



off the vine



V O L U M I I S S U E I I

N O V E M B E R 2 0 0 8

Don't forget to FALL FORWARD on November 1st— It's good for your heart!

A recent study has shown that fewer heart attacks occur on the Fall daylight savings switch than on a normal day. They postulate that the extra sleep is the reason!!

INSIDE THIS ISSUE:

Citi Financial	2
Evergreen Hospital Medical Center	
The Real Value of Joining the Chamber Party Rentals	3
Events Calendar	4
Event Registration	5
Miscellaneous	6

After the vote — what kind of change did we buy?

Randy J. Peple has spent two decades developing expertise in meeting the challenges that arise when public policy, media attention, community engagement and political agendas intersect. He formed Peple Communications in 2007, to specialize in providing integrated communications counsel to executives, businesses and organizations.

His clients have ranged from private sector innovators to public sector leaders, to well-respected advocacy organizations. These clients, and countless others across the public and private sectors, have retained Peple to provide strategic in-

sights and guidance.

Peple's experience includes government service, private sector leadership and a decade as an independent political consultant, managing campaigns and providing strategic counsel for candidates, political action committees and partisan organizations in Washington, Oregon and New Mexico.

A key to Peple's understanding of crisis communications and media relations is his extensive journalism experience. He provided political commentary for KING 5 from 1994 to 2006, and continues to serve as a regular public affairs analyst on KCTS.

Peple worked throughout the 1980's as a freelance sports-writer, primarily with the Seattle Times, and started gaining media experience while in high school, working for the Albuquerque Journal and KOB radio.

Randy earned a Bachelor of Arts degree in Political Science from the University of Washington, graduating with Phi Beta Kappa honors. He completed the Senior Managers in Government program at Harvard's Kennedy School of Government in 1997, the same year he was a fellow with the World Affairs Council.

Woodinville Women's Show November 8th

Presented by 3 Greek Gods Yogurt, the 2008 Woodinville Women's Show offers shopping, entertainment and enjoyment in an event tailored for women. More than 40 local, women-owned and women-focused businesses will display a wide range of products and services targeted specifically toward women. Exhibitors will have demonstrations and presentations on topics including healthcare and wellness, food, business opportunities, beauty, fashion, education, fitness and home décor.

Special guests: The 2009 Fire-fighter Calendar models. Buy a calendar and get it autographed. All calendar sales benefit burn research.

Show Sponsors: Oasis Spa & Salon, Rosa Mundi's - Wine Country Living, Woodinville Women's Clinic, JK Personal Training LLC, Alexa's Café & Catering, LaValle Printing & Mailing Services, Costco Wholesale, Essential Bodywear LLC – Wendy Cox

Supporting Sponsor: Woodinville Chamber of Commerce, Charity Partner, "O" Wines

Media sponsors: Chat with Women on KKNW AM 1150 and The Woodinville Weekly newspaper.

Additional information is available at: www.woodinvillewomensshow.com.

Saturday, Nov. 8, 2008 • 10am to 5pm
Carol Edwards Center
17401 133rd Ave NE,
Woodinville

The show is produced by The Woodinville Weekly.



2008
BOARD OF
DIRECTORS

Mike McClure
MJR Development
Board Chair

Joe Truglio
Creative Concepts
Marketing
Vice Chair

Robin Akkerman
Willows Lodge
Secretary

Marc Blaser
Blaser Accounting
Treasurer

Randy Small
Interim Executive Director

Cynthia Dasté
Woodinville Wine Country

Chris Ellis
Evergreen Healthcare

Randi Halela
First Mutual Bank

Toren Heald
Wedgewood Realty

Tom Quigley
Olympic Nursery

Gaylen Sauvé
GSC Music & Sound

Mike Stevens
Brian Carter Cellars

Susan Webster
gathering fabric Quilt Shop

Ex officio Directors
Lottie Miller
Whitman Global Carpet Care
Ambassador Chair

Doug Hale
Northshore School District
Education Committee

Hal Hart
City of Woodinville

CITIFINANCIAL OPENS OFFICE IN WOODINVILLE

CitiFinancial, a financial services company specializing in personal and home equity loans, opened in Woodinville on 9-23-08. CitiFinancial has been in business in the United States since 1912, with more than \$40 billion in receivables and more than 2,500 offices across the United States and Canada.

"The Woodinville branch is an exciting addition for us," says Mary McDowell, President and CEO of CitiFinancial. "Just like any other company, as we look to expand into new markets,

we are careful to find just the right location. What makes this area so special is the people – both our customers and our employees."

Jim Schneider, Chief Operating Officer of CitiFinancial says, "With its strong economy and sense of community, we know that Woodinville is a perfect choice for us. And Eric Kennedy's experience and commitment to the needs of his community will truly benefit the people of Woodinville."

Eric Kennedy, manager of the new branch, is happy to be a

part of the CitiFinancial team in Woodinville.

Eric is a graduate of Cascade High School, and most recently worked for CitiFinancial's office in Lynnwood. Eric has 8 years' experience in consumer finance.

The other members of the Woodinville CitiFinancial team are David Roark and Gary Manzari.

CitiFinancial's office hours are: Monday, Wednesday, and Friday 8:30-5:30 and Tuesday and Thursday 10:00-7:00.

Evergreen Emergency Readiness Fair - November 1st

ARE YOU PREPARED??

Disaster can strike suddenly and leave you powerless for days. No matter the disaster, you need to be ready to survive on your own for up to several days. Attend **Evergreen's Emergency Readiness Fair** for information and resources on preparing your family for an emergency.

- Guest appearance by King 5 Morning News traffic anchor, Meeghan Black.

- Purchase discounted disaster kits or learn how to assemble your own.

- Meet disaster management personnel from your community and learn what resources are available.

- Protect yourself with a flu shot. Cost is \$25 (cash or check).

- Prepare your pet for a disaster.

Free to the public. Bring your family, friends and neighbors and be better prepared for the next emergency. For more information, visit www.evergreenhealthcare.org or call 425.899.3000.

"Mini Health Classes:

9 – 9:30 a.m.
Eating on the Run:
Healthy Choices
for the Family

10-10:30 a.m.
How to Communicate with
Your Health Care Provider

11-11:30 a.m.
Practical First Aid

12-12:30 a.m.
Integrative Medicine - The
Mind Body Connection

Exhibitors Include:

American Red Cross Aegis
Living City of Kirkland King
County Public Health King
County Emergency
Management Snohomish
County Search
and Rescue Puget Sound En-
ergy Northshore Utilities Kirk-
land Senior Council and many
more...



The Real Value of Joining the Chamber of Commerce



Why should I join the chamber of commerce?

What makes the study unlike most, however, is that almost every question on it is part of one of several imbedded experiments. This means that respondents were randomly assigned to different groups at several points during the survey. Each group reads something slightly different—like a description of a company that changes only a little for each group—but then everyone is asked the same questions thereafter, regardless of which company description they just read. Therefore, when there are statistically significant differences in how different groups answered the same questions, we know exactly why it happened.

This approach yields powerful results because it bypasses the subjectivity of most opinion polls. A sampling of some of these results proves this to be the case.

- Most consumers (59%) think that being active in the local chamber of commerce is an effective business strategy overall. It is 29% more effective, however, for communicating to consumers that a company uses good business practices and 26% more effective for communi-

Advocates of chambers of commerce have long believed that when a company is active in its local chamber, it is doing the right thing not only for the community but for its own success as well. While there is plenty of evidence to show the impact of chambers of commerce on their communities, it is much harder to find data that quantify the impact of belonging to a chamber. This study, commissioned by the American Chamber of Commerce Executives with support from Small Business Network, Inc., is designed to do just that: determine the real value to companies in terms of consumer outcomes of joining and being active in their local chamber of commerce. Do consumers really support businesses *because* they are chamber members?

Data for the study come from a scientific web-based survey of 2,000 adults nationwide

cating that a business is reputable.

- If a company shows that it is highly involved in its local chamber (e.g., sits on the chamber board), consumers are 12% more likely to think that its products stack up better against its competition.
- When a consumer thinks that a company's products stack up better against the competition because the company is highly involved in its local chamber of commerce, it is because he or she infers that the company is trustworthy, involved in the community, and is an industry leader.
- When consumers know that a restaurant franchise is a member of the chamber of commerce, they are 40% more likely to eat at the franchise in the next few months.
- When consumers know that an insurance company is a member of the chamber of commerce, they are 43% more likely to consider buying insurance from it.
- When consumers know that a small business is a member of the chamber of commerce, they are 44% more likely to think favorably of it and 63% more likely to purchase goods or services from the company in the future.

(Survey by The Sharipo Group in Atlanta, Georgia)

W-I-I-FM

What's in it for me?

63% of customers were more likely to purchase goods or services from the company in the future if they belonged to the local Chamber of Commerce

Having a Holiday Party?

Are you looking for somewhere to have a holiday party? Here are some available spaces in Woodinville and the surrounding area:

Mazatlan Restaurant

Carol Edwards Center

Hollywood Schoolhouse

Senoj Estates

Redhook Brewery

Columbia Winery

Chateau Ste. Michelle

Washington Wine Company

Sammamish Valley Grange

Alexandria Nicole Tasting Room

Village Wines

DeLille Cellars

J. Bookwalter Tasting Room

Willows Lodge

Brian Carter

Matthews Estate

Silver Lake Winery

Country Inn & Suites

Residence Inn by Marriott

Baymont Inn and Suites

Please contact these individual businesses for more information on availability, prices, and occupancy.



PARTY! PARTY! PARTY!



November 2008

Always check www.woodinvillechamber.org for the most current member and event information.
 Click the underlined words to go the website

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3 [net]Workin'@the Hook 5:00 - 7:00 Redhook Brewery	4 Ambassador meeting Noon—1:00 Banner Bank	5	6 Education Committee 12:30—1:30 Frontier Bank	7	8
9	10	11 Deadline Breakfast Reservations	12	13 Networking Breakfast 7:30—9:00 Brittany Park	14 SCORE counseling, 9—noon Lunch Reservations Deadline	15
16	17 [net]Workin'@the Hook 5:00 - 7:00 Redhook Brewery	18 Deadline Business After Hours reservations	19 Board Meeting 3:30—5:00 pm	20 Business Luncheon 11:30—1:00	21	22
23	24	25	26 Women's Connection 12 noon—1:30 Banner Bank	27  Chamber office closed	28	29
30	<p>Please be courteous to our hosts Make a Reservation Our event hosts/venues require sufficient lead time to purchase and prepare food, as well as schedule appropriate staffing. Making a reservation is quick and easy. Just visit www.woodinvillechamber.org or call 425.481.8300</p>					



Event Reservation Form

Mark your Calendar for Upcoming Chamber Events

Remember to RSVP!

Date	Event	Place/Time	Cost	# Attending
Nov. 13	Networking Breakfast	Brittany Park 7:30–9:00	\$15 prepaid \$20 not prepaid/guests	
Nov. 20	Monthly Business Luncheon	Redhook Brewery 11:30–1:00	\$25 prepaid \$30 not prepaid/guests	
	Business After Hours	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. Pre-reserve at least five (5) days prior to the event. 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

New Members!!

Please welcome our new members when you see them at the next event:

BECU

WIN Home Inspections

Alexandria Nicole Tasting Room

Help Wanted

(And Appreciated!)

We have a fabulous collection of amazing talent hidden within the members of the Woodinville Chamber of Commerce! With the recent changes in staffing at the chamber we are welcoming volunteers who have a passion for things like newsletters, accounting, hospitality or any talent that the chamber may be able to utilize.

Please contact either Shona Milne or Randy Small at 425/481.8300 to offer your talents. WE NEED YOU!

Door Prize Winners!

Door prizes are a wonderful way to get recognized at chamber events! You know you love to win, give that hope and promote your business at the same time!

We wholeheartedly thank

last month's donors:

Sundance Energy Services Inc
Mike's Auto Repair & Service
Health Moves
Pony Mailbox & Business Service

The lucky winners were:

Bill Ledbetter
Gary Hull
Maegan Knutson
Lottie Miller
Jeanie Rash

Ambassadors

Reminder: 2009 is a new year and a new Ambassador committee is in the works. The Ambassadors are critically important to the health and vibrancy of the chamber and are our first line members. They attend events, contact recent new members and we're instituting a new "Mentor Program" for new members. Sound like something you've always wanted to do? Contact Randy Small at the chamber office at 425/481.8300.

Thank you for supporting our
Platinum sponsors



LOUD Technologies Inc.