

SPECIAL  
POINTS OF  
INTEREST:

- Celebrate Woodinville coming at the end of the month. Plan your float/entry now!
- Check page 4 for upcoming Chamber events

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# off the vine

VOLUME 1 ISSUE 4

MARCH 2008

## Exceeding Customer Expectations

Businesses can no longer have the goal of meeting the customer's expectations; the goal today must be to exceed them.

What does that look like from the customer's perspective? Brad will entertain you with great stories and hilarious examples of businesses that step out of the box and find ways to "wow" the customer. You will walk away with actionable information with which to make changes yourself. Targeted to everyone in any industry, at every level.

Brad (Brad Worthley International, an internationally acclaimed customer service & leadership consulting firm) is an accomplished business consultant with over 32 years of manage-



**Brad Worthley**  
**Brad Worthley International**

ment experience. He teaches businesses how to consistently build and retain both customer and employee loyalty by changing their culture and not just their people. An author, consultant and trainer, he works with small

and medium size companies, up to some of the largest corporations in the world.

In his spare time, Brad has volunteered as a youth soccer, baseball, and basketball coach for the last 15 years, and volunteers weekly at a domestic violence shelter where he works with children. He has a 20 year old son in the Army who is currently in Iraq flying unmanned spy planes in an effort to protect our troops.

Join us at Redhook Ale Brewery March 20; 11:30—1:00 for our Monthly Business Luncheon. Prepaid members \$25; non-prepaid members & guests \$30. Call or email the Chamber for reservations.



## (net) WORKING @ "The Hook"

**This is your opportunity to continue your weekend into Monday!**

Redhook Brewery has extended to the Woodinville Chamber of Commerce HUGE savings for our new Monday night social. This gives you a chance to let

your hair down and network with other professionals in the



community without all the pressure. This fun event is an ongoing function (every other Monday) and "pay as you go."

Join us March 3rd and 17th, 5:00—7:00 pm, or whenever, at the fireside!

# SCORE!



Get one-on-one counseling for your business

Any start-up or existing small business is eligible for SCORE counseling at no charge. This valuable service is offered at no-charge thanks to their volunteer counselors, gracious sponsors and resource share partner, the Small Business Administration (SBA).

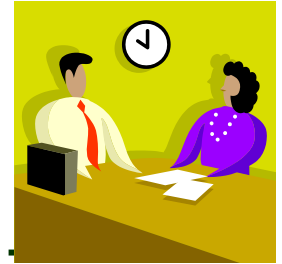
SCORE counselors are experienced, working (or retired) business owners and executives who have accumulated a lifetime of knowledge in a variety of various specialty fields.

They know the pitfalls and what it takes to operate a successful business. The key qualification SCORE counselors bring to the table is real-world experience. Counselors are dedicated to help make you successful in your new venture. Are you ready to take the next steps for your new or existing business?

Now, you can meet with SCORE's David Ormerod, a fellow Woodinville Chamber member.

David is available the 2nd Friday of each month for 1 hour appointments from 9 am to 12 noon at the Chamber office.

March 14 is the first appointment day. Call the Chamber at 425.481.8300 for an appointment. First come, first served.



**Member Orientation**  
**March 19, 2008**  
**5:30—7:00**  
**Be there!**  
**Call now for reservations**

Happy St Patrick's Day



## Member Orientation

Attention new and current Members alike!

Our "New Member" Orientation is coming up on March 19<sup>th</sup> and we have a great event planned for you!

The Residence Inn by Marriott has generously donated their services as both the host and food supplier for this event that will showcase how and where you can "plug in" to the Woodinville Chamber to grow your business. Those speaking and available for questions are:

- ◇ Todd Barton, MCM, our insurance brokers
- ◇ Jeff McGinnis, CTX Mortgage, offering a Workplace Mortgage Program to save you money
- ◇ Steve Johnson, AAOA—a dynamite program packed with tons of benefits unique to Chambers

- ◇ Michael Clark—Constant Contact, a "bulk email" and survey provider
- ◇ Scott Hageman, Mayor of Woodinville
- ◇ Mike McClure, Chamber Board Chair
- ◇ John Erdman, Chamber Executive Director

John will be introducing the various committees and how you can get involved.

Your evening is mc'd by JD Davis of Sundance Energy Services.

New members who have not

attended one of these should make it a point to sign up early. We have only 25 spots available and they are first come-first served. Current members (not new) are welcome to add their names to the sign up for the few spaces that might be left for this event.

**March 19, 2008**  
**5:30—7:00 pm**  
**Residence Inn by Marriott**

**WorkplaceMortgage** Benefit Program

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 206.283.5626

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# First Heritage Bank Seminar

First Heritage Bank is sponsoring a free Small Business Administration (SBA) Loan Seminar conducted by Christine Heckert, Senior Vice President, head of First Heritage Bank's SBA Loan Department. The seminar takes place on Thursday, March 20, 2008, at First Heritage Bank's Snohomish Branch, located at 167 Lincoln Avenue in Snohomish, from 7:00 p.m. to 8:30 p.m.

Attendees will learn about the advantages of choosing the SBA and how to qualify for and obtain a loan. The seminar also includes information on other free business counseling services. Reservations for this seminar can be made by calling First Heritage Bank at 360.-568.-0536. Seating

is limited.

First Heritage Bank is the No. 1 local SBA lender in Snohomish County. They specialize in small business, construction and, real estate lending. First Heritage Bank is an independent, locally-owned community bank with branches in Everett, Lynnwood, Marysville, Monroe, Arlington, and Snohomish.



## Thank you Platinum Sponsors



## Thank you Patron Sponsors



# I Could Have Done Better

BY RANDY SMALL

I have been doing some research. When I accepted the position as Sales Director with the Greater Woodinville Chamber of Commerce in January, I knew that one of my main focuses would be providing sponsorship opportunities to local businesses. Having been a business owner myself, I wasn't too terribly thrilled with the prospect of calling up a business and bugging them for money to sponsor a breakfast or some such thing. I've learned quite a few things about sponsorships that I wish I had known about when I had my own business and I'd like to share some of that with you.

### W.I.I.F.M? (What's in it for me?) Why Sponsorship?

1. Increase profit

2. Set yourself apart from your competitors
3. Heighten your company's visibility
4. Develop customer loyalty
5. Generate positive publicity
6. Launch new products or services
7. Drive more business to your location and website
8. Develop new markets
9. Change or revitalize company's image
10. Build business to business relationships.

Most companies seek a return on their support or investment, ranging from goodwill within the community to more complex benefits, such as me-

dia exposure, increased sales and brand awareness.

Sponsorship is about building long-term relationships. The longer the relationship lasts, the greater the value that can be derived from it. John Erdman and I want to make sure you get the best value from your membership by presenting opportunities to market and advertise your business. The Chamber has a multitude of opportunities available to get your name and presence in front of our members, our citizens and visitors to our area.

-The Chamber's publication "Profit by Association" is available at the Chamber offices or can be sent to you. Please give





# March 2008

**Always check [www.woodinvillechamber.org](http://www.woodinvillechamber.org) for the most current member and event information.**

**Sun                  Mon                  Tue                  Wed                  Thu                  Fri                  Sat**

						1
2	3 (net)Workin'@the Hook 5:00 - 7:00 Redhook Brewery	4 Ambassadors 12 noon—1:00 Banner Bank	5	6 Education Committee 12:30 –1:30 Frontier Bank	7	8
9	10 Breakfast reservation deadline	11	12	13 Network Breakfast 7:30—9:00 Brittany Park	14 SCORE counseling 9:00-12 Noon Chamber office	15
16	17 (net)Workin'@the Hook 5:00 - 7:00  Redhook Brewery  Lunch reservation deadline	18	19 Board Meeting 3:30—5:00 pm  Member Orientation 5:30—7:00 Residence Inn by Marriott	20 Monthly Business Luncheon 11:30—1:00 Redhook Brewery	21	22
23	24	25 Business After Hours reservations by today	26	27 Business After Hours 5:30—7:00 The Creekside	28	29 <a href="#">Celebrate Woodinville!</a>
30	31					



## Event Reservation Form

Mark your Calendar for Upcoming Chamber Events  
Remember to RSVP!

Date	Event	Place/Time	Cost	# Attending
March 13	Networking Breakfast	Brittany Park 7:30–9:00 am	\$15 prepaid* \$20 non-prepaid/guests	
March 20	Monthly Business Luncheon	Hollywood Schoolhouse 11:15–1:00	\$25 prepaid* \$30 non-prepaid/guests	
March 27	Business After Hours	The Creekside Merrill Gardens Retirement 5:30–7:00	No charge	

### Business Information

Business name \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ email \_\_\_\_\_

Name (s) of Attendee (s)	Event (s) Attending

*\* Chamber policy is pay at time of registration. This helps the Chamber realistically give attendance numbers to our vendors. You may mail in a check with your reservations, or give the Chamber a credit card number to keep on file and we will only charge your card for confirmed reservations.*

*If you prefer not to email a credit card, please call the Chamber office at 425.481.8300 and we'll take down the information. Your reservation will be confirmed upon receipt of payment. Anyone not prepaid will be charged the "non-reserved" rate upon arrival at the event.*

\_\_\_\_ Check enclosed.      Please charge my \_\_\_\_ Visa      \_\_\_\_ MasterCard

Card # \_\_\_\_\_ Expires \_\_\_\_/\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

\*\*Please make check(s) payable to Woodinville Chamber of Commerce and mail to  
14421 Woodinville-Redmond Road NE  
Woodinville WA 98072



## Greater Woodinville Chamber of Commerce

14421 Woodinville-Redmond Road NE  
Woodinville WA 98072  
Phone: 425.481.8300  
Fax: 425.481.9743  
E-mail: [info@woodinvillechamber.org](mailto:info@woodinvillechamber.org)

To promote, strengthen & represent a successful business community.

Is there something you'd like to see in the newsletter?

Do you have a flair for writing?

Do you have expertise in an area you'd like to share with fellow Chamber members?

We want this newsletter to be beneficial for our members. If you have a topic you'd like to share or see an article about, submit your article in a Word document, 10,000 words or fewer, or your topic idea to [suzanne@woodinvillechamber.org](mailto:suzanne@woodinvillechamber.org). We do reserve the right to correct, edit and/or shorten submissions.

Your name and business will be credited in the newsletter.

[www.woodinvillechamber.org](http://www.woodinvillechamber.org)

# Celebrate Woodinville!



Celebrating 30 years of zaniness, this year, the parade theme is "The Pearl of the Eastside—Island Woodinville." Plan a float around this theme; dress up, let loose your inhibitions!

It was 30 years ago that Carol Edwards dreamt up the Woodinville All Fools' Day Parade. We don't know the details of that day(s), but we do know, at the time, Carol created a legacy.

As you know, we lost Carol to ALS last year. Help us all honor Carol by having the best Parade ever! Get creative, let your imagination go wild.

Start your day at 8:00 with a pancake breakfast at the Woodinville Fire & Life Safety District Headquarters by the post office. The Parade will begin at 10:30, ending around

noon or so. After that, wander the Woodinville Farmers Market Arts & Crafts Fair; enjoy the "Celebrate the Arts" show put on by the City; and if you have young children, check out

the Children's Activity Fair.

Oh, and remember to enjoy a slice of the biggest birthday cake east of the Sammamish over at Carol Edwards Center.

Rain or shine ... or wind, the parade goes on, so plan to be there on March 29th!

We're sure there is something for everyone on this day we Celebrate Woodinville!



**Banner Bank's 2006 entry**

**Woodinville High School  
Marching Band**

