

CHAMBER NEWS



Grand Opening in honor of the NEW El Sombrero Mexican Restaurant on February 11.

March 2019

7TH ANNUAL BUSINESS SUMMIT

— RETURNS TO WALLA WALLA APRIL 3 —



Kyle Tarbet
President & CEO

Providing learning opportunities for our members is an important part of the Chamber's mission. Keeping up to date with the latest trends helps businesses innovate, stay competitive and take advantage of new opportunities. We are proud to partner with Port of Walla Walla (Title Sponsor), Pacific Power (Presenting Sponsor), City of College Place (Session Sponsor), Jacobs (Break Sponsor) and Reininger Winery (Wine Reception Sponsor) to host the annual Business Summit on April 3 at the Courtyard by Marriott.

The summit has been reformatted to better fit the busy schedules of your employees while still providing valuable training and relevant information. The Chamber has lined up an afternoon of experts presenting on vital topics followed by networking at a Wine Reception. Registration starts at 12pm and the event kicks off at 1pm. Sessions conclude at 5pm with the Wine Reception and networking to immedi-

ately follow. We are very excited to feature the following sessions and speakers focused on often requested topics.

Leading The Way in a #MeToo Era by Bobbi Dominick, Gjording Fouser. We have all heard the stories, powerful people accused, news, headlines, organizations affected. #MeToo has brought a renewed focus to organizational efforts to create a culture of respect and avoid harassment/discrimination claims. This presentation will address how to lead an organization through #MeToo. We will examine topics such as the role of leadership, the business case for a respectful workplace, the impact of diversity, the effect of implicit bias, the meaning of respect, and the impact of micro-iniquities and stereotypes. This presentation will look at the causes and consequences of harassment and discrimination in the workplace, and demonstrate ways in which leaders can promote change that encourages a welcoming environment for all.

Getting in Your Customers' Way? Policies, Procedures or People May Be Driving Them Away by Jan McLaughlin, Your Communication Connection. Take the time to evaluate the

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FEBRUARY BUSINESS AFTER HOURS

Business After Hours hosted by The Thief Fine Wine & Beer February 12.

PHOTO GALLERY

PHOTOS FROM OUR RECENT EVENTS



INLAND CELLULAR GRAND OPENING

Grand Opening of the NEW Inland Cellular Walla Walla location on February 21.



REAL ESTATE MARKET UPDATE: JANUARY



Walla Walla Association of REALTORS

The Walla Walla Valley's real estate market got off to a slow start this year. Home closings were 19% below last year's pace and listing inventory remained historically low. However, there were some encouraging signs; buyers continued to write contracts during the month and the pipeline of pending sales – homes under contract but not yet closed – increased by 41%. This is a good forward-looking indicator of future sales.

In addition, we are expecting Walla Walla's listing inventory to grow during the first quarter of the year. As mentioned in our year-end report, 23 counties in Washington state are already reporting annual listing inventory gains. And although Walla Walla is often more steady

than other markets, our area usually trends with the state.

January's Listings: 219*

The month ended with the same number of listings as the previous month and 6% below the number of homes listed for sale a year ago.

January's Closings: 42*

Closings declined by 22% from the previous month and fell 19% below the number of closings for January of last year.

January's Median Sales Price: 233,000*

The median price fell 6% below the previous month but was 5% higher than the median price for January of last year.

*WWMLS WA Data

Click here for [THE JANUARY 2019 MARKET REPORT](#)



TRAVEL TO CHINA
APRIL 20-29, 2020
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Allison Carney speaks to a group of local women about Personal Branding during a Women in Business luncheon on Feb 27.

BUSINESS SUMMIT

CONTINUED FROM PAGE 1

direction of your customer service and you may discover it's time to realign your compass! Jan McLaughlin will share some revealing statistics and then lead a quick review of the essential factors in communication. Unless you're focused on communicating with—and listening to—your customers, you won't be able to sell your products or services to them.

Then Jan will explore three crucial aspects of customer service—asking you to consider your business and how you're doing:

- Policies you have in place and may need to rephrase, eliminate or initiate
- Procedures that create hoops for your customers to jump through—face-to-face, on the phone, via email or through your website

· People skills of those who work with customers—and those who lead them
Our goal? Set a compass bearing in line with your customers' rather than creating obstacles they must overcome to do business with you.

Five Metrics of Peak Performance Culture by David Mitchel, Best-Selling Author. Creating a High Performance Culture provides participants with the tools necessary to evaluate the current state of their organization and map out a strategy for maximizing performance and creating a desired future state of operational excellence and robust fiscal success. From Dave Mitchell's fourth book, *The Five Metrics of Peak Performance Culture*, scheduled for release in 2020 by John Wiley and Sons

Publishing, participants will get a first look at this award-winning author's newest material.

Marketing in the Digital Age with panelists Erica Walter, Jeremy Gonzalez and Charles Horton. Our local-expert panelists will answer your burning digital marketing questions and help you get the most out of your digital marketing strategy.

All these sessions are included with ticket prices of \$75 for members of the Walla Walla Valley Chamber of Commerce and \$95 for guests. A Wine Reception, featuring wine from Reinger Winery, will immediately follow the final session. Seating is limited so register early.

[Click here](#) to register online.



Contact the Chamber at 509-525-0850 to learn more!

MEMBERS' NEWSFLASH

RIVER RESTORATION NORTHWEST FILM FEST - MARCH 7

River Restoration Northwest, Kooskooskie Commons, and the Snake River Salmon Recovery Board present "Stories of our Watersheds: River Restoration Northwest Film Festival" at Gesa Power House Theatre on Thursday, March 7 at 7:00 p.m. For a full list of films visit the River Restoration Northwest website. Reserved seating tickets (\$8 in advance, \$12 at the door) are available online or by calling the box office at 509-529-6500.

BLUE MOUNTAIN BRIX & BREW FESTIVAL - MARCH 15

Mark your calendars for March 15, 2019! The Dayton Chamber of Commerce hosts their annual Blue Mountain Brix & Brew Festival & Benefit Auction. Join them for an evening of fun, drinks, games, raffle, live and silent auctions. Come and enjoy great wine, fantastic beer and unforgettable company. [Click here](#) for more information or to purchase tickets.

TAILS & TASTINGS - MARCH 23

Join Waterbrook Winery for their 4th Annual Tails and Tastings as they partner with local shelter, Blue Mountain Humane Society! Tickets include a tasting of four of Waterbrook's favorite spring whites, complimentary light bites and unlimited cuddles from BMHS's most adoptable pets. Bring your own furry friend and roam the grounds while support a great cause. It will be a barking good time! 50% of ticket proceeds will be donated to the Blue Mountain Humane Society. [Click here](#) to purchase tickets today!

CENTENNIAL CELEBRATION - MARCH 28

Help celebrate 100 years of preparing our youth for bright futures at Junior Achievement's Centennial Celebration at Walla Walla Country Club on Thursday, March 28th from 5:00-7:30pm. Enjoy a fun evening networking with your friends in the community that will include fine Walla Walla Valley wines, delicious hors d'oeuvres, domestic and imported beers, live music by the Whitman College Jazz Trio and a Live Auction. While there is no cost to attend, the Centennial Celebration is JA's only fundraiser and will take the place of their annual breakfast at the Marcus Whitman.



FOCUS ON: BRUSHES N' BRIX

15 QUESTIONS WITH BARB NEWBY, OWNER OF BRUSHES N' BRIX

1. What is the name of your business?

Brushes 'n Brix

2. What is your role/title?

Owner/Painter

3. When was your business founded/established?

Opened January 2014, Grand Opening to public April 4, 2014.

4. How many people are employed at your business?

I'm the only employee.

5. What is your business slogan or motto?

"Let your creative side flow and have some FUN while here at Brushes 'n Brix"

6. How did your business get started? What inspired you to start your own business?

I saw something similar and thought it looked like a fun thing to do. I'm good with people and a patient instructor so I just needed to know if I could paint the way this business needed me to (which is different than an solo artist), and I found out I could.

7. What is your business best known for? Why?

Having fun. Most people never take the time out to just paint for the fun of it. Once they get started they get hooked and end up coming back for more enjoyable "painting therapy" and relaxing, bonding time with their friends and family.

8. What makes your business different from other businesses like it?

Brushes 'n Brix is unique, similar to other paint 'n sips, but designed by me and run my way - it's about my customers, I take more time, connect and interact with people, don't rush, and worry less about higher turnover painting time.

9. What about your business are you the most passionate?

I'm most passionate about my customers having a great time, enjoying their painting experience and loving their painting even more the next morning when they look at it - hanging it on their wall with pride.

10. If you were to tell a potential customer why they should come to your business, what would you say?

I would tell them to not be intimidated as



you can paint better than you think. Take me for example, I have never had any painting instruction, but with some practice I created Brushes 'n Brix. So, if I can paint so can you. I'll be there every step of the way to help you through the painting process. Come give it a try, it's one of the best ways to spend three hours with your friends or family.

11. What is something people in your industry/niche have to deal with that you want to fix?

There is no business category for Paint 'n Sips. We fall through many cracks and have to deal with regulations, restrictions or laws that don't have anything to do with what we are doing. We often get categorized as a Restaurant, which isn't accurate as the main aspect of our business type isn't food.



12. Biggest "win" in your business's history? Explain what it was, how it came about, and what it meant to your business.

Biggest "win" for my business was being able to have kids under 21 able to come to my establishment. I spent many hours working with the County Health Dept and Alcohol Board, filled out a lot of paperwork and remodeled some areas of the studio in order to allow children. I have a lot of kids' birthday parties and families that come to paint together. This is a huge part of my business and I love painting with kids. The kids love it, parents love it and families enjoy that they all can come together to paint.

13. What's the biggest risk your business ever took? Explain what it was, what could have happened if it had gone wrong, and

the end result of the risk.

Bringing a new concept to Walla Walla - a paint 'n sip, hoping people would embrace my business and come paint with me. The closest paint 'n sip at the time was states away. Not only did I have to promote my new business, but also what a paint 'n sip is. If people would not have embraced my business, willing to try new things, learning how much fun it was, and started sharing it with their friends and family, I would not be here today.

14. What advice would you give someone who wants to start their own small business?

Be prepared to work harder than you ever have. Always remember the customers are your number one priority as they take the experience of your business with them and share that

experience with other people, comparing you with other similar businesses. Owning your own business is extremely rewarding, knowing your customers are happy and can not wait to come back to see you again.

15. If you had an extra \$100,000 in your business, what would you use it for?

Build my own building, designed just for Brushes 'n Brix



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STAY YOU.™

Join the Chamber for Business After Hours hosted by our friends at the Holiday Inn Express on Tuesday, March 12 from 5:30-7:00pm.

THANK YOU

NEW MEMBERS

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Walla Walla DJ, LLC

RENEWING MEMBERS

Amavi Cellars, LLC ('04)	Inland Saxum Printing LLC ('17)
Amazing Group LLC - Capri Motel ('17)	John D. Logan, Inc ('84)
Aria Dental ('14)	John Schmidt Construction, LLC ('02)
Best Western Plus Walla Walla Suites Inn ('95)	Kuhlmann Financial Services ('99)
Bicycle Barn / Knowles Sports, Inc ('93)	Mountain View-Colonial Dewitt ('88)
Blue Mountain Action Council ('80)	Nelson Irrigation Corporation ('81)
Blue Mountain Humane Society ('91)	Northwest Public Radio ('04)
Blue Valley Meats LLC ('11)	PetSmart ('18)
Brasserie Four ('13)	Public House 124 ('13)
Calbom & Schwab Law Group, PLLC ('18)	ServiceMaster of Walla Walla & Milton Freewater ('08)
Cascade Valley Assisted Living and Memory Care ('17)	Shiki Hibachi Sushi, Inc ('15)
CG Public House & Catering ('17)	Simmons Insurance Group ('07)
Children's Home Society of Washington ('71)	Sportsman's Warehouse #189 ('18)
Chrysler Dodge Jeep Ram of Walla Walla ('15)	Tate Transportation, Inc. ('17)
Cost Less Carpet ('06)	Villagomez Financial Services ('17)
Desert Springs Bottled Water Co, LLC ('04)	Wagner Landscaping, Inc ('06)
Doyle Electric, Inc ('77)	Walla Walla Senior Citizen's Center, Inc ('09)
Dr. Curtis W. Long ('82)	Walla Walla Sheriffs Foundation ('12)
Dutch Bros Coffee ('08)	Walla Walla Steak Co./Crossbuck Brewing ('18)
El Sombrero Mexican Restaurant ('93)	Walla Walla Sweet
Express Employment Professionals ('87)	Onion Marketing Committee ('96)
Fort Walla Walla Museum ('95)	Welcome Home Properties ('17)
Gary's Paint & Decorating Inc ('83)	Windermere Property Management ('09)
Gesa Credit Union ('93)	Winery Fulfillment Services ('17)
Handmaid Cleaning LLC ('16)	WorthFit Studio ('15)
Hayden Homes ('08)	Yellow Book USA ('06)
Inland Family Dentistry ('10)	

THE PEOPLE BEHIND THE SCENES

CHAMBER BOARD MEMBERS

Rob Blethen - Board Chair Baker Boyer	Adam Keatts Banner Bank	Kari Isaacson Blue Mountain Community Foundation
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Keith Burghardt - Past Chair Community Bank	Toby Salazar T-Barbershop	Norma Arceo Las Chiquillas Mexican Restaurant
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Kyle Tarbet - Secretary Walla Walla Valley Chamber of Commerce	Kathy Covey Blue Mountain Action Council	Brenda Williams Williams Team Homes
Brian Hunt Walla Walla Union-Bulletin	Bill Clemens Pacific Power	Kim Rolfe Whitman College

VISIONARY MEMBERS

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Banner Bank	Inland Cellular	Walla Walla Union-Bulletin
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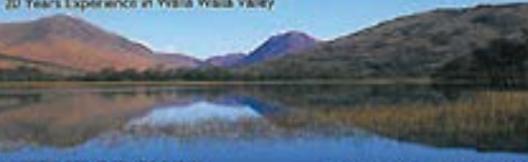


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MARCH EVENTS

Check online for [updates & to register for events](#)

- 05 ALASKA PREVIEW NIGHT @ the Chamber – 5:30pm
- 06 NEW MEMBER FAST TRACK @ the Chamber – 8:30am
- 12 BUSINESS AFTER HOURS @ Holiday Inn Express - 5:30pm
- 13 CEO MEET & GREET @ Dunham Cellars - 5:00pm

APRIL EVENTS

Check online for [updates & to register for events](#)

- 03 BUSINESS SUMMIT @ Courtyard Marriott – 1:00pm
- 09 BUSINESS AFTER HOURS @ WWCC - 5:30pm
- 17 GRAND OPENING @ Cherry Creek Mortgage - 3:00pm