



Relay For Life

See page 6

BUILDING THE WEST SEATTLE ECONOMY AND PROMOTING COMMUNITY

Prosperity Partnership

Following up on the article in our November 2004 Bulletin, we wanted to share the outcome of the region's latest economic summit held November 19th.

More than 1,100 civic, business, academic, labor and nonprofit leaders gather Friday November 19th at Qwest Field. Speakers included Governor Gary Locke, King Co. Executive Ron Sims, Seattle City Councilman Richard McIver, and mayor of Renton Kathy Keolker-Wheeler. If there was a theme that ran through the remarks of the speakers it was that the time for talk is over. It is time for the region to act and act as a cohesive whole. Bob Watt, VP Boeing Commercial Airplanes, also called for action. He said the region is often stuck in bargaining and discussion on issues and actions. "It is time to get unstuck," he said.

Small group brainstorming sessions came up with a list of "opportunities" that will be combined with analysis by Puget Sound Regional Council planners and economists, along with research by the Economic Competitiveness Group, Inc. (ECG) of Berkeley, CA.

Ted Lyman, Sr. Principal at ECG, noted that outsourcing and the continued loss of manufacturing jobs is a warning sign for the region. New job tend to be in services and government. "The Prosperity Partnership is not a study. It is designed to use analysis to excite

and mobilize the region's leaders and work to get stakeholders on the same page." Lyman said that focusing on "clusters" is one of the best ways for regions to fight back. Five clusters have been identified: Information Technology, Aerospace, Life Sciences, Logistics and International Trade; and Environmental and Alternative Energy.

Almost a quarter of the people at the Summit were from the non-profit sector. It is recognition that any region claiming a stake in the world economy had better pay attention to such things as arts, culture and social services.

The partnership is based on three basic assumptions:

1. The Central Puget Sound metropolis is a single economic unit.
2. The competitive market has changed.
3. The region must respond as one and change the way it does business or be left behind in the global economy.

What's next?

Partner organizations and Working Groups will meet January through March to develop action items and a strategy will be released in March/April.

For more information: <http://prosperitypartnership.org/index.htm>

CHAMBER ACTIVITIES

JANUARY CALENDAR

- 12 General Meeting
The Kenney
Sr. Center of West Seattle
- 17 Martin Luther King Jr. Day
Chamber office closed

Complete Chamber calendar details at www.wschamber.com

CHAMBER & BULLETIN INFO

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Seattle WA 98116.

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Membership, meeting or advertising,
call (206) 932-5685 or email
info@wschamber.com

***** **Lost & Found** *****

Someone who attended the Chamber's Holiday Party at Merrill Gardens went home without a scarf! Please pass along the word that a very pretty silk scarf is here in the office. The owner should call Patti at 932-5685 and describe the scarf – and by the way, where DID you get it? It's beautiful!

Business Connections

Chamber members all share something in common – they love to get the inside skinny on West Seattle businesses!

The Chamber's BUSINESS CONNECTIONS offers some of the finest networking in West Seattle – and it's a proven method at helping your business get the attention it deserves!

When you sign up to host a BUSINESS CONNECTIONS, you are giving yourself the opportunity to: introduce your new business; tell us about a new product or service; introduce new key staff to the business community; show off your new office remodel; or simply say "thanks" for the support you've received from fellow chamber members.

Interested? Call Chamber member CARMEL SLEE of SEATTLE MORTGAGE to learn more! (206) 219-0807.

January General Meeting

Do you have a neighbor, a relative, an acquaintance that has lived in West Seattle for – oh – their entire lives; they're now 84 years old and considering giving up driving; you come home from work and help put the recycle bin back where it belongs – and you're happy to do it. The West Seattle peninsula is home to 14,000 seniors and our Senior Center serves the 2nd largest population of seniors in all of King County.

And THAT's why West Seattle is getting a New and Renovated Senior Center!

Director Karen Sisson will be joined by Denise Klein, Executive Director of Senior Services for Seattle/King County, to give us her take on how the concept of Aging today is different from what it has been and what the consequences of the changes could be for Senior Services as well as for Senior Centers. Denise and Karen will also talk about how the West Seattle Center is responding to the challenges of the future with computer classes, medical assistance, meal delivery services, health care advocate programs and much, much more.

**Wednesday, January 12, 2004
11:30 - 1:00 p.m.**

**The Kenney Retirement Community
7125 Fautleroy Way SW**

**\$20 for members with reservations; \$25 all others
RSVP to 932-5685 by January 5, 2004**

Refund policy: It is the Chamber's policy to bill for reservations made, but not kept or cancelled 24 hours prior to event.

From the Executive Director

Happy New Year everyone! I hope that each of you had a relaxing and joy-filled holiday season. I believe that we are all looking forward to 2005 as a year of great economic and personal success. I join everyone in that sentiment and say "Let the good times roll!"

I believe 2005 is truly going to start rolling out with a bang. Allow me to thank all of you for participating in the recent Membership Survey. We had roughly 35% of our members respond which is a tremendous response rate. The information you provided will be reviewed at the Board Retreat on January 8th and allow the board to determine work plans for 2005 – which is shaping up to be a very busy year for the Chamber.

A large number of responses indicated the chamber needs to be (1) marketing West Seattle and (2) bringing new consumers to our area. And that will become the major focus for the 2005 Chamber work plans. The Chamber will become more heavily involved in efforts to market West Seattle as one of Puget Sounds key destinations for visitors which simply spells "stronger local economy" for us all.

Many of you expressed interest in the Chamber offering workshops for business planning strategies so I hope you'll join us here at the Chamber office for our new Brown Bag series starting in February. There are some *extremely* savvy folks leading up these workshops and they will be rich with great information for any business owner.

Onset of a new year normally allows each of us the opportunity for a little reflection, and I'm pretty normal in that regard. As I look back over 2004, I recognize the Chamber membership has been incredibly positive and supportive of our work so I'm moving into 2005 knowing that you value our presence in West Seattle.

2004 was great – and I'm very excited about 2005. Let the good times roll!

Patti

Annual Award Presentations Call for 2004 Nominations

Community Service of the Year Award

The West Seattle Chamber of Commerce annually recognizes a resident of West Seattle who has enhanced our community in some way and made a lasting impact here in West Seattle. This person has touched our lives through education, business, arts, environmental protection or social action and is a resident of West Seattle.

Conceived by Jim Guenther two years ago, the award acknowledges the tremendous and lasting contributions made to our community by local residents. Past recipients are Vivien McLean (2001), Michael Alhadeff (2002), and Margaret Ceis (2003).

Outstanding Member of the Year Award

As a membership association who benefits greatly from the service of each and every member, the West Seattle Chamber of Commerce is to proud offer this annual award to a member who has really made a difference for the Chamber of Commerce or gone "above and beyond the call of duty."

Along with the Chamber's annual Community Service Award, the designation of Outstanding Member of the Year was implemented two years ago. Chamber members who have been recognized with this award include the Port of Seattle, Sue Lindblom and Dan Wiseman.

Nominating forms were included in the December 2004 Bulletin, but you contact the Chamber office for additional copies. Please tell us about someone you believe has made a difference and should be considered for this year's Community Service of the Year Award or Outstanding Member of the Year Award.

WSSC Mission

The West Seattle Chamber of Commerce provides a professional forum to discuss and influence policies and programs affecting business and social climate. Our leadership, services and advocacy strengthen the economic welfare of businesses in West Seattle and ensure that the West Seattle peninsula is and always will be a great place to live, work, shop and play.

CHAMBER MEMBERS

Welcome!

Thank you renewing members!

Charlotte Coon, LMP

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Seattle, WA. 98116-2514
Phone – (206) 714-1905
Email – charcoon@hotmail.com

MEMBERS SINCE 1967

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MEMBERS SINCE 1968

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Salon ef-fekts'

MEMBERS SINCE 1997

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Development Assn.**

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McDermott**

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Get the Words Right

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and sales letters earning zero
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HUMAN RESOURCE CORNER

Motivating: What Works -- The Top Five Ironies of Motivation

"Make people who work for you feel important. If you honor and serve them, they will honor and serve you."

- Mary Kay Ash, founder of Mary Kay Cosmetics

Here are the five ironies to watch out for. Don't wait until employee morale is lost to value what you have.

#1: Most managers think money is the top motivator-but, it's not.

Sure compensation is important, but most employees consider it a right -- an exchange for the work they do. Rather than just money, they want to be valued by those they hold in high esteem for a job well done. They want to feel that what they do makes a difference. Money does not do this; personal recognition does.

#2: 'You get what you reward' is common sense, but not common practice.

How many managers consider 'appreciating others' to be part of their job responsibility? Not many. They tend to be too busy and too removed from their employees to notice when they have done exceptional work, or to thank them for it. Limited appreciation leads to limited motivation.

#3: The things that motivate employees tend to be relatively easy to do and least expensive.

For example, when paychecks go out, write a note recognizing a person's accomplishment. Feature her in the company newsletter or Web site. Have her manager/supervisor call to thank her for a job well done. Leave a voice mail praising her. Distribute a praising e-mail to everyone.

#4: What motivates others is often different from what motivates oneself.

When workers and supervisors were asked to rank a list of motivators from 1 to 10 in order of importance to workers, workers rated "appreciation for a job well done" as their top motivator. Their supervisors ranked that item eighth. Employees ranked "feeling in on things" as being #2 in importance. Their managers ranked it last at #10. What is one person's carrot is another's 'yucky' orange vegetable.

#5: Managers don't tend to focus on employee motivation until it's lost.

Managers are often too busy focusing on what is urgent and forget about regularly motivating and recognizing employees. They forget about it until morale sinks, employees quit and then management must scramble to figure out what's going on. At this point, responding to poor morale is much more difficult than doing little things along the way to keep it high.

Reprint from Marcia Zidle

ENVIROTIP: 2005 BEST PRACTICES

Recognition for Your Business' Environmental Practices

The Resource Venture and its program partners will begin accepting applications for the **2005 BEST Awards** on January 7, 2005. The BEST (Businesses for an Environmentally Sustainable Tomorrow) Awards are your opportunity to be recognized for the things your company does in:

- Waste prevention and recycling
- Water conservation
- Energy conservation
- Stormwater pollution prevention
- Sustainable building
- Innovation
- Environmental leadership



In past years, winners ranging from **Aaron's Bicycle Repair** to the **University of Washington** have been:

- Honored by the Mayor at a major public ceremony,
- Written up in newspaper articles
- Featured on the radio
- Enjoyed other types of visibility

"Participating in the BEST Awards took very little time on my part and reaped excellent public relations for my business," notes Kurt Timmermeister, owner of **Café Septieme**. "I wholeheartedly recommend the BEST Awards to other businesses."

If you are interested in receiving similar publicity for your company, visit

www.resourceventure.org/best.htm

(starting January 7, 2005) to download the BEST Awards application. For a hard copy, call the **Resource Venture** at **(206) 389-7302**. To learn more about the awards themselves, including what past winners have done to earn them, visit the Web site or call the Resource Venture. The deadline for applications is Friday, February 18, 2005 at 5 p.m.

5th Annual Relay For Life of West Seattle

This year the *Relay For Life* of West Seattle is celebrating it's 5th anniversary! This is a fun filled fundraising event that brings together friends, family, businesses, hospitals, schools and churches...people from all walks of life who have a common goal to eliminate cancer.

Relay For Life is the signature event of the American Cancer Society, raising money to support services, programs, education and research for those affected by cancer. There are over 4,000 *Relay For Life* events nationwide, raising over \$1.5 billion dollars. Over the last four years West Seattle alone has contributed over \$250,000! At the *Relay For Life* the idea is to have fun while raising money to fight cancer.

If you are curious what the *Relay For Life* is all about, want to know how to start or join a team, or the many other ways of getting involved, the January 12th Chamber meeting is a great chance to learn what we are all about.

If you are unable to attend, please contact Emily Dietman at 425-322-1117 or Emily.Dietman@cancer.org for more information. We know the fight against cancer is neither a sprint nor a marathon; it's a relay, a *Relay For Life*.

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THE CHANGING FACE OF WEST SEATTLE

Monorail Station Update

The end of 2004 marks the completion of the planning phase for the Monorail Green Line. Seattle Monorail Project representatives are now at the negotiating table for the contract to design, build, operate and maintain the Monorail Green Line.

In preparation for the next phase, SMP is making some changes in staffing and various consultant relationships. West Seattle Monorail Representative Josh Stepherson, a frequent participant in Chamber meetings over the past two years, will begin putting his knowledge of West Seattle and the Monorail to use in his new capacity as Monorail Community Liaison for the City of Seattle.

Going into 2005, the SMP citywide outreach representative for West Seattle is Jonathan Dong, who can be reached at (206) 587-1751 or jonathan@elevated.org.

The SMP team extends heartfelt thanks to Josh and other SMP colleagues who are moving on to new projects and to the thousands of Seattle citizens who helped write an extraordinary chapter in Seattle's transportation history during Green Line planning. Over the next several years, we'll continue to work together as a community during construction as we watch the 14-mile Green Line come to life. All of us eagerly look forward to riding the Monorail with you when it opens in 2009!

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West Seattle Chamber of Commerce Bulletin Policy

The Bulletin is a monthly publication of the West Seattle Chamber of Commerce containing information for and about the West Seattle business community. The Bulletin is mailed to Chamber members and civic leaders. To submit an article or provide a suggestion for The Bulletin, contact the Chamber office at 206-932-5685 or mail to West Seattle Chamber of Commerce, 3614-A California Ave. SW, Seattle, WA 98116. The newsletter staff reserves the right to reject or edit any information to be published in The Bulletin. Deadline to submit information to be published is the 20th day of the previous month. Opinions expressed or implied in The Bulletin do not necessarily reflect the opinion of the West Seattle Chamber of Commerce as an organization.

ZONE REPORTS

Zone 1

Southwest
West Seattle

Cal Kinnear,
Explorer West
Middle School

Greetings, Chamber members. In January I'll be joining the Chamber Board to represent the southwest corner of West Seattle, which includes the Fauntleroy and Roxbury neighborhoods.

I'm a Seattle native, in fact I'm third generation Seattle. I've lived in West Seattle for the past 22 years, in the Fauntleroy neighborhood, the Longfellow neighborhood, and now the Alki neighborhood. I'm development director at Explorer West Middle School on 28th south of Roxbury. I do get out of West Seattle now and then, but I'm becoming more and more like the old-time West Seattleites for whom West Seattle felt removed, a separate city. I shop at the shops in West Seattle, buy my groceries in West Seattle, eat at West Seattle restaurants. My internet service provider is Quidnunc at the Junction. My favorite walk on a blustery winter day is the promenade along the Sound in Lincoln Park. I'm happy being a West Seattle resident, can you tell?

I expect to get to know a lot of you over the coming year. If you have things you'd like the membership to know, talk to me, and I'll pass it on through these pages. You can call me at school—935-0495; or you can email me at ckinnear@quidnunc.net.

Zone 4

Duwamish
Corridor

Tim Beaver,
Global Diving &
Salvage

The West Marginal Way Trail Project is apparently on track according to the filed by Washington State Dept of Transportation (WSDOT) and the Port of Seattle. They are 'working together' to complete the last leg of this walking and bike trail running from the Chelan Café to Terminal 105. This is part of the Terminal 5 and Terminal 105 redevelopment projects that have been a long time coming due to permitting and design problems.

Right now the project is due to be let out for bid in mid 2005 with construction complete by end of summer 2005.

This will allow pedestrian and bike traffic safe and easy access to the entire West Marginal Way corridor clear down to the First Ave Bridge, which has a dedicated bike path crossing over to the Michigan Street area. Currently cyclists must transit down West Marginal in the traffic lanes to transit this area, a dicey option at best, which

has resulted in many near misses and several accidents. There are several preserves, access points and parks along this corridor related to the Duwamish River.

Another considerable plus is that this roadside area will be properly landscaped consistent with the surrounding areas.

As this 'lower' Pidgeon Hill area is being transformed from a moribund collection of ramshackle residences and marginal business operations into an active and productive part of the West Seattle landscape, these long awaited improvements will do nothing but accelerate this positive process.

It is hoped that the considerable business presence on this corridor will communicate their needs and concerns to the Chamber and that the Chamber can positively address them. There are many businesses along this thoroughfare that keep a relatively low profile while employing literally hundreds of people and paying millions of dollars in taxes. I believe that any of these businesses would make a great addition to the WS Chamber.

Please contact Ron Scharf, Seattle Dept of Transportation Project manager for questions about this project at ron.scharf@seattle.gov, (206)684-5192

Tim M. Beaver, President
Global Diving & Salvage, Inc.

CHAMBER ACTIVITIES

West Seattle Chamber Small Business Presents the... **BROWN BAG WORKSHOP Series!**

We all know that knowledge and business acumen are needed to own and operate a successful business in today's market. Small business owners find that these resources are not easy to come by. In response, your West Seattle Chamber is proud to host a *BROWN BAG WORKSHOP* series that will allow small business owners to discuss and delve into the depths of leading edge marketing and managerial strategies.

Please join us on the third Monday of each month at noon at the chamber office. Just bring your lunch and a hearty appetite for knowledge. The workshops are free to chamber members and guests are welcome for \$5 to cover the cost of materials. We encourage you to invite other business owners that will benefit from this opportunity.

<u>Date</u>	<u>Workshop Title</u>	<u>Subject</u>	<u>Workshop Leader</u>
Feb. 21	Connecting the dots.	Ad Planning	Christie Karis
Mar. 21	Magic marketing markers.	Specialty marketing	Elise Lindborg
Apr. 18	Corralling the rabbits.	Cash flow management	Christie Karis
May 16	Yikes! Who let the bugs in.	Internet Security	Bill Hibler
June 20	Attracting bees with honey	Website performance	Daniela Lammers & Denis Lavoie
July – Aug.	No class scheduled.	Gone fishing!	
Sept. 19	Where oh where is my market today.	Market Analysis	Christie Karis
Oct. 17	Hup 1-2-3; Now's the time for strategy.	Marketing Strategy	Christie Karis
Nov. 21	Some different strokes for business folks.	Database Marketing	Deborah Atkinson

For details, contact Christie Karis at (206) 937-6887.

Workshop Leader Profiles

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Daniela Lammers, <i>TANSI GRAPHICS</i> , Website Design & Development	206.935.9902
Deborah Atkinson, <i>SOLUTUS</i> , Database Management & Computer Support	206.937.0451
Denis Lavoie, <i>WSI</i> , Internet Business Consulting	206.686.4999
Elise Lindborg, <i>ZIPPY DOGS</i> , Fetching tail wagging Promotional Products	206.938.8828