

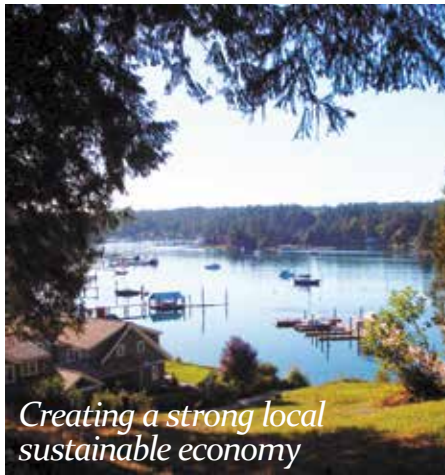


# BUSINESS NEWS

*“Creating a Strong, Sustainable Local Economy”*

September 2015 Bainbridge Island Chamber of Commerce

## 2016 Membership Directory and Community Resource Guide



*Creating a strong local sustainable economy*

### Important - Chamber members:

Be sure your Chamber Listing is up to date.

All current Chamber members are listed in the print directory. Check your listing on our website for accuracy, completion, and category, for inclusion in the 2016 directory. To check or update your information, log into your Chamber account on our website. If you need assistance, email Mickey at [mickey@bainbridgechamber.com](mailto:mickey@bainbridgechamber.com).

**Our volunteers will also be giving members a phone call in the next six weeks to check the accuracy of your listing.**

### Maximize Your Marketing Dollars with the Chamber Directory

For more info about advertising, contact Marleen Martinez at the Review: (206) 842-6613 or [mmartinez@bainbridgereview.com](mailto:mmartinez@bainbridgereview.com)

**Don't Delay Act Now!**

### Advertising Opportunities For Chamber Members

5,000 copies available to all chamber members, mailed to Review subscribers, & included in relocation & tourist packets.

- Two directories in one! Both alphabetical and categorical listings will direct customers right to you
- Informational editorial content begs to be read and kept for ongoing reference
- Your participation will help support the Chamber since a portion of the proceeds goes to the Chamber

#### Future members:

Thinking about joining the Chamber? There's no better time. Contact the Chamber now to be included in next year's print directory.

### Now Accepting Nominations for 2015 Chamber Membership Awards

Did a Chamber member business go above and beyond? Nominate them for an award.

- **Citizen of the Year**
- **Small Business of the Year**
- **Medium-Sized Business of the Year**
- **Large Business of the Year**
- **Non Profit of the Year**
- **Sustainable Business of the Year**

*More information and nomination forms at [bainbridgechamber.com](http://bainbridgechamber.com). Deadline Nov 20.*



**Get your fishing and hunting licenses at the Chamber**

Mon-Friday 9 AM-5 PM

**UPCOMING CHAMBER EVENTS**

**SEPTEMBER BREAKFAST**

**FRI. SEPT 18, 7:30-9:00 AM**

Guest speaker State Senator Christine Rolfes: Olympia Update and Next Year's Plan. The public is welcome. Sign up online by midnight Wed., 16th and save \$5.00. At IslandWood, 4450 Blakely Ave. NE. Current Members \$18, Future Members \$23. At the Door Current Members \$23, Future Members \$28.

**SEPTEMBER AFTER HOURS**

**THURS., SEPT. 24, 5:30-7:00 PM**

Hosted by **OfficeXpats** at the Pavilion at 403 Madison Ave. N #240 . Join OfficeXpats for their 4th Anniversary Birthday Bash. There will be cake and champagne to honor the milestone. This is a free networking event, no reservations necessary. The public is welcome.

**SEPTEMBER BAINBRIDGE BUSINESS WOMEN GATHERING**

September Bainbridge Business Women gathering date and time to be announced. Check BainbridgeBusinessWomen.com for info.



**Ribbon Cutting at the new Bainbridge Island branch of Washington Federal on High School Road.**

**FOURTH OF JULY PARADE AWARD – LOOK WHO WON \$1000 THIS YEAR!**

For the last several years, John Ellis and Frank Buxton, members of the EDGE Improv group and veteran Grand Old Fourth parade announcers, have generously sponsored an award of \$1000 for the most humorous parade entry at the Chamber's Fourth of July celebration.

This year the award goes to **Spacecraft**, whose creative rendition of a spacecraft float caught the judges' eyes.

The spaceship was the brainchild of Sam McJunkin, who made it with zero budget, a lot of creativity, and spare junk that was lying around. The helmet is made of the top of a plastic trash can. Other items used were old camera lenses, pvc pipe, and a junk trailer.

Buxton and Ellis reminisced about the days when the parade regularly included briefcase drill teams and lawn mower brigades, and began offering the award with a hope to encourage humor in the parade. **OfficeXpats** had a rockin' laptop drill team in 2014, but was edged out by **Blackbird Bakery's** traveling pie made from eight garden wheelbarrows. Previous winners have included the **Bainbridge Island Senior Center** with its Senior Drill Team.

**Who is Spacecraft?**

Spacecraft is on a mission to curate unique live events for our art-hungry community. The vision of Spacecraft is to serve as a launch vehicle for new names, new ideas and new experiences, and to inspire others to join in the process. It fills cultural gaps.

Spacecraft serves the culturally curious residents of Kitsap County by bringing the freshest and most progressive musicians for creative inspiration and entertainment.

It includes all ages, and live music events that are not easily accessible anywhere in the County.

It supports up and coming musicians by exposing them to a new audience they would not normally have access to.

Check out their website at [www.spacecraftpresents.org](http://www.spacecraftpresents.org) and **facebook page** for more information and events, which take place at their friendly, fun event space in Rolling Bay.



**Spacecraft receives their \$1000 check in their event space at Rolling Bay. Back row: Frank Buxton, Morgan Terry, John Ellis, and Jim Anderson. Front: Sam McJunkin and Vanessa Brewis.**

## Guest Article

### WHY YOUR FACEBOOK PAGE IS NOT A WEBSITE...AND WHY YOU NEED BOTH

By Mickey Molnaire, Director of Marketing & Tourism, Bainbridge Island Chamber of Commerce

**There is a trend** we are seeing for new businesses to have only a Facebook business page and no actual website. The majority of current marketing experts believe that this is a serious mistake.

The message from these experts is clear: the whole purpose of using social media like Facebook and LinkedIn, email, YouTube and other channels is to send people to your **website**.

#### Home Bases & Outposts

One of the most respected of these folks, Chris Brogan (chrisbrogan.com) describes the strategy as a combination of "Home Bases" and "Outposts." Home Bases are places online that you own, like blogs and websites. Outposts are places you don't own, but can use to extend your reach online – all the social media channels and any other sites with articles and reviews about you.

Brick-and-mortar businesses live by the mantra "location, location, location." It's all about getting customers in the door, from which point you can impress them with your merchandise, services and customer service.

Just like with a physical store, once a potential customer arrives at your website, they are in the door and you want to do everything possible to keep them there and build a relationship.

You control your home bases entirely. They are permanent presences – available 24/7 with nothing lost over time. You control the design and content and call to action.

Outposts, however, make their own rules and restrict your activity to fit their agendas. And except for the most basic information about your business, the content on outposts is impermanent. Nothing is older than yesterday's post or tweet.

Outposts also provide a lot of distraction. Someone looking at your business page might see a post from someone else in your feed – a gorgeous nature photo or cute kitten video – and click away from you for good.

#### Fickle Facebook

When Facebook started, it was open and free. When you posted something, it was seen by all your friends or fans. Eventually, the wild success of the platform overtook the ability of servers to handle the traffic, and Facebook changed the system so that your

posts would only be seen by the people you interact frequently with – only a fraction of your total number of friends. Facebook applied the same limitation to business pages and instituted the paid post program, forcing businesses to either come up with posts likely to be shared widely or pay to send them to their entire fan base.

Of course, like any business, Facebook needs to make money to survive. But the fact is that they are always changing to suit their own needs – and not necessarily yours. Furthermore, Facebook is the Big Kahuna of social media at the moment. The next big thing is waiting in the wings and your audience is at risk. You have no idea whether the people who like your page now will follow you to the next popular platform. Which is why one of the things you need to do on your website is build your own email list.

#### Metrics Anyone?

How do you know if your marketing is working? Unlike the scatter-shot nature of traditional marketing, activity on the Internet is traceable and quantifiable. One of the most compelling things about having your own website is getting comprehensive information via Google Analytics, which is a free service. These reports will tell you everything you need to know about the effectiveness of your website – what devices people use to access the site, what key words they used to search, what country they come from and language they use, which pages get the most traffic, how much time they spend on the site or pages, what other sites link to yours, what links people are clicking on a particular page, and much, much more.

Facebook has "analytics lite." Yes, you can see the reach of your posts, who liked them, who shared them, even country and language, but it's nowhere nearly as comprehensive as Google Analytics.

The innovation of social media has given businesses a chance to have a two-way conversation with existing and potential customers and bring real people out from behind the corporate logo. The widespread use of smart phones and tablets means that it can happen anywhere and everywhere. It is a paradigm shift, turning traditional marketing on its ear. Use Facebook for what it's good for. But don't put all your eggs in the social media basket. You still need the stability, professionalism and authority of your own mobile-friendly website.



**Get ready for another great New Year's Eve Party on Bainbridge!**

# NYE 2016

## New Year's Eve Bainbridge

**December 31 • 9:00 PM • 12:30 AM  
at the Treehouse Cafe**

***Tickets and information: at NYEBainbridge.com***

Featuring live music by

**LeRoy Bell**  
and his only friends

Sponsored by Treehouse Cafe • Puget Sound Energy • Kitsap Bank • Elmquist Real Estate Services

Best Western PLUS Bainbridge Island Suites • Bainbridge Travel

## THANK YOU TO OUR RENEWING MEMBERS

Members	Years		
Island Health And Rehabilitation Center	43	Kitsap Xerographic, Inc.	13 Fletcher Bay Landing
Nor'Eastern Trawl Systems, Inc.	26	Liberty Bay Auto Center	13 Inn at Vineyard Lane
Safeway Inc.	25	Pinchot University	13 Liberty Bay Bank
Morgan Stanley	17	One Call For All	12 Asani LLC
The Reijnen Company	17	Raffa, Christie	12 Pane d'Amore Bakery
Todd H.Adams, DDS	17	Wicklund Dental	12 Patti Shannon -
Zamboanga	17	Congregation Kol Shalom	11 Windermere Real Estate
Bainbridge Chorale	14	Wenzlau Architects	10 AGS Stainless Inc.
Bainbridge Island Farmers' Market	14	Mark Ulloa, CPA	9 Julie's Frame Gallery
Madrona School	14	Marc LaRoche Architects	8 Suseyi Pro Moving Services
Stonehaven Homes LLC	14	Clark Construction, LLC	7

### NEW MEMBERS

#### Petit and Olson

Kathryn Petit  
206-201-3262  
kpetit206@gmail.com  
156 Winslow Way E  
Bainbridge Island, WA 98110  
petitandolson.com  
Retail

#### Washington Federal

206-780-6683  
Bainbridgeisland.Office@wafd.com  
337 High School Rd, Suite 2  
Bainbridge Island, WA 98110  
washingtonfederal.com  
Banking/Credit Unions

### MEMBER NEWS

#### HARRISON HOSTS DINNER FOR CARDIAC CARE

**What:** "Embracing Hearts Luncheon" hosted by the Angie Harrison Memorial Guild Luncheon. **When:** Friday, October 2nd from 11:00 AM - 1:30 PM. **Where:** Suquamish Clearwater Casino, Suquamish, WA. **Cost:** \$50/guest; \$75/Premier

Join us on Friday, October 2nd for the Angie Harrison Memorial Guilds "Embracing Hearts Luncheon" at the Suquamish Clearwater Casino in Suquamish, WA. This great afternoon event will feature a lavish silent auction, raffle, and light hearted afternoon program featuring keynote speaker Marilyn Grey.

This year's proceeds will support the Touching Hearts Saving Lives Initiative at the Harrison Medical Center Foundation. We invite you to join us in taking our community to the next level of cardiac care. Info: [www.harrisonfoundation.org](http://www.harrisonfoundation.org); 360-774-6760.

#### HOW TO BUDGET FOR YOUR REMODEL PROJECT PRESENTATION

**Molly McCabe of A Kitchen That Works LLC** will be presenting "How to Budget for your Remodel Project" on **October 3rd** at the Peninsula Home and Remodel Expo at the Kitsap County Fairgrounds. Presentations are complimentary with a paid admission. Participants will learn:

- \* How to set a realistic budget for their remodel project
- \* How to find the 'Sweet Spot' between cost and value
- \* Gain an understanding of the different types of remodeling estimates
- \* Gain an understanding of what cost components should be included in a remodel project budget/estimate
- \* How to keep a project on budget

For more information go to the Home Builders Association of Kitsap County - <https://www.kitsaphba.com/>.

### MEMBER NEWS

#### ELLE TO BE FETED IN PARIS

**Elle Tatum of Elle's Island Spectacle** will be traveling to Paris in late September as a guest of honor of Roger Eye Design, a Dutch eyewear frame line which she exclusively carries at Elle's Island Spectacle in Pleasant Beach Village. Roger Hoppenbrouwers, owner/designer, has designed a frame for her face, has named it "Elle" and it will debut at the international show SILMO Paris. Elle will be a distinguished guest, and the reveal of the eyewear will be a surprise. Since beginning her own island business a few years ago, Elle's Island Spectacle has found a niche focusing on exclusive artistic eyewear lines not carried by mainstream shops. Check out the shop in Pleasant Beach, and Elle's blog for the national publication, "Daily Optician".

#### BAINBRIDGE BUSINESS CONNECTION

The **BBC** meets weekly on **Friday mornings** at **OfficeXpats**, upstairs in the Pavilion, 403 Madison Ave N, Bainbridge. More info: 206-780-2177, [info@officeexpats.com](mailto:info@officeexpats.com)

*Fri. Agenda:* 7:30-8:00 – coffee, visiting, informal networking  
8:00-8:30 – Group Discussion (topics announced)  
8:30-9:00 – more networking, sharing, visiting

A free event. Info: [www.bainbridgebusinessconnection.com](http://www.bainbridgebusinessconnection.com)

**American Pickers** will be filming in Washington State in October. They are looking for antiques from motorcycles, classic cars and bicycles to one-of-a-kind vintage memorabilia, toys, interesting radios, movie memorabilia, advertising, military items, folk art, vintage musical equipment, early firefighting equipment, vintage clothing, pre-50s western gear, and interesting characters. See flyer in this newsletter.



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# IT'S PICKING TIME!

**HAVE ANY ITEMS, A COLLECTION,  
OR JUNK YOU WANT TO SELL?  
DON'T QUITE KNOW WHAT'S IN  
YOUR BARN OR STORAGE SHED?**



**Mike and Frank are always on the hunt for rusty gold, and they want to hear from you! If you have a large collection you think is worth the pick and want on *American Pickers*, now's your chance!**

To be considered you must email us at: [americanpickers@cineflix.com](mailto:americanpickers@cineflix.com)  
Or leave a message at: 1-855-OLD-RUST

Be sure to include the following info:

- Your name
- Contact number
- Description of your item(s)

If you and your rusty gold qualify, you could be visited by Mike and Frank and appear on *American Pickers*!

**PLEASE NOTE:** No retail shops or flea markets. After all, Mike and Frank are modern day archaeologists! Happy picking!

# AMERICAN PICKERS



**Here are some of the items we're looking to buy:**

- Motor scooters: Vespas, Lambretta, Cushman
- Old advertising signage
- Motorcycles
- Bicycles (Pre-60's to turn-of-the-century)
- Old toys: tin, wind-up, cast iron
- Pre 50's vending machines
- Pinball and slot machines
- Old movie posters
- Unusual radios: transistor, tabletop, etc.
- Antique casino/gaming machines
- Vintage movie memorabilia
- Vintage advertising Items
- Taxidermy
- Vintage concert posters & t-shirts
- Early Boy Scout items
- Pre 60's vintage diner collectibles
- Pre 60's TV merchandise
- Pre 50's western/equestrian gear
- Classic motorcycle memorabilia
- Sports memorabilia
- Casino tables
- Houdini items
- Old rodeo items
- Airline collectibles: Pan-Am, TWA, Etc.
- Late 70's & earlier military items
- Extraordinary mobster memorabilia
- Vintage police officer collectibles
- Firefighter collectibles
- Pre 40's telephones
- Folk art
- Vintage BB guns/cap guns
- Early Halloween items
- Pre 40's Christmas items
- Hawaiiana/Tiki Collectibles
- Vintage sports collectibles
- Vintage election memorabilia
- Musical instruments
- Civil War antiques
- Vintage gas pumps
- Pre 70's old neon signs
- Strange woodcarvings
- Vintage collegiate collectibles

*We currently are **not** looking for: Farming/ agriculture items, tools, glassware, appliances, tractors, crocks, stoves or country primitives*

# Chairman's Circle

## Platinum



## Gold

Avalara • HomeStreet Bank • Rotary Club of Bainbridge  
Sears & Associates • Town & Country Market

## Silver

Ace Hardware • Bainbridge Disposal • Liberty Bay Auto • Living Well Pain Center  
SpiderLily Web Design

## Bronze

AGS Stainless Inc. • Bainbridge Lending Group, LLC • Columbia Bank • Carney-Cargill, Inc.  
Cook Family Funeral Home • The Doctors Clinic • Kitsap Physical • Therapy Sage/Far Bank  
Suquamish Clearwater Casino Resort • Umpqua Bank • Wells Fargo Bank • Windermere Real Estate

## Media Sponsors

Bainbridge Island Review • Kitsap Peninsula Business Journal



## Bainbridge Chamber of Commerce

### Creating a Strong, Sustainable Local Economy

- Representing the Interests of Business with Government
- Promoting Sustainable Business Practices
- Providing Networking Opportunities
- Promoting the Community

### BOARD OF DIRECTORS...

#### Chairman:

Arnie Sturham 206-842-2369

#### Chair Elect:

Kelly Muldrow 206-945-3420

#### Secretary:

Claire Chavanu 206-842-6637

#### Treasurer:

Linda Lincoln 206-658-4010

#### Past Chair

Jeff Waite 206-842-0969

#### Directors:

Matt Albee 206-780-0905

Larry Barrett 206-780-8783

Rhonda Brown 360-744-6934

Cheryle Elmquist 206-780-5007

Russell Everett 206-451-4646

Laura Harris 206-855-1131

Damien Lawson 206-451-4989

Bob Moore 206-371-5191

Bryan McConaughy 360-688-4091

Edward Moydell 206-618-9466

Rick Pedersen 206-406-0478

### CHAMBER STAFF...

#### President/CEO

Rex Oliver

#### Licensing Supervisor

Kris Rothert

#### Director of Operations

Betsy Leger

#### Director of Marketing & Tourism

Mickey Molnaire

**Visitor Specialists:** Kathy Ball, Joanne Bergen, Frances Burress, May Chan-Stan, Janice Etzold, Shannon Foti, Sean Gabriel, Elizabeth Lemoine, Lorens Mulholland, Jeannie O'Connor, Anna Oeste, Evellyn Reed, Jonah Rapp, Matt Rothe, Patricia Webber, Pamela Williams.

### \*Newsletter Advertising Rates\*

Business card-sized ad \$40/month

Newsletter inserts \$75 email PDF to the Chamber

See deadlines below.

More info: [betsy@bainbridgechamber.com](mailto:betsy@bainbridgechamber.com)

**Article Submissions:** Chamber members: We are looking for content about your industry that would be interesting to others. If you would like to contribute an article of 150 to 500 words about important news happening in your field, or share knowledge that would be of benefit to the membership and community, please contact Betsy Leger, [betsy@bainbridgechamber.com](mailto:betsy@bainbridgechamber.com). Our editorial board will review all submissions. We reserve the right to edit articles and to schedule them according to the needs of the publication.

### BAINBRIDGE ISLAND CHAMBER OF COMMERCE

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**NEWSLETTER DEADLINES:** Business News is published monthly by the Bainbridge Island Chamber of Commerce. Ads are available to Chamber members.

**Deadlines for October Business News: For ads, articles and press releases: Wed. Sept 9. For inserts: Tues. Sept 22.** Call to reserve space. For inserts we will need a PDF copy emailed to us, and to have payment here by the deadline.

Submit articles in text format. Questions? Contact editor Betsy Leger at the Chamber, 206-842-3700, or [betsy@bainbridgechamber.com](mailto:betsy@bainbridgechamber.com).