

Connections

THE WENATCHEE VALLEY CHAMBER OF COMMERCE NEWSLETTER

Monthly Events APRIL 2009

To register: call 662-2116

NOON NETWORK

Sponsored by CostCo Wholesale

TOPIC: Local Transpiration Update:
George Seller Bridge Project and Potential
Consolidation of Regional DOT Offices

WHEN: April 8

WHERE: Highlander Grill

COST: \$12/pre-registered members
\$14/at-the-door and non-members

90 MINUTE MARKETING SEMINAR

WHEN: April 9

8:30 AM for Businesses;

1:30 PM for Non-Profits

WHERE: NCRL Distribution Center
16 N Columbia Street, Wenatchee

COST: \$59 for member
\$69 for not-yet-members
(\$10 less for non-profits)

Refreshments sponsor: Apt Design

Register at 509-662-2116

BUSINESS AFTER HOURS

John L Scott Real Estate

WHEN: April 29, 5:00-7:00 PM

WHERE: 1201 N Wenatchee Ave

MEMBERSHIP TIP

Sponsor a Chamber Event! We still have two openings for Noon Network sponsors (\$200) and Wake Up Wenatchee Valley (\$250). These sponsorships get your name and logo in front of hundreds of people, and give you a few minutes to speak at the event. Call Rebecca today at 662-2116 to save your spot today!

CHAMBER BRINGS MARKETING WORKSHOPS TO THE VALLEY

The 90 Minute Marketing Workshop For Challenging Times is coming to the Wenatchee Valley on Thursday, April 9 at the NCRL Distribution Center at 16 N Columbia Street in Wenatchee. The popular workshops focus on 'simple, practical and affordable' ideas you can take back to work and put to work immediately. Chambers from Wasilla to Walla Walla have sponsored these fast moving, hands-on workshops and more than 5,000 business owners have completed the program.

The workshops cover branding, customer retention, target marketing, PR and use of the Internet + other handouts. The workshop emphasis is on easy-to-implement ideas to use in tough times.

The morning workshop for businesses begins promptly at 8:30 AM with registration at 8:00 AM. An optional Q&A session will follow at 10:00 AM.

The afternoon workshop is for non-profit organization directors, board members and volunteers. Registration begins at 1:00 PM and the workshop begins promptly at 1:30 PM with an optional Q&A session at 3:00 PM.

Member cost for the morning workshop is \$59, materials included.

Not-Yet-Member cost is \$69, materials included.

Cost for the non-profit workshop is \$49, materials included, and is open to all non profit organizations.

Thank you to United Way, Wenatchee World, and Icicle Broadcasting for supporting this event. Refreshments sponsored by Apt Design.

**The 90 Minute[™]
Marketing Workshops**
Time Well Spent In These Challenging Times

CHAMBER ENDORSES DATA CENTER LEGISLATION

At its March meeting, the Chamber Board endorsed SB 5997 which would provide a state sales and use tax exemption for the construction and outfitting of new large data center projects in our State. The likely location for such a project would be in Central Washington. Such a facility would provide hundreds of good paying construction jobs as well as permanent jobs once the data center was operational and add to the growing information technology industry in our region. The next step for the legislation to move forward is to get a hearing before the Senate Ways and Means Committee. Calls to Committee Chair Prentice requesting "a hearing on Senate Bill 5997" at 360-786-7616 would be appreciated.

Don't forget about the Legislative Hot Line Calls the Chamber makes on Fridays at 7:15. Come to the office for some coffee and conversation with your representatives and senator this Friday!

MEMBER EVENTS

April

- 4/4 - 4/5:** Wenatchee World JR Ridge to River Relay at mission ridge. 1-800-258-2821
- 4/4:** Canyon Wren Concert Series - Music and Art. 7:30 - 9:30 PM at Icele Creek Music Center. 509-548-6347
- 4/5:** Fred Meyer Easter Egg Hunt Pre-School to 5th Grade. 2:00 - 4:00 PM at Eastmont Community Park. 509-886-6108
- 4/7:** GWATA 2009 Innovator Awards Luncheon. 12:00 - 1:30 PM at Wenatchee Convention Center. 509-661-9000
- 4/7:** Slide show Washington Then and Now. 7:00 - 8:30 PM at Wenatchee Valley Museum & Cultural Center. 509-888-6245
- 4/8:** Weeds: The Ten Most Wanted List. 6:00 - 9:00 PM at Barn Beach Reserve Classroom 347. 509-667-9708
- 4/10:** Chelan-Douglas Land Trust Spring Social. 7:00 - 9:00 PM at Cashmere Riverside Center. 509-667-9708
- 4/11:** Ramiro Cortés Concert. 7:30 - 9:30 PM at Wenatchee Valley Museum & Cultural Center 509-667-2636
- 4/12:** Hippy Hoppity Family Fun Run. 12:00 - 2:00 PM at Walla Walla Point Park, Shelter 2. 509-662-1693
- 4/14:** Cookies! Cookies! Cookies! 6:00 - 9:00 PM at North Central Technical Skills Center. 509-682-6900
- 4/15:** SweetHearts for Kids Benefit Luncheon. 12:00 - 1:30 PM at Wenatchee Convention Center. 509-663-0034
- 4/15:** The Valley's First People: Clovis to Wenatchi. 6:00 - 9:00 PM at Wenatchee Valley College, Wenatchi Hall, Room 2207. 509-682-6900
- 4/15:** Gardening With Nature in Mind: Sustainable Landscape. 7:00 - 9:00 PM at Chelan County PUD Auditorium. 509-667-9708
- 4/18:** Annual Steve Bruchett Memorial Ski & Golf Classic. 7:30 AM - 9:00 PM at Mission Ridge. 509-663-6543
- 4/18:** Cactus Walk at Babcock Bench. 9:00 AM - 12:00 PM. 509-667-9708
- 4/18 - 4/19:** WVMCC Spring Tea. 2:00 - 4:00 PM at Wenatchee Valley Museum & Cultural Center. 509-888-6241
- 4/18:** Waltzing With Wine! 6:00 - 10:00 PM at The Chapel at Sleeping Lady Mountain Resort. 509-548-6347
- 4/19:** Alcoa Ridge to River Relay Race. At Mission Ridge. 1-800-258-2821
- 4/19:** Wenatchee Valley Symphony Concert IV. 7:00 - 9:00 PM at Wenatchee High School Auditorium. 509-667-2640
- 4/21:** Pig-out In the Park. 11:00 AM - 2:00 PM at Memorial Park. 509-663-7446
- 4/21:** Wenatchee Valley Environmental Film Series. 7:00 - 9:00 PM at Wenatchee Valley Museum & Cultural Center. 509-888-6240
- 4/22:** Earth Day Nature Walk. 6:30 - 7:30 PM at Jacobson Preserve. 509-667-9708
- 4/27:** United Way Annual Luncheon. 11:45 AM - 1:15 PM at Wenatchee Convention Center. 509-662-8261
- 4/29:** eBay: The Basics of Selling. 6:00 - 9:30 PM at Wenatchee Valley College. 509-682-6900
- 4/30:** eBay: Beyond the Basics of Selling. 9:00 AM - 12:30 PM at Wenatchee Valley College. 509-682-6900

BUSINESS BRIEFS

Golf and Hockey?

The **Wenatchee Wild** will be hosting its first annual Golf With the Wild Scramble. This format will feature your foursome and 1 Wenatchee Wild Player in your group. Compete for prizes and a great cause; all proceeds will go to the Wenatchee Wild Education Foundation. The Scramble is Sunday, April 5, at the **Highlander Golf Club**. Please call Mark at 509-888-”PUCK” (7825) for more information.

Celebration of Cultures

May 20th - 23rd, Wenatchee, WA

The **NW Mariachi Festival** has been a community event for over ten years which highlights the contributions of the Latino community in North Central Washington and the entire NW. This year marks the first year that the Festival will be organized and led by a multicultural, community-based group as the **Wenatchee School District** has transferred fiscal responsibility and coordination to a community based group in order to encourage more widespread community participation, leadership and diversity in the Festival. For more information and registration please check www.northwestmariachifestival.com or call 509.548.7270 or 509.670.8202.

Free Concert

Woods House Conservatory of Music will host a free concert on Friday, April 3rd at 7:00 PM. cellist, **Evan Drachman** and pianist, **Lisa Bergman** perform masterworks for cello and piano. See www.woodshouse.org for more information.

Recycled Art Show

April 17-May 22: 3rd Annual Waste Not, Want Not Recycled Art Show at **Sleeping Lady Mountain Resort**. www.sleepinglady.com or 509-548-6344.

Summer Job Opportunities

Washington Business Week and AWB are offering opportunities for high school students to make the transition from the classroom to the workforce through summer programs and real-work experiences. Go to www.wbw.org if you know any high school student who may be interested in this experience.

Wenatchee Valley Museum Salutes the Apple Blossom Festival

In celebration of our community's biggest annual event, the **Wenatchee Valley Museum & Cultural Center** will unveil an exhibit in the Main Gallery on Friday, April 17, called "Apple Blossom Festival: 90 Years of Volunteers Making History." The exhibit will trace the festival from its beginnings as a one-day event in Memorial Park with songs, speeches, maypoles and baseball to the festival of today, which lasts nine days and draws thousands of visitors from around the world. It will include photographs, collectibles, posters, original art and memorabilia from collections belonging to the **Apple Blossom Festival**, Wenatchee Valley Museum and individuals. The exhibit will run from April 17 through June 27 and is open during the museum's regular hours, Tuesday-Saturday from 10:00 AM to 4:00 PM. A free evening reception will be held on Friday, May 1, from 5:00 to 7:00 PM.

Spring Tea

The museum's annual Spring Tea, "Ladies and Their Hats," also follows the festival theme, focusing specifically on Apple Blossom Festival Royalty. The tea will feature a fashion show of gowns and hats worn by past Royalty, along with delicious pastries and teas provided by **Busy Bea's Cakes** and **Choice Organic Teas**. Guests will also be invited to visit the Main Gallery upstairs as well as the newly renovated Queens' Court and Apple Theater. The Spring Tea is Saturday, April 18, from 2 to 4 p.m. Tickets are \$20 and may be reserved by calling 888-6240.

Correction

In the 2009 Chamber Guide, the Costco ad on page 33 was printed with the incorrect wording. The correct wording is:

"Get paid while you shop with our Executive membership and the True Earnings Card from American Express." We apologize for the error.

WVCOC BOARD OF DIRECTORS



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MEMBER FOCUS



Three Lakes Golf Club is located in Malaga, overlooking the Columbia River to the East, and bordered by the Cascade Mountains to the West. Three Lakes Golf Club has a large membership, however they are always open to the public.

Golf Professional/General Manager:
Robbie Hendrickson
Course Superintendent: Ken Baumann
Men's Course Rating 66.1 Slope 113
Ladies Course Rating 68.4 Slope 120

A Little History

With a proposed plan for the golf course in 1953, they built 9 holes to start. Many people volunteered to help with the labor. The other 9 holes were built in 1964. In the early days Jim and Fran Hart managed the golf course. Starting in 1956 PGA Professionals were hired for golf instruction and management of the golf course. Walt Jefferson was the first PGA Professional to be employed by Three Lakes Golf Course.

Today, Three Lakes has multiple leagues and holds many tournaments in addition to lessons and public golfing. According to golf pro and manager, Robbie Hendrickson, "People play golf for a number of reasons. Whether they play the game for business, socialization, or to spend time with family, golf was meant to be fun and enjoyable, and my goal is to keep it that way."

Speak Your Mind

If you'd like to be the Member Focus in the newsletter, send me 200 words about your business and a quote about why you love the Chamber! Both will be in the newsletter (at different times), and you'll get some good attention, and the Chamber will get some good attention. That's called a "Win-Win Situation."

WVCC GOLF CLASSIC 2009

The Classic is back - Monday, June 8, Three Lakes Golf Course. 12:00 PM is lunch; 1:00 PM is the Shotgun Start. We'll have some great prizes, the entertaining hole sponsors, fun competition, and a spectacular day out on the course. What a great way to start your week of work!



CHAMBER GOLFERS GET READY FOR A GREAT DAY ON THE COURSE.

WANT TO GET NOTICED?

Advertise on www.wenatchee.org or enhance your listing with a logo, pictures, extra space, bullet points, and multiple web links direct to your site.

Now, if you're wondering whether your money is being well spent on web advertising on www.wenatchee.org, here are some numbers from the past that should convince you that—YES! your dollars have been working for you:

60,873

Number of unique visitors

to www.wenatchee.org in 2008 (2,521,495 hits!)

26,140 38,213

Unique Visitors on Primary Categories Page Unique Visitors on Business Directory Page

771 to 1388

Number of personal listing hits for business without a Banner Ad versus one in the same industry with a Banner Ad: 771 (519 visits to their website) to 1388 (1276 website visits).

96 to 159

Number of personal listing hits for business without a logo versus one in the same industry with a logo: 96 (37 visits to the website) to 159 (78 website visits).

75% + 63%

75% of all Americans are going online to find and buy from companies they like doing business with (there's the website part), AND 63% of consumers are more likely to purchase goods or services from Chamber Members (that's the Chamber part.) So, put those together and whatdaya got? Let's see....75% + 63% = A great reason to advertise on www.wenatchee.org. The numbers never lie. If you'd like to be noticed on www.wenatchee.org, contact Rebecca or fill out the form enclosed in this newsletter and fax it back, and we'll get you 12 months of good attention on www.wenatchee.org.

NEW MEMBERS

STEVE KAMINOFF PHOTOGRAPHY

East Wenatchee, WA
(509) 884-6557
kaminoff@charter.net
www.kaminoff.com

LIGHTING UNIVERSE

Bonnie Nicholas
525 N Wenatchee Ave
Wenatchee, WA
509-662-5317
bnicholas@lightinguniverse.com
www.lightinguniverse.com

RED APPLE CENTER

Huber Real Estate
1630 N Wenatchee Road
Wenatchee, WA
(509) 663-5143

A HOME IN THE HEART OF WENATCHEE

Terry Morper
Wenatchee, WA
(509) 679-9655
goodtimes@nwi.net
www.wenatcheevacationrentalhomes.com

Connect with Connections

What do you want to see in the Chamber Newsletter? Recommendations are always accepted. Send Rebecca an email at membership@wenatchee.org with your suggestions for content, style, and improvements. We promise to take all suggestions into consideration as the WV Chamber is Your Chamber.

WORD ON THE STREET

"The Chamber has been a great asset for my business. Not only has it increased exposure and helped me find clients, but it has connected me with other business people looking to help grow our local economy. A Chamber membership is a definite in my book."

BRAD FITZGERALD,
OWNER, APT DESIGN



AL NEACE
NCW Digital



MARCO AZURDIA
Wenatchee
Valley College



CHRIS SCOTT
Martin-Scott Winery



BRYAN CAMPBELL
North Cascades National Bank
(NCNB)

NOT PICTURED

DICK BASKIN
GREG MERCER - LocalTel
GARY IVORY - Douglas County PUD
JON EBERLE - Development Partners



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HIGH TAXES JEOPARDIZE JOBS

- BY DON C. BRUNELL -

Taxes are powerful tools that change behavior. Low taxes encourage, high taxes discourage.

For example, charities and nonprofit groups are alarmed by President Obama's proposal to reduce tax deductions for charitable contributions by the wealthy. The charities say they could lose billions in donations.

According to a study by the Indiana University Center on Philanthropy, wealthy Americans donated more than \$81 billion to charity in 2006 – 43 percent of all charitable contributions. Researchers say the proposal could cut charitable giving by \$4 billion a year.

"Tax incentives do stimulate more giving," notes Center Director Patrick Rooney, "and the challenges facing the nonprofit sector in 2009 suggest that this might be a good time to provide additional incentives, rather than reduce the value of the tax deduction...."

As this debate is raging in Washington, D.C., federal and Washington state lawmakers are proposing to increase cigarette taxes to fund health care and discourage smoking. They understand that high taxes are a deterrent to individuals. The same hold true for taxes on employers, since higher taxes mean less hiring and expansion for business. And that means current and future jobs could be at risk.

As state lawmakers look for ways to balance

Washington's \$8 billion budget deficit, some are targeting business tax incentives such as the M&E exemption. Passed in 1995 to stimulate growth and jobs in manufacturing, it exempts manufacturing machinery and equipment (M&E) from sales and use taxes, along with investments in research and development, installation, repairs and replacement parts.

In its first 10 years, the M&E exemption created almost 285,000 new jobs and added \$81.5 billion to the state economy. Over the next seven years, it's projected to create an additional 45,000 jobs and add more than \$49 billion to our faltering economy. Since its inception, the M&E exemption has always made a net "profit" for the state of Washington. Still, some suggest the exemption should be repealed.

If lawmakers want to know how the M&E exemption works, they should talk to Mark Sonderen in Spokane. Because of the exemption, he was able to rebuild and expand his packaging facility after a devastating fire in 1998. The M&E exemption not only helped Sonderen save the jobs of his employees in 1998, he has since more than doubled his workforce.

In Kent, Camillo Cheng, of Golden Pheasant Foods, says the M&E exemption has helped him "share the wealth" with his employees, many of whom are immigrants. The incentive helped Cheng and his wife update their processing facility, buy new equipment and hire new employees.

"When we first bought the company, 80 percent of our people were paid minimum wage; the other

20 percent a little above. We're still not a high wage employer, but hourly wages now range from \$10 to \$15.75. In addition, our benefits to our employees are far better. We have health insurance, profit-sharing, and 401(k) contributions."

Fortunately, Senate Majority Leader Lisa Brown (D-Spokane) is a strong supporter of the M&E exemption, saying, "...we clearly have no plans to end that tax exemption. If anything, we intend to expand the toolkit of incentives to spur investment now."

As lawmakers seek to resolve our budget deficit, they need to look at the success of the M&E incentive. It proves that the best way to save jobs and increase state revenue is to keep money in the hands of families and businesses where it can stimulate purchases — purchases that support jobs and create sales tax and Business and Occupation tax revenue.

Raising taxes takes money away from taxable business transactions. The simple fact is if lawmakers really want to help the little guy and the entrepreneurs on Main Street, they should take a page from the success of the M&E exemption and implement tax incentives, not tax increases on employers and families.

Finally, legislators should go line-by-line through every state agency budget and continue the work of restructuring state government initiated by Gov. Gregoire late last year to find cost savings and deliver services more efficiently to taxpayers. Otherwise, we can expect more of the same conversations about deficits and taxes in the months and years ahead.

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THE MISSION OF THE WENATCHEE VALLEY
CHAMBER OF COMMERCE IS TO STRENGTHEN THE
ECONOMIC CLIMATE OF THE WENATCHEE VALLEY.

CONNECTIONS:
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