphic designer with Mathes Design. LaValle said "We are a midsized commercial print house gifted with outstanding talent, knowledge and craftsmanship. This state gallery award is a great honor for all of us."

In business for 20 years, LaValle Printing & Mailing Services offers affordable printing at their large Woodinville facility. For more information, contact LaValle at 425.486.3323 or print@lavalleprinting.com. ❖



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Executive Director's Report Save An Hour Each Day... Get Organized!!!

By John Erdman

What does your desk look like?

- *A toxic waste dump?*
- *A bomb exploded?*
- *Burglars ransacked your office?*

In corporate America, most business people associate a messy, disorganized desk/office with being productive, effective and efficient.

Are you a member of this club?

Did you know that most people are wasting an hour each day looking for "STUFF" that's lost on their desk? How about you? (Do you wish it was "only" an hour?)

And it always happens at the most inopportune time. How many times last week did you call someone up, ask them a question, and they responded, "Hold on a second and let me find the letter/file/proposal. I know it's here... somewhere."

And five minutes later they come back and sheepishly said: "I can't find it; let me call you back later." Thus, beginning another round of telephone tag and stretching a quick five-minute conversation into a five-day odyssey.

If you want to get ahead in life, make more money, and even get home for dinner every once in a while, follow these 6 steps and you'll be organized.

STEP #1: Schedule an Appointment with Yourself

For most people, it takes about 2 hours to get organized. Write it on your calendar, and KEEP THE APPOINTMENT!!!

STEP #2: No Interruptions

Turn off the telephone, close the door (or put up a Do Not Disturb sign across the entrance to your work space), and allow NO INTERRUPTIONS! Think of this session as a meeting with your boss or most important client.

STEP #3: Bring a Dumpster

Sixty percent of the stuff on most people's desk can be tossed. That includes you!!! So keep the papers, documents, and files you need, and throw the rest away. Remember: Don't succumb to Cleaner's Remorse. (Going thru the trash and pulling out the stuff you just threw away because you think you may "Need It Again").

STEP #4: Pick up a Piece of Paper

Now that you've closed the door and turned off the phone, pick up a piece of paper - any one will do - and ask yourself 3 questions:

1. *What is it?*
2. *Why do I have it?*
3. *What am I going to do with it?*

If you can't come up with a good answer, THROW IT AWAY!!! You can also use what I call the "measles theory," meaning when you pick up a piece of paper put a red dot on the upper corner. When you are handling a piece of paper on your desk and it looks like it has the measles, it is definitely time to act on it, file it or throw it away.

STEP #5: File Your Papers

If you really need to keep a piece of paper, file or proposal put it in a properly labeled file folder. If one doesn't exist, create one on the spot.

STEP #6: Record Your To-Do's on a Master List

If there's work to do, note it on your Master List, which is a to-do list written on a big piece of paper - like a legal tablet. You can also record your tasks inside your contact manager - like ACT! or your PIM - like Outlook, or your PalmPilot.

Before you know it, your desk will look like the flight deck of an aircraft carrier, and your garage can will be filled to the brim, overflowing, and spilling onto the floor.

You'll be organized, efficient and productive. You'll spend your time doing things that make you successful. ❖

off the vine is a monthly publication of the Greater Woodinville Chamber of Commerce. Submit an article, suggestion or advertisement to the Chamber at 425.481.8300; fax 425.481.9743 or info@woodinvillechamber.org

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Newsletter staff reserves the right to reject or edit any information published in off the vine. Deadline for submission is the 10th of the previous month. Opinions expressed or implied do not necessarily reflect the opinion of the Greater Woodinville Chamber of Commerce.

The Chamber is having our second Business Expo.

Tuesday December 12th
Bear Creek Country Club
13737 202nd Ave NE
Woodinville, WA 98077
5:30 p.m. - 8:00 p.m.

Exhibitor table: \$25

Admittance: \$10 (per person)

Come enjoy networking, entertainment, food and beverages.



This is a Christmas Theme, with the opportunity for vendors with items for sale to have them available. So you can get your last minute shopping done.

We will be having a silent auction and drawings for door prizes. Depending on Prize Donations we may have a live auction. So do you have something that you can donate? This is a fundraising event for the Chamber. Your name and business will be announced on the PA system.



This will be an awesome fun evening with entertainment, food, wine and prizes.

Gaylen Sauve' GSC Music and Sound will provide the entertainment.

We'll be enjoying all those exhibitions, a little wine, a little food, a little entertainment and prizes too.

RSVP by November 22nd to ensure we have enough tables, food and wine available. ❖



Kathy Litke

Sales Director

The Greater Woodinville Chamber of Commerce
Phone (425) 481-8300
sales@woodinvillechamber.org

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"There is no such thing in anyone's life as an unimportant day."

Alexander Woollcott, American Author

WELCOME NEW MEMBERS

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Bella Tu
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Woodinville 98072
425.398.9001
fax 425.398.9032
doreen@bellatuskinandlaser.com

Gretchen Scott Salon

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20 + YEARS

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Polaris Financial Services



Kathy's Korner "Promotion Strategies for Small Businesses"

By Kathy Litke

Advertising and promotion typically go hand in hand. However, unlike advertising, promotion can be a less costly means of putting the name of your business in front of the public. Promotional campaigns can include:

- Contests
- Giveaway items
- Parties, activities or events
- Sponsorship

Building strategic alliances with other businesses that also attract a similar demographic audience is also a strong manner of promoting your business. For example, a car wash and nearby auto parts store might run a combined discount special. Also ingratiating yourself within the community and/or having a visible presence at everything from street fairs to local sporting events can help promote your business, depending on the type of goods or services you sell. Service providers can benefit from speaking

engagements and other public appearances in which they can demonstrate their expertise in the field while promoting their business.

Any opportunity to further the growth of your business is a form of promotion and should be investigated. Promotion builds a need for your goods or services. From t-shirt giveaways to publicity stunts, the objective is to get your name out in a manner that appeals to your prospective audience.

Good promotion for a new business or a home based business might mean giving out business cards, sending out an e-mail newsletter and providing good customer service that leads to referrals. Word of mouth is very significant to a start-up business, so customer satisfaction needs to be high.

Before embarking on a promotional (or an advertising) campaign you should:

- See what your competitors are doing to promote themselves
- Look closely at the cost factor
- Test out your idea(s) with a small sample or focus group
- Seek feedback

There are plenty of creative means of promoting your business. Within the bounds of the law and good taste, you can certainly think of several.

AllBusiness.com, Inc. ❖

Are You Average?

By Edmund Gaudet

"Average" is what the failures claim to be when their family and friends ask them why they are not more successful.

"Average" is the top of the bottom, the best of the worst, the bottom of the top, the worst of the best. Which of these are you?

"Average" means being run-of-the-mill, mediocre, insignificant, an also-ran, a nonentity.

Being "average" is the lazy person's cop-out; it's lacking the guts to take a stand in life; it's living by default.

Being "average" is to take up space for no purpose; to take the trip through life, but never

pay the fare; to return no interest for God's investment in you.

Being "average" is to pass one's life away with time, rather than to pass one's time away with life. It's to kill time rather than work it to death.

To be "average" is to be forgotten once you pass from this life. The successful are remembered for their contributions, the failures are remembered because they tried, but the "average", the silent majority is just forgotten.

To be "average" is to commit the greatest crime one can against one's self, humanity and one's God. The saddest epitaph is this: "Here lies Mr. or Ms. Average -- here lies the remains of what might have been -- except for their belief that they were only 'average.'" ❖

Women-Owned Firms Increase Nearly 20 Percent

Women-owned firms increased nearly 20 percent over the latest period studied, according to a report released by the Office of Advocacy of the U.S. Small Business Administration. During the five years between 1997 and 2002, women-owned firms grew by 19.8 percent while all U.S. firms grew by seven percent.

A wealth of data on women in the work force and women-owned business is presented in *Women in Business: A Demographic Review of Women's Business Ownership*, written by Office of Advocacy senior economist Dr. Ying Lowrey.

The report uses newly released U.S. Census and other data to describe women's contributions to the economy. Statistics documented in the report include:

- In 2002, women owned 6.5 million or 28.2 percent of non-farm U.S. firms. More than 14 percent of these women-owned firms were employers, with 7.1 million workers and \$173.7 billion in annual payroll.
- Women-owned firms accounted for 6.5 percent of total employment in U.S. firms in 2002 and 4.2 percent of total receipts.
- Of all women business owners in 2002, 85.95 percent were White, 8.43 percent African American, 8.33 percent of

Hispanic heritage, 5.25 percent Asian, 1.23 percent American Indian and Alaska Native, and 0.18 percent Native Hawaiian and other Pacific Islander (total does not add to 100 due to some double counting across ethnic groups).

- According to 2002 data, significant proportions of women-owned businesses were in professional, scientific, and technical services, and in health care and social assistance.

The Office of Advocacy, the "small business watchdog" of the government, examines the role and status of small business in the economy and independently represents the views of small business to federal agencies, Congress, and the President. It is the source for small business statistics presented in user-friendly formats and it funds research into small business issues.

For more information and a complete copy of the report, visit the Office of Advocacy website at www.sba.gov/advo.

The Office of Advocacy of the U.S. Small Business Administration (SBA) is an independent voice for small business within the federal government. The presidentially appointed Chief Counsel for Advocacy advances the views, concerns, and interests of small business before Congress, the White House, federal agencies, federal courts, and state policy makers. For more information, visit www.sba.gov/advo, or call 202.205.6533. ❖

Brightwater Construction Update: Baby Trees!

There have been a lot of changes to the Brightwater treatment plant site, just north of the intersection of SR-9 and SR-522. Construction activities this summer included habitat restoration in the northern 40 acres of the site, with the construction of new stream beds and salmon habitat features. King County's contractors have been installing erosion control measures which are important for the protection of streams and fish.

As early as this November, people can expect to see hundreds of seedlings and young trees being planted in the restoration area. Eventually, landscaping contractors will plant almost

350,000 new plants there. Douglas Fir, Red Alder, Tall Oregon Grape, Kinnikinnick, and Broadleaf Arrowhead are just some of the native species being planted over the coming months. These plantings will help augment the large trees and native plants that already grow on the majority of the 40 acre area. Many invasive species were removed in the restoration efforts. The ecosystems being restored include upland forest, wetland forest, riparian areas and wetlands.

For more information about Brightwater, visit <http://dnr.metrokc.gov/wtd/brightwater/> or call 206-684-6799 or toll-free 1-888-707-8571. ❖

WOODINVILLE CHAMBER NIGHT AT THE THEATRE

SPECIAL OFFER TO CHAMBER MEMBERS!

All Chamber members will receive \$ 5.00 off and a chance to win a holiday "It's a Wonderful Life" gift basket.

This special offer is available for "It's a Wonderful Life; The Musical" Performance on Friday December 15 at 7:30 p.m.

Don't forget to ask for your "**Chamber Member Discount**" when you order your tickets.

"You must be the change you wish to see in the world."

Mahatma Gandhi - Indian Political and Spiritual Leader

LITTLE ACT OF KINDNESS...

The Chamber receives many calls from folks all across the country, requesting relocation or visitor packets.

Recently, at the request of a woman in Southern California, a packet of maps and brochures was mailed to her. This is something we do not charge for, as we consider it a service to the Woodinville Community, and the public at large.

Shortly thereafter, the Chamber received a lovely note card that contained \$3.37, to cover the postage for one such package.

Just goes to show, you never know when someone will perform a "little act of kindness."

University of Washington Bothell Future College Needs... Study Completed

No doubt you have all read that a study has been completed under the auspices of the Washington Higher Education Coordinating Board to examine the future college needs of Snohomish, Island and Skagit County citizens. There will be significant growth in these counties over the next twenty years and, currently, there are no public baccalaureate institutions in these counties.

UW Bothell well serves the current students of Snohomish County. Over a quarter of our students live in Snohomish County and, indeed, about 40% of this year's First Freshmen Class graduated from Snohomish County high schools. But, even as we continue to serve students to the north of Bothell as we grow out to 6,000 students in the next fifteen years, the demand for more baccalaureate spaces on our Bothell campus will exceed our capacity. Thus, expanded student demand options need to be built in Snohomish County to adequately serve the future.

The study also found that in the high tech corridor of I-5/I-405, the need for graduates with science, technology or engineering degrees will continue to rise. UW Seattle will not be able to dramatically expand its undergraduate engineering programs, so new programs in science and technology in the Snohomish County location makes sense. Such expansion of college opportunity would be good for the local students, encourage and service exploding business needs, and add bachelors program options not available at UW Bothell.

The current discussion focuses on several options to meet this future educational demand, considering the continuing need to provide additional resources to existing State community

colleges and universities. The first answer, of course, is for the State to increase the amount of money committed to higher education. But even if it does so, an economically, responsible solution to meet the growth needs of northern counties must be found.

One is to create a university from scratch. This is a very slow, expensive option. Another idea is to "franchise" UW Bothell into Snohomish County. This is a faster, less expensive option. Why duplicate payroll and budget systems, administrative infrastructure, student financial aid programs, library holdings, etc.? The University of Washington knows how to start new campuses—it has done so twice—and can utilize the expertise of existing faculty in both Bothell and Seattle to create a new campus.

Why is UW Bothell even in this conversation? Expansion into the Everett area with unique programs in science and technology, ones we do not offer in Bothell, increases educational access for students in our region—including King County students. By offering lower division courses in the community colleges and at UW Bothell, and creating new technology upper division programs in Snohomish County, all our students from King and Snohomish County have more degree choices. It avoids replication and duplication.

Our commitment to serve students in our current service region of North King County and South Snohomish County area is unwavering—no matter what the legislature ultimately decides about a new campus in Snohomish County. We believe we can help everyone in our region have more baccalaureate options, at lower cost to the state, with UW quality experiences if we participate in the process. Stay tuned... ❀

Sincerely,
Steven G. Olswang
Chancellor
University of Washington Bothell

The Pursuit of Success

"If baseball in the eighties, with its bewildering succession of one season winners and dethroned champions, has taught us one distinction, it's the difference between success and excellence. Many in sports think they are the same. They're not. There's no substitute for excellence - not even success."

"Success is tricky, perishable and often outside our control; the pursuit of success makes a poor cornerstone, especially for a whole personality. Excellence is dependable, lasting and largely an issue within our own control; pursuit of excellence, in and for itself, is the best of foundations. If the distinction between success and excellence were easy to grasp, we wouldn't have found so many players, managers and teams in disarray in the eighties - particularly in baseball, but in all sports actually."

From "The Heart of the Order," by Thomas Boswell

1943 Guide to Hiring Women

(The following is an excerpt from the July 1943 issue of Transportation Magazine. This was serious and written for male supervisors of women in the work force during World War II - a mere 60 years ago! Obviously, the intent was not to be "funny," but by today's standards, this is hilarious! Pay attention to #8.)

Eleven Tips on Getting More Efficiency Out of Women Employees: There is no longer any question whether transit companies should hire women for jobs formerly held by men. The draft and manpower shortage has settled that point. The important things now are to select the most efficient women available and how to use them to the best advantage. Here are eleven helpful tips on the subject:

1. Pick young married women. They usually have more of a sense of responsibility than their unmarried sisters. They are less likely to be flirtatious. They need the work, or they would not be doing it. They still have the pep and interest to work hard and to deal with the public efficiently.
2. When you have to use older women, try to get ones who have worked outside the home at some time in their lives. Older women who have never contacted the public have a hard time adapting themselves and are inclined to be cantankerous and fussy. It is always well to impress upon older women the importance of friendliness and courtesy.
3. General experience indicates that "husky" girls - those who are just a little on the heavy side - are more even-tempered and efficient than their underweight sisters.
4. Retain a physician to give each woman you hire a special physical examination - one covering female conditions. This step not only protects the property against the possibilities of lawsuit, but reveals whether the employee-to-be has any female weaknesses which would make her mentally or physically unfit for the job.
5. Stress at the outset, the importance of time; the fact that a minute or two lost here and there makes serious inroads on schedules. Until this point is gotten across, service is likely to be slowed up.
6. Give the female employee a definite day-long schedule of duties so that they will keep busy without bothering the management for instructions every few minutes. Numerous properties say that women make excellent

workers when they have their jobs cut out for them, but that they lack initiative in finding work themselves.

7. Whenever possible, let the inside employee change from one job to another at some time during the day. Women are inclined to be less nervous and happier with change.
8. Give every girl an adequate number of rest periods during the day. You have to make some allowances for feminine psychology. A girl has more confidence and is more efficient if she can keep her hair tidied, apply fresh lipstick and wash her hands several times a day.
9. Be tactful when issuing instructions or in making criticisms. Women are often sensitive; they cannot shrug off harsh words the way men do.
10. Be reasonably considerate about using strong language around women. Even though a girl's husband or father may swear vociferously, she will grow to dislike a place of business where she hears too much of this.
11. Get enough size variety in operator's uniforms so that each girl can have a proper fit. This point cannot be stressed too much in keeping women happy. ❀

You Are
As young as your faith;
As old as your doubts;
As young as your
self-confidence;
As old as your fears;
As young as your hope;
As old as your despair.

Years may wrinkle the skin,
but to give up
enthusiasm wrinkles
the soul.

- Anonymous

NOVEMBER EVENTS

Wednesday, November 8

Networking Breakfast

7:30 a.m. - 9:00 a.m.

Cafe Fresco

\$15 members

\$18 members w/o reservations

\$20 guests

November 16

Membership Luncheon

Bob Seidensticker

Author & Area Consultant

"Future Hype"

11:30 a.m. - 1:00 p.m.

Chateau Ste Michelle Winery

\$25 members

\$30 members w/o reservations

& non-members

November Business

After Hours

Canceled due to Thanksgiving



BRITTANY PARK
A LEISURE CARE RETIREMENT COMMUNITY

Chateau Ste Michelle

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Everything gardening.



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

CONNECTING our STATE



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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 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!

2006 Event Sponsors:



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

It can be done! For information, please contact:

Kathy Litke, *Sales Director*

Greater Woodinville Chamber of Commerce
425.481.8300 • sales@woodinvillechamber.org