

off the vine

Volume II Issue 9

September 2011

Editor

Suzanne Rollins

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Superintendent Larry Francois Guest Speaker

Come hear from the Northshore School District's Superintendent Larry Francois about the District and its current goals/priorities/initiatives.

Larry Francois has been the superintendent of the Northshore School District since July 2008, after serving five years as the superintendent of the Lakewood School District, about 15 miles north of Everett. Prior to becoming a superintendent he worked as director of human resources in the Edmonds School District, assistant director of the Sno-Isle Skills Center, assistant principal for Snohomish High School (Snohomish) and Juanita High School (Lake Washington), as well as a teacher for the Edmonds School District and Edmonds Community College.

He earned his superintendent credentials from Washington State University, his mas-

ter's degree in educational administration from Western Washington University and his



bachelor's degree in history from the University of Washington.

Larry attended high school in Mountlake Terrace, along with his 11 brothers and sisters. He was the youngest. His mother was an active school and community volunteer. His father was a researcher at the University of

Washington, working on projects for the U.S. Navy and sometimes spending months at a time in the Arctic.

He is married and has three children: an 11th-grade daughter, and a son and daughter who have graduated from high school.

Thursday, September 15, 2011

11:30—1:00 pm

For a special treat, we're at
DeLille Cellars Chateau
1/4 mile south of their Carriage House Tasting Room

Click [here](#) to register by close of business Tuesday, September 13th.

**Thank you to our
annual luncheon
sponsor:**



September 14, 2011

5:15—7:00 pm

Chamber 101

*Learn what the chamber is about and
how you can maximize the value of your membership.*

*Dinner will be hosted by The Creekside and
wine is compliments of Covington Cellars.*

RSVP is required and seating is limited.

Register today!

Thank you Renewing Members!

33 Years

Woodinville Water District
Ken Howe
425.483.9104

15+ Years

Puget Sound Energy
Jason Van Nort
425.462.3820

10+ Years

Cascadia Community College
Christine Evans
425.352.8261

DeLille Cellars
Greg Lill & Jay Soloff
425.489.0544
Ernie's Carpet Care

Ernie Goudreault
425.788.5671

5+ Years

Woodinville Medical Center
Pharmacy
Betsy Faulkner
425.485.2900

1—5 Years

Columbia Bank Woodinville
Herbert Washburn
425.485.6700

Woodhouse Wine Estates
Chris Schwesinger
425.527.0608

Apex at Alder Ridge
Shaun Segraves
425.408.1796

Van Hubly Investments
Nancy Hubly
425.770.0288

Northshore Schools Founda-
tion
Carmin Dalziel
425.408.7680

Butler Valet & Transportation
Stuart Butler
425.883.0850

Thank you for
supporting our
Platinum sponsors



Building Relationships in August

We had a nice turn-out of about 24 people at the August Building Relationships Breakfast. Some were guests, some were diehards that almost never miss this great opportunity to network and, well, build relationships! Pictured here are the door prize winners.



L-R:
Bob Rash, Sound Business Development;
Grace Gana, Elim Pharmaceuticals;
Janie Stack, Costco; and Joe Torres, Sterling Savings Bank

Student of the Month Sponsors Sought

At each luncheon, the Chamber recognizes a local student with the Education Committee's Student of the Month award. Here's your chance to connect with local schools and the community by being a Student of the Month Sponsor.

The only cost for sponsorship is the lunch for the student and the faculty rep-

resentative. During the luncheon, your business is highlighted as the sponsor and you help present the award to the student. In addition, we provide an article in the Chamber's monthly newsletter.

For more information, please contact Bert Mills at 425.402.6950.



It Was a Lovely Sunny Day

We couldn't have asked for more perfect weather for Mike Petryszak to host the August Business After Hours. There were brats and burgers, chips and salsa and creamy brownies. Sitting in the sun or shade outside, it was warm with a slight breeze—a perfect combination for a cold one.



Thank you for supporting our Patron Sponsors



Door Prizes Aboard!

One of the fun perks of attending our monthly events is the chance to win a door prize.

Thank you to our generous donors:

Edward Jones—Bert Mills

Ernie's Carpet Care

Costco Woodinville

Wordsmith Diva

FrameWright Custom Picture Framing

John L Scott Real Estate—Mike Petryszak

The folks who were lucky enough to win a prize:

Bert Mills

Janie Stack

Bob Rash

Joe Torres

Julie Boselly

Katie Ruff

Jeanie Rash

2011 Board of Directors

Officers

Bob Rash, Chair
Sound Business Development

Gaylen Sauv , Immediate Past Chair
GSC Production

Mike Petryszak, Vice Chair
John L. Scott Real Estate

Marc Blaser, Treasurer
Blaser Accounting

Kathy Kill, Secretary
Banner Bank

Directors

Robin Akkerman
Willows Lodge

Cynthia Dast 
Woodinville Wine Country

Larry Francois
Northshore School District

Samuel Hilbert
Windermere Real Estate

Bert Mills
Edward Jones

Carol Munro
Ste Michelle Wine Estates

David Ormerod
SCORE Consulting Services

Dustin Walling
Dustin Walling Associates

Richard Whaley
Creekside Merrill Gardens

Staff & Others

David Witt
Executive Director

Suzanne Rollins
Office Manager

Paulette Bauman
City of Woodinville
Liaison

Stacy Rapp
Axa Advisors
Ambassador Liaison

Wranglers-To-Camp Funded by Woodinville Chamber Auction

When Chamber of Commerce Director Dave Witt spoke with Northshore Wranglers Coordinator Cole Caplan in February the collective wheels started turning. The Woodinville Chamber Auction Committee offered to designate the Northshore Wranglers as the "Raise the Paddle" beneficiary and asked what could be done with the money raised. With that, discussions began and a new program was born.

The Northshore Wranglers is a non-profit program serving



people with special needs, their parents, families and caregivers. Wranglers participants have cognitive, developmental and/or intellectual disabilities and most are in or have attended Northshore Schools. The Wranglers Program is an extension of the Northshore Adult Day Center housed in the Northshore Health and Wellness Center in Bothell. Both Centers are part of the Northshore Senior Center.

The program idea that quickly rose to the surface was making summer camp opportunities available to Wranglers. This idea served two purposes: First, it made summer camp opportunities available that otherwise would not be an option for many people with special needs. Second, it would provide an invaluable respite opportunity for parents who often are, and remain, the primary 24/7 caregiver for their children into their teenage and adult years.



With that program idea in mind, following a presentation by Wranglers participants and parents, on March 5 the attendees of the Woodinville Chamber of Commerce "Sips Ahoy" event

gave generously to the Wranglers cause. That night, the Wranglers walked away with \$10,775 in donations to support what was to become the 2011 "Wranglers-To-Camp"

Program ([article](#)).

Using these funds, scholarships were made available on an as-needed, no-questions-asked



basis for all Wranglers-To-Camp programming. Over 20 participants (Wranglers and families) attended the Camp Sealth Special Family Weekend May 28-30. In July, the Wranglers partnered with the Northshore YMCA to offer a 4-week Day Camp based out of the Carol Edwards Center with a net enrollment of 46. Then, August 7-13, a total of 22

Wranglers attended Camp Killoqua's 6 night, 7 day overnight camp on Lake Goodwin in Stanwood. Click [here](#) for a 4 minute slide show. The Camp Killoqua opportunity was an "inclusion" model where Wranglers attended camp and participated in camp activities with all other (non-special needs) campers.

Participation in the 2011 Wranglers-To-Camp program far exceeded expectations. At Camp Killoqua, attendance was almost double projections, quadrupling the typical "inclusion" capacity at Camp Killoqua the week the Wranglers attended.

The Wranglers thank the Woodinville Chamber of Commerce for making the 2011 Wranglers-To-Camp Program possible. Also, thanks to the Northshore YMCA for use of the Carol Edwards Center, Camp Sealth for offering the Special Family Weekend and Camp Killoqua for making the needed changes to accommo-

date a sig-

nificant expansion in "inclusion" capacity for camp.

For details on the Northshore Wranglers Program contact Cole Caplan, Program Coordinator at 425.488.4821 or colec@seniorservices.org; find the Northshore Wranglers on Facebook or visit www.northshorewranglers.org

Member Holding Fundraiser Wine Tasting

The tasting is a fundraiser for Woodinville Chamber member Mark Emery, candidate for Woodinville Fire Commissioner. Appetizers will be provided for a suggested donation



of \$25, wine tasting is an additional \$5. Wine by the glass (or by the bottle) will also be available for purchase with a portion of the proceeds going to Mark's campaign.
Tefft Cellars Tasting Room
 16110 Woodinville-Redmond Rd NE
 Woodinville
 Thursday, September 15

6:30 – 8:30pm

Your support is so important to the future of Woodinville Fire & Rescue. We'd love to see you there and bring your friends and neighbors!

Please RSVP at elect-mark@usa.com.

Isenhower Cellars: Artist Reception - Marc Matsui Ceramics

Marc is best known for his simplistic, delicate hand thrown pieces and glazing techniques that transform clay into a canvas for his brilliant colors that make his pieces look more like glass than ceramics. Marc tries to stimulate visual excitement by incorporating various colors and



designs on forms that are simple, yet elegant and affordable. His contemporary look fits somewhere in any home- modern apartments, homes in the suburbs and heartland farms. Born and raised in Seattle, Marc now

lives with his three children in Woodinville, he is also a "Friend of Isenhower". Please join us for free wine tasting and snacks.

September 8

5:30—8:00 pm

Isenhower Cellars
 15007 Woodinville-Redmond Road



September 9-30

Dig in. Save big!

Molbak's Big Nursery Sale

ALL trees & shrubs 30%-50% off*

* Limited to stock on hand. See store for details.

(425) 483-5000 • 1 (866) 466-5225
 13625 NE 175th, Woodinville • molbaks.com

molbak's
 garden+home

Chamber monthly events are really easy to remember! Here's a tip for your Outlook, with most of them falling on a Thursday:

First & Third Mondays – [net]Workin@the Hook
Casual networking, cash food and drink
5:00 – 7:00 pm
Redhook Ale Brewery

First Thursday – Good Morning Woodinville!
Casual networking, continental breakfast
7:30 – 9:00 am
Hosted by a member business

Second Thursday – Building Relationships Breakfast
Structured networking, breakfast buffet
7:30 – 9:00 am
Fairwinds-Brittany Park

Third Thursday – Monthly Business Luncheon
Minimal networking, guest speaker, lunch buffet
11:30 – 1:00 pm
No luncheon July and August

Fourth Wednesday – Women's Connection
12:00 – 1:00
Banner Bank

The purpose of the Woodinville Women's Connection is to provide a supportive environment in which we can enhance each other's businesses by learning about each member, giving qualified referrals and discussing issues of concern to us all. Our intention is to develop connections with other professional women that will foster loyalty and friendship as a natural extension of our business relationships. We are committed to demonstrating our support for each other in achieving our individual goals--both professional and personal.

Fourth Thursday – Business After Hours
Casual networking, host showcase, appetizers and drinks
5:30 – 7:00 pm
Hosted by a member business

In addition, we offer these events:

Twice yearly:

Chamber 101
5:15 - 7:00 pm
Hosted by The Creekside A Merrill Gardens Community.
Dinner included.

Orientation for members and prospective members. Learn how to get the most out of your membership in the chamber.

Annually:

Salute Woodinville!
Dinner, silent and live auction, this is the Chamber's annual fundraiser

Woodinville All Fools' Day Parade & Celebrate Woodinville
Saturday, April 1 or the last Saturday of March

***It is not what
we do, but also
what we do not
do, for which
we are
accountable
~ Moliere***

Starting a business: You can't escape risk, so go for it

Reprinted with permission from the author, Gladys Edmunds



Recently I was having dinner with friends and the conversation turned to entrepreneurship. One

woman said she would love to start her own business but was afraid of the risks. A couple of folks around the table agreed with her.

I suggested that the woman try looking at starting a business more as an opportunity than a risk. Needless to say, several who had never been in business argued that owning your own company is risky business.

This article is dedicated to the folks who keep reminding us that owning your own business is risky.

Because we live in an unpredictable and complex world, there is always risk involved in our effort to make a living, whether we work for ourselves or someone else.

We can see this complexity and unpredictability when things happen to us that we don't understand or weren't expecting. This is the nature of existence.

Modern mathematics claims that complex systems bring unpredictability. In meteorology this is called the Butterfly Effect. The theory says a butterfly flapping its wings in China can affect the weather as far away as New York City. And that weather could be wonderful or destructive.

The idea of a Butterfly Effect can be easily applied to our daily lives. Decisions are made every day by people we don't know who are flapping their wings and affecting our lives in powerful ways. Sometimes their decisions work in our

favor and sometimes they don't, whether you are in your own business or working for someone has nothing to do with the risk factor.

For example, the travel industry, along with many other industries, has spent the larger portion of this decade trying to recover from the 9/11 terrorist attacks.

The attacks, along with the meltdown on Wall Street, left many future retirees with minimal money for retirement. Many of those people thought after years of working for someone they would be able to retire in comfort, only to learn that they will have to supplement their retirement income for the rest of their lives.

A number of these people have started small, part-time businesses to make ends meet. I know this because I coach and advise some of these folks.

Most recently, Hurricane Irene may leave many trying to recover for years.

Life is complex and unpredictable; risk abounds, and we can't escape it. Jobs are eliminated every day and many people are only able to find employment by creating their own businesses.

New and future entrepreneurs often hear that according to statistics 85% of small businesses fail within three to five years.

Constantly hearing and reading this kind of statistic can erode the most capable person's self-confidence. And, I am not certain that the statistic is correct, in spite of its popularity.

My success in business has been a result of many people reminding me that I am capable of success. I shudder to think where I might have landed had I been constantly reminded that I

stood a bigger chance of failing than succeeding.

If we are to address the concept of risk in total, then we must admit that any way we choose to make a living is risky. So, as a writer, speaker and entrepreneur I will always encourage the entry into what has been, is, and always will be the backbone of this country's economy: small business.

Every single person working today is working for what is, or used to be a small business.

Between 1979 and 1996, corporate America erased 43 million jobs. Perhaps we should reread *The New York Times* 1996 series on the "Downsizing of America." They put a face on what life looks like when a person's income has been snatched away. And, things haven't changed.

We are still reading and hearing about layoffs regularly. Those news stories are a reminder of the risks in the world of employment.

A great number of those people had to look to self-employment and small business to make a living.

Should we remove any hope by repeating a statistic that says they have a slim chance of success? We should no more tell new and future entrepreneurs that than we should tell the young, eager, just out of college student, who has landed his or her first corporate job that they run the risk of being terminated in a few years because corporations are still making adjustments in employment.

Cont'd next page



Costco Woodinville has its annual Holiday Shop Night coming **Saturday November 19th from 7:00pm - 9:00pm**. It's a free event for local business neighbors and their employees/families/friends. It's a relaxing night for Costco shopping, holiday decorations, family fun events and prizes/giveaways. Look for more details coming in future newsletters.

Starting a business: You can't escape risk, so go for it - cont'd

Nothing is without risk in this life. The best we can do in this unpredictable environment is to hope the Butterfly Effect that comes our way is manageable.

As I write this, somewhere a "butterfly" is flapping its wings. That butterfly may be in the form of a politician preparing legislation that will have a far-reaching effect on all of us. Or, it could be a major stockholder having lunch with a

CEO and informing him/her to cut the budget, or else. Whatever it is, you can be certain you will feel it in the days, weeks or months to come. We have no control over those butterflies.

But what we can control is the ability to give support in every way to everyone who takes the risk of venturing into the world of work, regardless of who owns the company. *Gladys Edmunds made money*

doing laundry, cooking dinners for taxi drivers and selling fire extinguishers and Bibles door-to-door. Today, Edmunds, founder of Edmunds Travel Consultants in Pittsburgh, is a private coach/consultant in business development and author of [There's No Business Like Your Own Business](#), published by Viking. www.gladysedmunds.com. gladys@gladysedmunds.com

**Don't write so
that you can be
understood,
write so that
you can't be
misunderstood.
~ William H.
Taft**

Facing the Complexities of Medicare

Provided by Bert Mills, Edward Jones

Medicare is a complicated insurance option that beneficiaries often find as challenging as it is helpful. It is important to use a guide when trying to work within the system. This brief "Medicare Map" gives you an overview of what to expect from Medicare, as well as the steps you can take to ease your journey toward securing a maximum benefit due you.

At Edward Jones, we be-

lieve education is an important part of achieving your goals. We also realize there is more to life than just financial goals. That's why we're excited to invite you to our upcoming program featuring a special guest. Caroline Call of Insurance Benefits Northwest, is a specialist in senior health care and will present on Medicare; Pamela Rivers with Calvert will present on preparing for retire-

ment.

September 29, 2011

6:30 pm

Carol Edwards Center

Dinner will be served. Reservations for you and your guest, call Darlene at 425.402.6950. Deadline for reservations is September 16.

WANTED!

Brief articles, without time limits, approximately 200-225 words.





Of interest to our general membership.

Submitting author will have a byline for members to contact with questions or for more information.

Submit your article to suzanne@woodinvillechamber.org

We reserve the right to edit for space and content.

September 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 Good Morning Woodinville! 7:30-9:00 Golf Club @ Echo Falls	2	3
				Education Comm. 12:30 -1:30 Union Bank		
4	5 Labor Day  Office closed	6	7	8 Networking Break- fast; 7:30-9am Brittany Park Register	9 SCORE Counseling 9am-noon Make app't at 425.481.8300	10
11 Grand- parents Day 	12	13 Membership Comm. 11:30 Banner Bank Ambassadors 12:00 to 1:00 Banner Bank	14 Chamber 101 5:15—7:00 pm The Creekside Register	15 Business Lunch- eon; 11:30—1:00 DeLille Cellars Cha- teau Speaker; Larry Francois Register William H Taft b. 1857	16	17
18	19 [net]Workin'@the Hook 5-7pm	20	21 International Day of Peace 	22 Business After Hours, 5:30—7:00 Ontra Marketing Group Register	23  Autumn	24
25	26 Drop Deadline for Newsletter	27	28 Women's Con- nection 12:00—1:00 Banner Bank	29 NW Trophy Ribbon Cutting, 5:30 pm	30	

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. Click the link for each event you wish to attend and follow through the prompts.