

**INSIDE
THIS ISSUE:**

Member Profiles	2
Pumpkins	3
Career Fair	3
Opportunity	4
Inside Story	5
Blues?	6



Editor
Suzanne Rollins
Chief of Staff

Claim Your Niche

Dr. Lynda Falkenstein aka "The Niche Doctor" is the foremost authority on the process of developing a lucrative niche in any economy. Author of NICHE-CRAFT: Using Your Specialness to Focus Your Business, Corner Your Market, and Make Customers Seek You Out, Dr. Falkenstein has developed a powerful nine-step process guaranteed to keep your niche on track. In addition to NICHECRAFT, Dr. Falkenstein has authored other important books and scores of articles which have been published in dozens of respected publications, including the Wall Street Journal, Ticker, and various Daily Journals of Commerce and a host of Business Journals. Her seminars have been presented throughout North Amer-

ica, Australia, UK, Malaysia, and Singapore.

Most recently, she introduced the important Claim Your Niche Webinar series, an ongoing series of programs featuring topics of critical importance to small to mid-size businesses. By special arrangement, Woodinville Chamber of Commerce members may attend these webinar sessions at no cost. Email drniche@falkenstein.com for more information.

Dr. Falkenstein was awarded her doctorate from Stanford University. She lives in Portland with her husband and 10-pound Maltese. Learn more about Dr. Falkenstein by going to www.falkenstein.com



falkenstein.com

If you've been wanting to distinguish your business from

the rest of the pack, have customers/clients be more concerned with getting your service than they are with what it costs, be perceived as special and indispensable, and basically eliminate the competition (without bloodshed), don't miss lunch with the "Niche Doctor!"

Thursday, October 16, 11:30—1:00, Redhook Ale Brewery.

Reservations, prepayment required. Call the Chamber or events@woodinvillechamber.org.

CASCADIA New Degree COMMUNITY COLLEGE

Cascadia Community College is offering a new Environmental Technologies and Sustainable Practices degree this fall. The program is designed to prepare students to enter the rapidly expanding fields of sustainability and renewable energy technology. It is the first 2-year professional technical degree in Washington that is specifically focused

on careers in sustainability.

Students enrolled in the Environmental Technologies and Sustainable Practices program will have the option to emphasize either business or technology in their coursework. Through hands-on training and internships with local companies, students will gain the experience they need to pursue careers as build-

ing technicians, resource conservation managers, energy efficiency managers and more. Working with solar panels on campus is just one example of the types of real world experiences that will be part of the program.

Contact Mike Renes at (425) 352-8681 or mrenes@cascadia.edu for more information.

New Member Profiles

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bookwalterwines.com
Bookwalter winery is dedicated to providing its guests a one of a kind wine tasting experience. At the J. Bookwalter Tasting Studio in Woodinville, our staff welcome guests of any level of expertise to sample Bookwalter's clean, crisp white wines and rich Bordeaux blends while being fun, friendly and informative.

Challenger Ridge Vineyard & Cellars
Rachel Weed
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Woodinville 425.422.6988
challengerridge.com
Challenger Ridge is located in Concrete, with an additional tasting room inside Doug's Boats in Woodinville. We have 8 acres of Pinot Noir planted with an additional 2 acres being planted in Spring 2009. We're in the process of becoming a destination winery with wine bungalows, amphitheatre, fishing excursions, Jet boat rides, hiking, biking and horseback riding trails.

Our winemaker, Randy Bonaventura, started in Erath Oregon and went on to Mount Baker Vineyards before becoming a partner in Challenger Ridge. We are having our harvest and crush party October 11th, 11 am to 5 pm at the vineyard, 43095 Challenger Road, Concrete. Live music by the Troy Fair Band, bbq, jet boat rides, pumpkin bowling, winery tours and tasting and stomping of the grapes with your bare feet!

Cooking with Pumpkins



Farm stands and farmer's markets are bursting with gorgeous pumpkins. Naturally, you'll want some for carving and decorating. Remember to pick up a couple for cooking as well. For best results, use a variety grown for cooking, like Cinderella, Lumina, or Winter Luxury Pie (all available at The South 47 Farm).

Parboiling (small pumpkin, 3-5 lbs): Cover with water and boil 10-15 minutes. Drain and cool to handle, cut out a wedge big enough that you can get your hand inside the pumpkin. Slide seeds loose from the membrane and set aside. Cut the pumpkin into workable-sized wedges, peel and scrape the sticky-stringy membrane loose from the "meat" with a sharp knife. Put the cleaned wedges back in the pan. Add 1 1/2 C water and boil until just tender, about 20 minutes. Mash. Yields 3 to 4 C pulp.

Baking (best with a large pumpkin): Bake at 275° for one

hour. Cool and proceed as above.

Lunchbox Cookies

- 1 c butter or margarine
- 2 t baking powder
- 1 c brown sugar
- 1/4 t salt
- 1 c fresh pumpkin pulp
- 1/4 t each, nutmeg, clove, mace
- 1 egg
- 1/2 t cinnamon
- 1/2 t lemon extract
- 2 c chopped walnuts
- 2 c unbleached flour

Cream butter and sugar. Add pumpkin, extract & egg, and blend well. Sift flour, salt, baking powder & spices and add to the pumpkin mixture. Add the walnuts and stir well. Drop by spoonful onto a greased cookie sheet. Bake at 375° 12-13 minutes.

Harvest Muffins

- 1/2 c fresh pumpkin pulp

- 1/2 c raisins
- 1 egg
- 1 1/2 c unbleached flour
- 1/2 c sugar
- 2 t baking powder
- 1/2 c milk
- 1/2 t salt
- 1/4 c vegetable oil
- 1/2 t each, cinnamon and nutmeg

Beat egg, add oil, pumpkin, & milk, blend well. Sift dry ingredients together and add to liquid mixture, stirring just enough to wet the flour. Fold in raisins. Bake in greased muffin tin 18-20 minutes at 400°.

Spiced Pumpkin Soup

- 1 cooking pumpkin, about 3 lbs.
- 1/4 t nutmeg
- salt & pepper to taste
- 1/2 c finely chopped celery
- 1/2 c thin cream (optional)
- 4 T butter
- fresh chives

4 c chicken broth

Cut pumpkin in half and remove seeds. Place in baking dish in 1/2 inch of water. Bake at 350° until tender (about an hour). Peel and cut flesh into cubes. Puree flesh in blender or food processor, adding small amounts of chicken broth if necessary.

In a large soup pot, sauté onion and celery until onions wilt. Add pureed pumpkin, remainder of chicken broth, nutmeg, salt and pepper. Cook over low heat. Add cream if desired just before serving. Garnish with chives.

--recipes courtesy of The South 47 Farm
www.south47farm.com



Are you a Chamber member?

Are you aware of the many benefits to membership? Besides yearly sponsorships, we offer many opportunities to get your name out and known to your community.

Our office receives hundreds of calls every year, looking for a specific business or industry. Will they find you?

We have a brochure rack that can hold your brochure for our out of town visitors.

We will spend time with you to discuss what we can do to help you build your business. If you would like some assistance in marketing your business, contact the Chamber staff. You might be surprised at what your membership can do for you!

Free Fall Career Fair

The University of Washington Bothell will host its annual fall career fairs on Tuesday, October 21, 3:30-6:30 p.m., and Wednesday, October 22, 10:30 a.m.-1:30 p.m.

The public is invited to the free fairs, to be held in the North Creek Events Center on the UW Bothell campus (18115 Campus Way NE, Bothell) to meet with representatives of approximately 40 Puget Sound companies including The

Boeing Company, UPS, AT&T, U.S. Department of Health and Human Services, Northwest Hospital and Medical Center, and Fluke Corporation.

For more information, visit www.uwb.edu/careers or call 425-352-3183





ppportunity Abounds

Let this be a lesson to us all. How many times have you been talking with friends and had the greatest idea ever!? How many of those ideas have you acted on? Exactly. Halloween 2006, Kathy Johanson and Stacy Lill had just such a moment when they heard how a local winery got its start. The “we can do that” spirit kicked in and by the next morning, after some late-night work and phone calls back and forth, a business plan had been drafted.

It’s pretty impressive that two women (with great support) have created a company and produced a wine in less than two years. More impressive is the reason behind it—funding scholarships for low income high potential young women in Washington State. This isn’t the end of their dream, however. Their goal is to fund one million scholarships in their lifetime, spread-

ing the wealth and word about education across the country. Ultimately, they’d like the money to help both young women and men. But first steps first.

“We’ve had different experiences in our lives,” explains Stacy. “But we each have an innate drive to help others. We particularly want to help other women right here in Washington. We believe education is the root we need to reach to break unhealthy cycles.” Both women have full-time jobs. Stacy is an event planner and also involved with husband Greg’s business, DeLille Cellars. Kathy is a Program Manager at Boeing. “For two years, I was an outsource manager,” she says. “I couldn’t find candidates in science, technology, engineering or math in the U.S. We have an educational crisis here. People from other countries come to

our schools. We need to ensure that our young people are getting that education, too. In order to receive one of our scholarships, you have to be a U.S. citizen.”

It also has a lot to do with self-esteem. They quote the statistic that 82 percent of abused women have less than a high school education. “We’re lucky to be where we are now,” says Stacy. “I have a friend who started a foundation called Make the Dash Count. It’s about the dash between your birth and death dates. You’ve got to make that time count.” Kathy agrees. “It’s important that we do this, but we also want people to know how fun it is to give back. If we can do it, you can do it. You *can* do something that makes a difference.” The two have done their research, too. They quoted several statistics around today’s educational

crisis in America. In fact Kathy states: “EVERY DAY – 3,000 American students drop out of high school. Drop outs from a single year’s graduating class cost the nation more than \$325 billion in lost wages, taxes, and productivity.” She also shared some staggering numbers associated with students in our own back yard! “Locally, 70 percent of students entering high school actually graduate and only 50-55 percent of low income students graduate from high school.” From a college perspective: “45-50 percent of students starting college actually graduate with a BA and only 25 percent of low income students entering college actually graduate with a BA”. She finished with the root cause: “6000 WA State students who graduate from high school don’t go to college due to financial barriers”.

Cont’d on page 5

Need a Meeting Room?

The first phase of the Carol Edwards Center and Field Project is complete. The Carol Edwards Center (CEC) now offers the community a remodeled gym, banquet/multi-purpose room, meeting rooms, bathrooms, lobby, and an 8 station computer lab. Woodinville businesses are finding the Madrona Room (banquet/large meeting room for up to

200 people) and the Evergreen Room, left, (medium meeting room for up to 96 people) an ideal place for their corporate trainings, meetings, events and parties. Tours of the facility can be arranged anytime as long as room is not in use, please call Linda Petrin or Jenn Dragland at 425-398-9327 to schedule your tour. To view the facility and rate informa-

tion online, go to ci.woodinville.wa.us/Play/FacilityRentals.



Opportunity

The program they've put together is called the 'Opportunity for Success Scholarship'; it is administered by the College Success Foundation. The Foundation is funded by Washington State and all overhead costs are paid by the State. This means that 100 percent of what Stacy and Kathy donate ends up where it should—with scholarship recipients. Right now, they donate 5 percent of each bottle sold. O Wines is a self-funded company. As it grows, they hope to eventually donate 50 percent of each bottle and work full-time on the effort to educate America.

The ladies of O Wines currently donate \$20,000 for each scholarship. The College Success Foundation helps each recipient get the additional funding required for their respective educational goals. To be eligible, girls must be between the ages of 11 and 18. Both Kathy and Stacy feel it's very important to reach girls at a young age to build their self esteem. Once chosen, girls must accept a mentor and be motivated—the mentor will be part

of their lives from the time they're accepted through their graduation. Acceptance is also based on their fiscal situation. Scholarships are awarded by the College Success Foundation. Stacy and Kathy set up the criteria, but do not have a say about recipients. "This keeps it fair and consistent," says Kathy. While in school, the student must maintain a 2.75 grade point, a Washington State standard. "One of the important points for us is that the student chooses the post-secondary education they want," explains Stacy. "They can go to a community college or a four-year university or trade school. They can study to become a police officer, a hair technician or an engineer. We just want them to get the education."

Making this concept even better is the fact that the wine is so good. Working with Washington vintners at Columbia Winery, they've created their own blend. "We've done so many tastings, including blind tastings, to get the flavor profile we wanted," says Kathy. "I go with my

gut instinct—it's yuck or yum! I'm the demographic we're looking to please, so it works." They're very cognizant about the price point—for them this is about the cause and they want as many people as possible to be able to afford it. It's working, too. Their distributor has told them they've never seen a new product take off so quickly.

Passion always wins out. This wine, this company, this cause are very personal to Stacy and Kathy for a number of reasons. Join them in making education a reality for as many young women as possible. And enjoy a heck of a glass of wine while you're at it.

O Wines - "O" stands for opportunity. Ways you can help: Buy wine! Ask your favorite restaurant/grocery/wine store to carry O;

Donate to the Opportunity for Success Scholarship; Promote education; Give back to the community any way you can. For more information, www.owines.com and www.collegesuccessfoundation.org

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Dealing With the Back-to-School Blues?

Parents have a lot on their plate: mortgage payments, healthcare, caring for elderly parents, raising kids, just to name a few. As the new school year approaches, they face additional stressors—paying for back-to-school supplies, clothes and possibly tuition. Many parents may also be worried about their children starting a new school, changing school districts, facing a more rigorous academic year or dealing with difficult social situations. Often the fear of the unknown—classmates, teachers, the school building—is the most stressful for family members, whether it's the children hopping on the school bus or their parents who have to wave goodbye.

“The end of summer and the beginning of a new school year can be a stressful time for parents and children,” says psychologist Lynn Bufka, PhD. “While trying to manage work and the household, parents can sometimes overlook their children’s feelings of nervousness or anxiety as school begins. Working with your children to build resilience and manage their emotions can be beneficial for the psychological health of the whole family.”

Fortunately, children are extremely capable of coping with change and parents can help them in the process by providing a setting that fosters resilience and encourages them to share and express their feelings about returning to school. So even though school has already started, please consider the

following to help as the blues may still be a part of your day.

APA offers the following back-to-school tips:

1. Practice the back to school routine: Getting into a sleep routine will aide in the shock of waking up early. Organizing things at home—backpack, binder, lunchbox or cafeteria money—will help make mornings go smoothly. Having healthy, yet kid-friendly lunches will help keep them energized throughout the day.

2. Get to know your neighbors: If your child is starting a new school, walk around your block and get to know the neighborhood children. Try and set up a play date, or, for an older child, find out where neighborhood kids might go to safely hang out, like the community pool, recreation center or park.

3. Talk to your child: Asking your children about their fears or worries about going back to school will help them share their burden. Inquire as to what they liked about their previous school or grade and see how those positives can be incorporated into their new experience.

4. Empathize with your children: Change can be difficult, but also exciting. Let your children know that you are aware of what they’re going through and that you will be there to help them in the process. Nerves are normal, but highlight that not everything that is

different is necessarily bad. It is important to encourage your children to face their fears instead of falling in to the trap of encouraging avoidance.

5. Get involved and ask for help: Knowledge of the school and the community will better equip you to understand your child’s surroundings and the transition he or she is undergoing. Meeting members of your community and school will foster support for both you and your child. If you feel the stress of the school year is too much for you and your child to handle on your own, seeking expert advice from a mental health professional, such as a psychologist, will help you better manage and cope.

Special thanks to Dr. Mary Alvord for her help with this article and the American Psychological Association. As a part of the YMCA’s continuing efforts to support individuals and families in their pursuit of health and well-being, Y-USA is pleased to announce a new collaboration with the American Psychological Association (APA), the largest scientific and professional organization representing psychology in the U.S. The APA and the YMCA are both committed to the health and well being of individuals and families, and, particularly, to providing resources in helping them lead healthier lives. *Contributed by the Northshore YMCA and the APA.*



October 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 Education Committee 12:30—1:30 Frontier Bank	3	4
5	6 [net]Workin'@the Hook 5:00 - 7:00 Redhook Brewery	7 Ambassador meeting Noon—1:00 Banner Bank <u>Deadline Breakfast Reservations</u>	8 Drive Auto Center Grand Opening and Ribbon Cutting 5:00	9 Networking <u>Breakfast</u> 7:30—9:00 Brittany Park	10 <u>SCORE</u> counseling, 9—noon <u>Lunch Reservations Deadline</u>	11
12	13  Columbus Day	14	15 Board Meeting 3:30—5:00 pm <u>First Heritage Bank GO 5:00</u>	16 Business <u>Luncheon</u> 11:30—1:00 Redhook Brewery Dr. Lynda Falkenstein	17	18
19	20 [net]Workin'@the Hook 5:00 - 7:00 Redhook Brewery	21 <u>Deadline Business After Hours reservations</u>	22 <u>Women's Connection</u> 12 noon—1:30 Banner Bank	23 Business <u>After Hours</u> 5:30—7:00 Woodinville Escrow	24	25
26	27	28	29	30	31 	

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.

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Event Reservation Form

Mark your Calendar for Upcoming Chamber Events

Remember to RSVP!

Date	Event	Place/Time	Cost	# Attending
Oct. 9	Networking Breakfast	Brittany Park 7:30–9:00	\$15 prepaid \$20 not prepaid/guests	
Oct. 16	Monthly Business Luncheon	Redhook Brewery 11:30–1:00	\$25 prepaid \$30 not prepaid/guests	
Oct. 23	Business After Hours	Vernon Publications 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

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Were you a winner?

September brought the return of our
 Networking Breakfast and Monthly
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 have some wonderful door prizes.

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