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# BUILDING A TEAM OF PROFESSIONALS FOR INDEPENDENT BUSINESS OWNERS

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## – ASK SCORE – MANAGING YOUR BUSINESS

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When was the last time you met with your team of professionals to help you with your key business decisions? If you like many independent business owners, you may be thinking “What team of professionals?” As a business owner, you probably handle the running of the business yourself. Still, it is possible to run a business more effectively and profitably by utilizing a team of professionals who can consult and guide you in the management of your company. The trick is to seek out team members for the long term to build relationships with professionals who will understand your situations and needs on an ongoing basis. Special bonus: Many of these professionals are also independent business owners just like you.

### Here are four key players:

**Attorney:** You may prefer an attorney who specializes in the needs of small business owners and can consult with you on topics such

as asset ownership, best-choice business form, succession planning, contract review, and employee-employer relationship with your attorney, so that you can simply pick up the phone when you have a question.

**Accountant:** Once again, you may prefer someone who understands the needs of independent business people and, if possible, also knows your industry. An accountant should help you “read” your books more effectively, translate raw data, help you effectively plot areas of profit and loss, and –perhaps most important–show you ways to manage your tax liability. In short, your CPA could save you money. To really benefit from your accountant, don’t make the mistake of meeting only once a year at tax time: give your accountant the opportunity to work with you all year long.

**An Officer at your Financial Institution:** Credit is the life blood of many businesses. It’s always important to maintain contact with the person who can help you access the cash flow you need at the time that you need it and at a favorable rate. In addition to issuing credit, many financial institutions frequently provide a wealth of other services at minimal or no charge. Regular contact with your institu-

tion will keep you abreast of new opportunities that can benefit your business.

**An Insurance Professional:** An insurance agent familiar with the challenges facing independent business owners can act as an effective problem solver. Specifically, a trained, licensed insurance professional can play several crucial roles in your business:

**Help your company meet its immediate insurance protection needs.** This includes helping select and fund insurance for key executive coverage, death and disability buy-out, pension, and other qualified plans.

**Help meet your personal insurance and financial product needs.** Family decisions can be a key factor in making any business decision. Your insurance agent can help you coordinate a cohesive insurance program that satisfies your needs and goals on personal and professional levels.

**Help coordinate the work of other professionals.** Insurance agents will help you focus on the big picture and work to help you put together a team of professionals.

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P.O. BOX 850 or 300 S. COLUMBIA, 3<sup>RD</sup> FLOOR  
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THE MISSION OF THE  
WENATCHEE VALLEY CHAMBER OF COMMERCE  
IS TO STRENGTHEN THE ECONOMIC CLIMATE  
OF THE WENATCHEE VALLEY.

COMPOSED BY REBECCA HARGROVE  
DESIGN BY APT DESIGN  
PRINTING BY CASCADE GRAPHICS & PRINTING

# Connections

THE WENATCHEE VALLEY CHAMBER OF COMMERCE NEWSLETTER

## Monthly Events

### OCTOBER 2009

Please RSVP for all events: 662-2116

#### DISCOVER YOUR MEMORY POWER

*Your profession demands that you remember a wealth of knowledge. A simple slip of the mind can result in thousands of dollars in lost sales or credibility. Build your competitive advantage by learning how to train your memory.*

**WHEN:** October 8, 11-11:45 AM

**WHERE:** NCRL Distribution Center  
16 N Columbia, Wenatchee

**COST:** Free

**RSVP:** 662-2116

#### NOON NETWORK

**TOPIC:** East Wenatchee City Council Forum

**WHEN:** October 14, 12-1:30 PM

**WHERE:** Wildcard Sports Bar and Grill  
560 Valley Mall Parkway, East Wenatchee

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

**RSVP:** 662-2116

#### WENATCHEE CITY COUNCIL FORUM

**WHEN:** October 20, 12-1:30 PM

**WHERE:** Applewood Grill  
29 N Columbia, Wenatchee

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

**RSVP:** 662-2116

#### BUSINESS AFTER HOURS

*Sponsored by Butterfly Life*

**WHEN:** October 28, 5-7:00 PM

**WHERE:** 212 Fifth St Ste #2, Wenatchee

**COST:** Free

**RSVP:** 662-2116

## POLITICAL FORUMS FOR BOTH SIDES OF RIVER CITY

The Chamber is politically active for the benefit of business health in our area. We represent businesses in Olympia and Washington D.C. as well as locally. We also are proud to provide our membership with access to those who make many of the decisions that affect our personal and business lives.

In October, the Chamber will be holding two political forums. On Oct 14, we will be hosting the East Wenatchee City Council candidates in our usual Noon Network format, including the regular introductions. Questions will be asked of the candidates and each candidate will have the opportunity to make a closing statement. The candidates invited are Chuck Johnson, Elaine Aiken, Steve Still and George Buckner.

We will meet at the Wildcard Sports Bar and Grill at 560 Valley Mall Parkway from 12:00 to 1:30 PM. The cost is \$12 for pre-registered members, and \$14 for non-members or those who show up at the door. Please RSVP to 662-2116 or [info@wenatchee.org](mailto:info@wenatchee.org).

On October 20, we will be meeting with Wenatchee City Council candidates from 12:00-1:30 PM at the Applewood Grill at 29 N Columbia Street. This meeting will be a candidate forum, giving the candidates a chance to introduce themselves and answer questions. The cost is \$12 for pre-registered members, and \$14 for non-members or those who show up at the door. Please RSVP to 662-2116 or [info@wenatchee.org](mailto:info@wenatchee.org). The candidates invited are Jim Bailey, Seth Merriel, Gaby Fernandez, James "Tony" Veeder, Rick Isaacson, and Douglas Miller.

*If you have a question to ask either East Wenatchee or Wenatchee Council candidates, please submit your question to Craig Larsen at [larsen@wenatchee.org](mailto:larsen@wenatchee.org). Please specify which council you would like your question presented to.*

## TOOT YOUR OWN HORN

Tell your potential customers how great your business is in a full color, glossy ad in our 2010 Directory and Relocation Guide. All sizes of advertisement spaces are still available. The Directory works for your business all day, every day. The 7,500 copies go out to Chamber members, local residents, visitors, and those interested in relocating to our Valley. They are placed in member hotels in the Wenatchee Valley and are available for pick up at our office and the Visitor's Bureau. Ad options are listed on a insert in this newsletter. We also are giving a discount of 25% on all Web Ads purchased at the same time as your Directory Ad. Remember: businesses who advertise during difficult times thrive during the good ones.

#### Be in Good Company

Join these businesses in advertising in our 2010 Directory: *Port of Douglas County, Executive Flight, Super 8, Gill Diamond Hospitality, Eye and Ear Clinic of Wenatchee, Cascade Foothills Farmland Association, Pangborn Airport, Laura Mounter Real Estate and Co, North Cascades National Bank, First Choice Collision Center, Wenatchee Valley Medical Center, Quality Pacific (the back cover again!), J Russell Creative Marketing, Wenatchee Valley Visitors Bureau*

## WORTH MENTIONING

### “Remembering Vaudeville” at Wenatchee Valley Museum

Former vaudeville performer Allene Halliday of Oroville will present a lively program on Tuesday, Oct. 6, at 7 p.m. at the Wenatchee Valley Museum & Cultural Center. In “Remembering Vaudeville,” Halliday will discuss the history of that entertainment form, show examples of costumes along with various dance steps, present a short puppet show, give samples of vaudevillian humor, and sing portions of some of the songs she sang while touring the vaudeville circuit in Great Britain. Audience participation is encouraged! The program is part of the museum’s First Tuesday Lecture Series. Admission is \$5 for adults, \$4 for seniors/students, and \$2 for children ages 6-12; museum members are free. For more information call 888-6240 or go to [www.wvmcc.org](http://www.wvmcc.org).

### Museum Celebrates Centennial of Women’s Suffrage

Beginning on Saturday, Oct. 24, the Wenatchee Valley Museum & Cultural Center will host “Women’s Votes, Women’s Voices” – a comprehensive exhibit honoring 100 years of women being allowed to vote in Washington state. Through more than 200 photographs, artifacts, interactive kiosks and oral histories, it shows how women from various ethnic and economic groups achieved a voice in Washington’s public life. To kick off the exhibit, the museum invites the community to a mock Women’s Suffrage Rally in Memorial Park at 2 p.m. that afternoon.

Vintage cars, period costumes, speakers portraying early 20th-century suffragists, a 4-piece brass band, and crowd members (including hecklers) carrying signs will make this rally a lively event. The free reception at the Museum is sponsored by the Daughters of the American Revolution. The exhibit is sponsored by McDee’s Art Center and the Washington State Historical Society. For more information call 888-6240 or go to [www.wvmcc.org](http://www.wvmcc.org).

### Hotel Opening

Comforts Suite at the Park is now open! Call 662-1818 to set up a tour of Wenatchee’s newest hotel. There will be an open house coming soon and a Chamber Business After Hours on January 27.

### New Superintendent of Elections

Evelyn Arnold, auditor for Chelan County, has been hired as the superintendent of elections for King County Elections. Arnold, a native of Washington, has been Chelan County auditor since 1990. Arnold also worked as a staff accountant for the Chelan County Auditor’s office as well as a business manager for several private businesses in Cashmere, Washington. Arnold is a Certified Public Accountant and a Certified Government Financial Manager who was honored as County Auditor of the Year in 2004 by the Washington Secretary of State. The Superintendent of Elections is responsible for overall executive level management, oversight and planning for the conduct of local, state and federal elections in King County. The superintendent supervises voter registration, mail ballot processing and delivery, and election operations. King County Elections serves more than 1 million registered voters.

### Wild For Hockey

The North American Hockey League (NAHL), has announced that the Wenatchee Wild has been selected to host the 2010 Robertson Cup Championship Tournament, which will be held from May 3-9, 2010 at the Town Toyota Center. “Being chosen to host the Robertson Cup Championship is a real treat for our fans and the entire Wenatchee community,” said Wild president Bill Stewart. “We’re looking forward to showcasing our city and its hospitality to all of the visiting teams, scouts, fans and families.” The Wild was named the NAHL Organization of the Year in its inaugural season of 2008-09, the Wild averaged an attendance of 2,714 per game, and totaled 78,719 fans, both of which topped the League.

### Pink at the Rink

October 3 and 4 the Wenatchee Wild Hockey games will double as a forum for breast cancer awareness and a fundraiser for Wellness Place of Wenatchee. Call 888-9933 ext 2 or [www.ncwrruralhealth.org/wpindex.html](http://www.ncwrruralhealth.org/wpindex.html)

### Wenatchee Loves Baseball (and so does the WCL)

AppleSox fans in Wenatchee led the West Coast League in league total attendance and league average. Overall league attendance increased by 17% over 2008, while average per game attendance for league games increased by 7% to 799.

Team	League	Avg	High	Overall
Wenatchee	35,434	1,476	1,732	42,991
Bend	30,022	1,305	3,142	44,465
Corvallis	27,198	1,007	3,506	31,536
Kelowna	14,778	616	1,791	16,944
Moses Lake	13,349	580	793	13,349
Bellingham	13,317	579	1,747	15,854
Kitsap	11,239	468	1,200	13,614
Spokane	7,269	316	482	7,608
Total	152,606	799	3,506	186,361

### The Wenatchee World names Matt Kearny as Advertising Director

The Wenatchee World is pleased to announce that Matt Kearny has been named as its Advertising Director. In that capacity, he will oversee all print and online advertising and a staff of 26 for the 23,000 circulation family-owned daily newspaper in North Central Washington.



### Annual Book Sale

Saturday, October 10, 2009 – 9:00 am – 2:00 pm

Corner of First Street & Buchanan - behind McDee’s Art Center

Browse & shop your way through an enormous assortment of gently used books on many different subjects (hardback & paperback), DVD’s & CD’S, including books on tape – all sorted by category for ease of shopping for children & adults. Check our FREE bins for something you might be seeking for your library. All proceeds benefit Woods House Conservatory’s Annual Fund. Volunteers are welcome: call us at (509) 664-0412.

Book costs range from .50 to \$2.00 per item.

## BOARD OF DIRECTORS



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**Beebe Bridge Update**

The damage to the bridge is extensive, requiring fabrication of not only replacement trusses, beams and plates, but also of unique tools to accomplish the repairs. The bridge cannot be restored to its original geometry due to the stress, compression and stretching to the entire structure that the accident caused. Replacement pieces have had to be designed and fabricated from scratch.

Much work has been done to get the bridge to this point of repair. Predicted as of publication, this is what will be done in the first two weeks of October:

Sept 30 - Oct 15:

Complete remaining repairs at various joints (replacement of rivets, welding cracks, etc.).

Removal of jacking system.

Straightening of damaged overhead transverse sway bracing (may require closure of bridge for several hours)

Painting of new members and repairs

Repair of damaged deck panels

Repair / reinstallation of sidewalk

Repair / installation of the pedestrian / bridge rail

The goal is to open the Beebe Bridge to unrestricted traffic as soon as possible, with a target date of October 15.

**Retirement Announcement**

The Chamber wanted to pass on a message from one of our members of 37 years:

Hi to Everyone, I thought I would confirm the rumors.....LOL

It is official, I am retiring from the Corporate America World. I have just sold my Express Employment Professionals Staffing firm. How bittersweet this is going to be for me and my family. My last day at Express will be Sept. 25<sup>th</sup>. I have been with Express 21+ years and in the staffing industry for over 25+. What a wonderful journey and adventure that I have had along the way. I will ALWAYS be a loyal Chamber member.

- *Dusti Elfving*

Congratulations to Dusti Elfving and thanks for your nearly 4 decades of support for the chamber!

**GESA Credit Union**

For nearly 60 years, Gesa has offered a stable financial home for thousands of Washington citizens. Our services, such as checking and certificate accounts to Mortgage products and now Venture Business Services—mean that we are reinvesting in our community through the collective enterprise of our members. In the same way, the Chamber offers Gesa the opportunity to join with others to invest in our community of ideas and service as a financial cooperative. Gesa enthusiastically supports all efforts to bring individuals together to form a stronger and more supportive whole.



Gesa is proud to be a part of the growing Wenatchee community. But with that pride comes responsibility to play an active role. The Wenatchee Valley Chamber of Commerce provides Gesa a neighborhood, where responsibility is woven with service.

**RIVERSIDE DRIVE****Completion Celebration**

City of Wenatchee invites you to help celebrate implementation of the #1 priority project out of the waterfront planning process, the COMPLETION of Riverside Drive. Thursday, October 15th, 11:00 AM at the Wenatchee Riverfront Park (by the restrooms and new ramp) RSVP 888-6204

**DIRECTORY UPDATES****Don't be Left Out in the Cold**

If you know of a potential Chamber member, please let them know that November 13th is the last day to be listed in the printed 2010 Membership Guide and Relocation Directory. You will receive recognition in the newsletter and on our website for any member who joins the Chamber due to your referral! Also, all changes to your listing (new phone number, address, contact person, etc) must be made by November 13. Go to our online directory at [www.wenatchee.org](http://www.wenatchee.org), look yourself up and check it out. Either make your own corrections with your ID and password or email Diane at [info@wenatchee.org](mailto:info@wenatchee.org). Please don't forget—we want the 2010 Directory to be error-free!

**FOUR FEATHERS FRUIT COMPANY**

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(509) 662-8568 Fax  
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**AMERICAN FAMILY INSURANCE  
JARED POTTER AGENCY**

Jared Potter  
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(509) 888-6022 Fax  
[jpotter@amfam.com](mailto:jpotter@amfam.com)  
[www.jaredpotteragency.com](http://www.jaredpotteragency.com)

**HEARTLAND PAYMENT SYSTEMS**

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**WORD ON THE STREET**

"Wenatchee Valley Medical Center views the Wenatchee Valley Chamber of Commerce as a business partner. The Chamber's efforts to create a positive economic climate in the community helps us in our recruitment efforts – recruiting high quality physicians and staff is an ongoing need and a very important to our success. The Chamber gives us a forum to discuss issues affecting healthcare at Wake-Up Wenatchee Valley breakfast meetings and an opportunity to showcase new facilities and meet business leaders at Business After Hours events. Our Chamber membership provides staff members with personal growth opportunities through participation in Chamber leadership development programs and even serving as Chamber board members. We view our relationship with the Wenatchee Valley Chamber of Commerce as positive and ongoing."

**Mall Boyd**

*Wenatchee Valley Medical Center*



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Valley College

CHRIS SCOTT  
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