



Changes in this year's sQuatch Fest should make it easier to catch Big Foot experts speaking. For more information, see page 3.

## Chamber Board Rings in New Year with Two Additions

**W**ith the flip of the calendar to 2019, the Kelso Longview Chamber welcomes Lisa Straughan and Rich Gushman to its Board of Directors. The pair fills vacancies left by the term expiration of Lower Columbia College President Chris Bailey and chiropractor Clay Bartness.

Each addition brings their own flair and business acumen to the position. Both also have roots in the community, have served on the Chamber's Government Affairs Committee and their respective companies have sponsored Chamber events.

### Lisa Straughan

Lisa Straughan owns Express Employment Professionals of Cowlitz County. Prior to joining the Express Employment Professionals team in Portland, Ore., in 2000, Straughan was involved in manufacturing. In 2004, she transferred to Longview as an Express Employment branch manager and purchased the franchise in 2006.



Lisa Straughan

Straughan has been a Chamber member for about 14 years. During that time, she and her company have grown to become an active Chamber supporter as a volunteer and as a sponsor of Chamber events.

"Her experience in personnel, education and management will be a huge asset to the board and to staff," Chamber CEO Bill Marcum said.

"Chambers support business and in turn business should support their local chambers," Straughan said.

In her new role, Straughan said she plans to support the Chamber and local businesses in any way she can. "Business vitality is important for the future of our community," she said.

Straughan is the past president of Kelso Rotary and currently holds a board position for Community Service Chair, as well as serving as the current president of Longview LeTip, a business leads group of about 45 members.

Straughan said Chamber members might be surprised to know: "I grew up right here in Cowlitz County – right down the road in Woodland, Wash."

### Rich Gushman

Gushman also has roots in the area, graduating from Kelso High School and attending Lower Columbia College for two years before transferring to Washington State University, where he earned a degree in civil engineering. He accepted an entry engineer position with Gibbs & Olson in



Rich Gushman

For more Board, see page 3

Kelso Longview  
Chamber of Commerce Team

Bill Marcum, CEO

Amy Hallock  
Project Manager

Pam Fierst  
Office Manager

Joelle Wilson  
Social Media Services

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Ad Deadline: 20th of  
each month

Going Squatchin'?



KELSO LONGVIEW  
CHAMBER OF COMMERCE

# Squatch Fest

Saturday, January 26, 2019  
Cowlitz County Convention Center • 10 am - 8 pm



Dr. Jeff Meldrum

- Author Dr. Jeff Meldrum
- Researchers Derek Randles and Shane Corson from the Olympic Project
- Cliff Barackman and "BoBo" Fay from Finding Bigfoot
- Author Joe Beelart
- Live music from Giants in the Trees
- Kids' Cave sponsored by CalPortland featuring Emmy Blue and The Squatchie
- Food & Craft Vendors
- Brew Mountain Beer Festival featuring 15 breweries, 2 wineries and cider
- Lots more for everyone!



"BoBo" Fay



Cliff Barackman



GIANTS IN THE TREES

\$25 for Adults, \$5 Kids 15 and under

Tickets available at [www.kelsolongviewchamber.org](http://www.kelsolongviewchamber.org)



Derek Randles



Emmy Blue and The Squatchie



Joe Beelart

late 1988 and has been with the firm his entire 30-year career. He met his wife Annette here in Kelso in the eighth grade.

“I am thankful for the opportunities this community has provided me with and I really like living, working and playing in Cowlitz County,” said Gushman, who now serves as Gibbs & Olson president.

Gushman has been a Chamber member since 2012, drawn in by Marcum’s focus on helping local businesses improve. For the past six years, Gushman, as a volunteer, and Gibbs & Olson, as a sponsor, have been involved with the Chamber in multiple areas.

Marcum noted as Gushman’s involvement grew so did his interest in working as a board member to help shape the Chamber’s future.

“Rich grew up in the Longview-Kelso area, has a business here, and is very involved in the community. We are lucky to have someone so dedicated to improving the quality of life in Cowlitz County,” Marcum said.

“I hope to be able to help the Chamber in its efforts of promoting our community activities and in helping local businesses improve,” Gushman said.

In addition to his time with the Chamber, Gushman is board chairman for a the LCC Foundation, and Three Rivers Christian School; board member for Cowlitz Economic Development Council; and a Longview Early Edition Rotary member and Immaculate Heart Catholic Church in Kelso member.

Gushman said Chamber members would be most surprised to learn: “That I have a pilot’s license though it’s not current.”

# Good Times Brewing at Chamber's sQuatch Fest

**T**he Kelso Longview Chamber of Commerce hosts its annual sQuatch Fest Jan. 26 at the Cowlitz County Event Center. Doors open at 10 a.m.

Last January, in just the Chamber’s second year for the Bigfoot bonanza, more than 2,000 folks from across the region attended, creating standing-room-only crowds for the guest speaker series.

This year speakers will be making their presentations in the common area shared with the vendors. On the docket are some of the nation’s top Sasquatch speakers like author and anthropology professor Jeff Meldrum, Olympic Project researchers Derek Randles and Shane Corson, Finding Bigfoot television personalities Cliff Barackman and “BoBo” Fay and author Joe Beelart.

The Brew Mountain Beer Festival, which will feature 15 breweries, two wineries and a cider producer, takes place just steps away. This space is for those 21 years old and older. Many of

the offerings with appropriate Sasquatch-theme names to be carried around in a collectible mug. And money raised through beer sales benefits the Chamber’s scholarship fund for local graduating high school seniors.

**sQuatch Fest**  
**Jan. 26, 10am-8pm**  
**Cowlitz County**  
**Event Center**

Simultaneously, Brew Mountain will be hosting a corn hole tournament featuring 80 to 100 players from Washington and Oregon. And, later in the evening local band Giants in the Trees will take the stage.

There will be plenty of food too.

sQuatch Fest is family friendly thanks to CalPortland, which sponsors the Kids Cave. Kids Cave is full of crafts, games, Sasquatch related activities and entertainment from Emmy Blue and The Squatchie. Doors are open between 10 a.m. and 6 p.m.

Tickets are \$25 for adults and \$5 for kids under 15. Prices include all events and a collectible ticket and lanyard. For ticket information visit [www.kelso-longviewchamber.org](http://www.kelso-longviewchamber.org).



## Kelso Longview Chamber of Commerce Board of Directors

**Frank Panarra, President**  
*Foster Farms*

**Bianca Lemmons, President Elect**  
*Cowlitz County Title*

**Chris Roewe, Vice President**  
*Woodford Commercial Real Estate*

**Neil Zick, Treasurer**  
*Twin City Bank*

**Michael Claxton, Legal Counsel**  
*Walstead Mertsching*

**Nick Lemiere, Executive Board**  
*Edward Jones*

**Ken Botero**  
*Longview City Council*

**Bob Crisman**  
*Gallery of Diamonds*

**Rich Gushman**  
*Gibbs & Olson*

**Wendy Hutchinson**  
*Millennium Bulk Terminals*

**Marlene Johanson**  
*Heritage Bank*

**Wendy Kosloski**  
*Teague's Interiors*

**Nancy Malone**  
*Mayor of Kelso*

**Cherelle Montanye**  
*St. John/PeaceHealth*

**Bruce Pollock**  
*Bicoastal Media*

**Tom Rozwod**  
*NORPAC/Weyerhaeuser*

**Ted Sprague**  
*Cowlitz Economic Development Council*

**Lisa Straughan**  
*Express Employment Professionals*

**Dennis Weber**  
*Cowlitz County Commissioner*



## CHAMBER CEO'S MESSAGE

BY BILL MARCUM

# 2019 Calendar Packed with Activity

January 2019, can you believe it?

Below is a list of some of our events for 2019, put them on your calendar, plan to attend and plan to have a good time networking with other business leaders who are working to do the same thing as most of you... improve business in 2019.

Business After Hours for 2019 was filled by early October, so if you are interested in hosting please contact us for next year. Yes, that's right contact us now for 2020. We can always put you on a wait list for this year in case one of our members is unable to host. This year's calendar is:

**January 15** – Specialty Rents

**February 12** – Port of Longview

**March 12** – Business and Tourism Expo

**April 9** – Three Rivers Christian School

**May 14** – LifeWorks

**June 11** – Antidote Tap House

**July 9** – Three Rivers Eye Center

**August 13** – Monticello Park Prestige

**September 11** – Cowlitz County Title

**October 8** – Steele Chapel

**November 12** – Silver Star

**December 10** – Holiday Mixer, location yet to be determined

One of our major events for the year is sQuatch Fest **Jan. 26**. Nearly 2,000 people attended the 2018 event and with more speakers, more vendors, more brewers and the band Giants in the Trees coming it is going to be an unbelievable event. So, whether you are a true believer or just want to have a fun day make sure you attend sQuatch Fest 2019.

Mark **March 12** on the calendar for the Building Bridges Business and Tourism Expo, a partnership with Cowlitz County Tourism that draws more than 80 to the Cowlitz County Expo Center. This year the March Business After Hours will follow the event at 5 p.m. with great food and beverages from Summerland Catering.

**May 1** will be our annual business and education awards night. Last year the Chamber and the Lower Columbia Professionals (a Chamber committee) awarded more than \$20,000 in scholarships to local

high school students and presented awards to local businesses and educators from our local schools.

**June 17** will be the annual Chamber Golf Classic, again this year being played at Three Rivers Golf Course. Same great format, great food provided by the Elks Lodge and, well honestly, some marginal golfing skills on display that makes for a lot of fun.

**July 26** will be our Island Bingo Night. More than 300 people attended the event last year at the Elks Lodge trying to win great prizes from our local sponsors.

We close out 2019 in December with two major events. The annual Jingle all the Way Run/Walk scheduled for **Dec. 13**. More than 350 individuals dress in their favorite holiday attire and walk or ran seven laps around the beautifully decorated Civic Center. That same week, on **Dec. 10** at a yet-to-be-determined location is our Holiday Mixer, which draws more than 250 people to celebrate the holidays with us.

We will also have four Quarterly Meetings scheduled for **March 28**, **June 27**, **Sept. 26** and **Nov. 21**. Locations and topics for these meetings have not been set at this time.

Boot Camp will start again **March 1** with six classes on boardsmanship, followed by six classes starting **May 17** and the final six classes beginning **Sept. 8**. Class topics and speakers for the May and September sessions are yet to be determined.

Starting **Jan. 28** at 7 a.m. at the Red Lion is our Legislative Briefings. This is your opportunity to speak directly to our legislators representing your business in Olympia. Find out what they see as important pieces of legislation that will affect your business, how they stand on those issues and more. There is no cost to attend. Breakfast is available. Hot topics will be the budget, predictive scheduling and, of course, education funding. Make your voice be heard before the decisions are made. We will meet each Monday morning until the session ends – attend, be involved, and express your concerns.

Wow, I have not even covered the Lower Columbia Professionals events for 2019, Ambassadors meetings, Education Foundation meetings and board committee meetings. I guess I will have to save that for next month. As I have mentioned your Chamber has more than 220 total events, meetings and ribbon cuttings per year, with more than 500 members there should be something for each of you that can help your business be more successful in 2019.

I'm looking forward to helping you accomplish that goal this year.

*Most of these events offer your business advertising or sponsorship opportunities. For a complete list, please see page 5*

# Chamber Advertising/Sponsorship Opportunities

## Advertising Opportunities with the Kelso Longview Chamber of Commerce

**This Chamber Newsletter** – The ads you see throughout this newsletter cost between \$50 and \$400 depending on size and frequency. The pricing is not designed around making money for the Chamber but to give Chamber members the opportunity to advertise business-to-business and promote your business to employees of those businesses efficiently, effectively and without breaking the bank.

The Chamber Newsletter is published around the first of each month and distributed electronically to members. Members of our larger businesses, the county, cities, both school districts and Lower Columbia College all forward the electronic version to their staff via email. The total distribution is estimated today at 6,200 copies. Today the newsletter is 34 pages with more than 13 guest columnist focused on business, government, education and news. The pricing also includes your ad on the Chamber's website at no additional charge. The Chamber website gets between 4,500 and 6,500 page views per month. What makes that 2,000-page view difference? Events mainly. Chamber events, events happening within our communities like the GoFourth Festival, Squirrel Fest, and the largest contributor in any one month – sQuatch Fest, which jumps our page views in January to more than 8,000. Take a look [www.kelsolongviewchamber.org](http://www.kelsolongviewchamber.org) your ad could be a part of all the pages on the Chamber website. You will notice the ads rotate in the top right position and lower right position.

**Chamber Visitor and Recreation Guide** – Our Visitor Guide and Chamber Directory publishers around the first week of May each year. We print 12,000 copies and place them in hotels and motels throughout Longview and Kelso, in Real Estate offices in Cowlitz County, local businesses and restaurants, as well as the thousands of visitors we hand them to at the Chamber/Visitor Center. There is also an online version available for those who are not located in our area and are looking for information about Kelso and Longview.

## Sponsorships and Advertising

**Quarterly Meetings** – \$250 per quarter (four total \$1,000)

These meetings, usually a luncheon, are designed to provide our membership with an opportunity to learn valuable information that will help grow their business, manage and motivate employees, understand tax implications and market and sell products. The last Quarterly Meetings of the year, in November, is actually an evening event in partnership with the Cowlitz Economic Development Council serving as a legislative report from our senate and house representatives. Each luncheon attracts between 100 and 145 people. Your sponsorship offsets the cost of producing this event. Each sponsor's logo is included in a PowerPoint presentation shown prior to and after the event. During the event, a banner hangs in the banquet room displaying your business as an event sponsor and your company logo is included on all marketing materials promoting the event to members and nonmembers.

**Small Business Boot Camp** – \$250 per session (three sessions \$750)

Boot Camp is designed to assist small businesses with basic information and knowledge to help them run a more efficient and profitable

business. Each session has six classes, with approximately 16 to 30 attendees. Sessions include information covering topics like reading a financial statement, preparing a business plan, budgeting, taxation, human resources, hiring and firing, process and procedures, company handbook, sales, sales people, marketing, social media, customer service, pricing for profit, business strategy, compensation and legislative issues. Sponsors' banners are positioned at the event and your company logo is included on all marketing materials promoting the event to members and nonmembers.

**Chamber Golf Classic** – \$200 to \$1,500 (Monday, June 17)

The Chamber Golf Classic brings in more than 30 teams and 120 golfers each year. Sponsorships are available for lunch, dinner, golf carts, team photos, dessert, course holes, beverage cart, putting contest and hole-in-one. This is a fun-filled day that includes golf, lunch and dinner for all participants, plus awards, raffle prizes and lots and lots of laughs. Sponsor a hole or the desserts, play golf or do all three.

**Business and Tourism Expo** – \$500 to \$2,500 sponsorships available

The Expo, scheduled for March, brings in nearly 100 businesses showcasing their products and services to other business in a full-day event. The second part of the Expo is to invite local business owners, managers and staff who were unable to set up a display at the event during business hours to a social event in the evening where they can meet other business leaders and see what our local businesses have to offer. Your sponsorship includes a table or booth, a banner at the event, logo on all marketing material, newspaper advertisements, radio spots and eblasts.

**Pillars of Strength and Apple of Distinction Education Awards** – \$280 and \$500 sponsorships available

The business and education awards are awarded in May, including scholarships for our local youth. The event attracts more than 250 attendees each year. The \$280 sponsorship is a table (eight tickets). We invite each scholarship winner and his/her parents to the event at no cost to the family. The table sponsors will host one or two families depending on the number of tickets the business needs for their own employees. The \$500 is to help offset the cost of the event – this year at the Lower Columbia College Rose Center. Sponsors received recognition on the big screen prior to and after the event. Logos of sponsors will be on the printed program, which lists the nominees in all the business and education categories and the winners of the scholarships provided by the Kelso Longview Chamber and the Chamber's Lower Columbia Professionals Committee. Last year 19 scholarships were awarded for a total of \$21,000. Your company logo will also appear on all marketing and communication used to promote the event.

**Christmas After Hours (Holiday Mixer)** – \$500 sponsorship is available

This is the premier After Hours of the year. More than 200 local business professionals attend this event. Sponsors receive 10 tickets (\$250 value) to the event and their logo on all marketing and promotional information used to advertise the event to our members. In 2015 we were able to provide two \$1,000 scholarships to a LCC student from the proceeds of this event. The sponsorship funds are used to offset the cost of the event and provide for at least one scholarship.



**CITY OF KELSO**  
 BY CITY COUNCILMAN DAVID FUTCHER

# We did a lot in the year 2018

As we wrapped up our final council meeting of 2018, City Manager Steve Taylor gave us a list of some of the things that Kelso got done during the year. It's a good exercise to sit back and think about what has been accomplished. Here are a few of the highlights:

- Completed the Minor Road reservoir replacement
- Four blocks of South Pacific were reconstructed
- Tam O'Shanter Park has a new pavilion with restrooms
- Fixed the ever-sliding South Kelso Drive (as you head toward Rose Valley)
- Wayfinding signage was installed
- The public works shop was reroofed and more
- A condemned house by Lads and Lassies park was acquired and removed
- The old finance building was finally sold
- Grade Street was changed to include a dedicated turn lane and bike lanes
- Airport parking lot was reconstructed
- 911 services were transitioned to a new board
- Completed design of parking improvements at Tam O'Shanter Park
- Business licensing was moved to the state's online portal
- Began the move to a new accounting and billing system
- Replaced the indigent defense contractor
- Obtained final funding for completion of the West Main realignment
- Negotiated new agreement with the Humane Society
- Completed external operations assessments for police and public works

Oh, and staff also ran typical city operations while doing all of these extra tasks. So, if you ever are tempted to wonder if anything really gets done, rest assured that it does in Kelso.



**CITY OF LONGVIEW**  
 BY CITY COUNCILMAN KEN BOTERO

# Longview a Quality of Place

Have you ever had that dream of living in a Quality of Place that provides for the majority of your desires? Let's stop for a moment and visualize that Quality of Place.

A city where people work with each other in bringing a meaningful atmosphere to your community, a positive education system for your children and a college for continuing education. A city that provides access to the performing arts and ample shopping in local small business facilities and restaurants. Community leaders who work to provide the necessary tools to enhance the community, including concerns for your family and health care services. A transportation system that provides access to anything and everything in the community. And a business community that works with each other to provide positive services to all.

Your searching is over, may I present the City of Longview, a Quality of Place that provides a positive education system with eight elementary schools, three middle schools and two high schools topped off with Lower Columbia College. Citizens and neighborhoods that active in providing for each other in the community through service organizations such as the Lions, Rotary, Altrusa and Kiwanis. A library system that provides for all in the community with a variety of self-help programs such as adult literacy. There's an historic downtown shopping area and several malls in the community. Speaking of historic, our Columbia Theatre is the top of the list for positive family activity and our local Stageworks Northwest is loaded with local talent, and don't miss the fantastic plays and concerts at Lower Columbia College. When it comes to health care we provide Peace-Health-St. John Medical Center. We provide an awesome police and fire department for a safer atmosphere in the community.

We invite you, your businesses and families, to join us as we move ahead in a positive direction in building our Quality of Place. The door is open and community is growing.



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## Calendar

### Wednesday

January 9 – 7:30-9am  
Education Foundation  
CEDC

### Tuesday

January 15 – Noon  
Chamber Executive Meeting  
Creekside Cafe

January 15 – 5:30-7:30pm  
Business After Hours  
Specialty Rents

### Monday

January 21  
Martin Luther King Day  
Office Closed

### Tuesday

January 22 – Noon  
Chamber Board Meeting  
Mill City Grill

### Saturday

January 26 – 10am-8pm  
sQuatch Fest  
Cowlitz County Event Center

### Every Monday

January 28 to April-7am  
Legislative Briefing  
Red Lion

### Every Wednesday

Chamber Connections  
KEDO/1400 AM or 99.1 FM  
3-4pm  
Stream live at [www.kedoam.com](http://www.kedoam.com)



LOWER COLUMBIA COLLEGE

BY CHRIS BAILEY President

# LCC Celebrates Many Partnerships with K-12

Working with our local K-12 school districts to make academic success possible for our local youth and young adults is one of the most critical and rewarding aspects of our mission.

Most people are aware of our very successful **Running Start** program. It allows high school students to come to Lower Columbia College (LCC) for credits that count for a high school diploma and a college degree, through a mechanism called “dual enrollment.” It saves students (and parents!) both time and money in obtaining a college degree or other credential.

We have other dual enrollment options as well. For example, our **College in the High School** program allows qualifying classes taught by high school teachers to count for college credit. We are currently attempting to grow the availability of this opportunity in our local high schools.

Another area of focus for us over the past decade is **curriculum alignment**. LCC faculty have worked hard with teachers from our local high schools to ensure that students are college-ready when they graduate. For example, students can use qualifying grades from high school math and English courses to place into college level classes at LCC.

LCC also has a **high school retrieval** program, we call “CEO,” that allows students to come to our college to take GED (high school equivalency) courses or to take classes to obtain a high school diploma from their “home school.”

We created a **Regional University Center** on the LCC campus to give local students options at the bachelor’s, master’s and doctoral degree levels through partner organizations. When we discovered the need for more teachers in our local K-12 districts, we began creating LCC’s first bachelor’s degree in teacher education. We are working toward final approval of this four-year degree, and are looking forward to sharing it with the community once that happens.

We are also excited about our work with the **Longview and Kelso school districts to promote career education beyond high school!** The work world increasingly requires skills and credentials beyond a high school diploma. School district representatives are meeting regularly with LCC staff to promote education beyond high school to ensure student success and long-term career viability.

We also are working with **Three Rivers Christian**, a local private high school, to provide dual enrollment opportunities for its students through a contract with LCC. Moreover, we are coordinating with them on our respective international student programs to increase revenue, diversity, and worldview on our campuses.

It’s wonderful to work with area partners that share our commitment to student success. Together we make a stronger community!

LCC Proud



# Two Years in Commissioners' Seat Provides a Number of Observations

By the time this makes it to press, I will have been a commissioner for two full years; yes, I certainly am the new kid on the block of politics, but possibly the oldest kid on the block. So, what newbie observations do I have to offer based on my time in office? Let me mention some.

Perhaps the most startling discovery for me is the totality of a contrived complexity which arises from lack of an occasional spring cleaning of old regulations and procedures, added to the desire to find new sources of funding, taxpayer money, to satisfy an insatiable appetite of state mandates and special interests. I won't dwell on this more than to say that if you doubt the claim of complexity, make an appointment with the assessor, who implements state and county law, and ask the assessor to explain how the overall property tax rate is determined. Just to give a touch of perspective, look at all of the taxing districts; their number continues to grow. The bottom-line is obfuscated by all these games: It is taxpayer money regardless of which "justification" is used. Who can resist spending ONLY a penny here or there of tax for the [assumed] good of society? As it is with credit cards, those innocuous individual charges do add up...to a nasty bill. And what if the spending, while well-meaning, is counter-productive?

I come from the private corporate world, which treats their employees better than government employees are treated. In an attempt to be "egalitarian," custom and legislation has made it impossible to give proper compensation and recognition to good performers. I am surprised to have found so many quality employees under such a system. As we look at budgets, the one thing I learned over the years is that balancing the budget by "leaning" on employee pay is counter-productive.

Speaking about budgets: we have a serious problem that county revenue typically is bounded by the 1 percent property tax rule. How can that work, given that, even with no additional staffing or purchases, our costs go up faster than the 1 percent? Don't misunderstand; I am not advocating removing constraints on government spending; I am suggesting that we are driving our bus to a cliff, so we need a different approach. To manage government expenditures I would start by reducing government activity to its only legitimate

function, protection of life and property and development and maintenance of public facilities and infrastructure.

Still on budgets (1): Does anyone from the private sector understand what a "budget return" is? Succinctly, it is the money left over at the end of a fiscal year when expenditures fall short of the budget estimate. Budgets are best guess estimates, and, as such, we should see a "budget return" move between, say, 5 percent negative and 5 percent positive. But when a budget is always high, as it is in the county, its usefulness is limited because it has an already built in fudge factor. Often the first question asked of those requesting more staff or more equipment is, "is it in the budget?" That should be the last question. The first question should be, "is it necessary?" The next question might be, "what is the downside of denying the request?"

Still on budgets (2): Those requesting budget considerations typically treat the Board of County Commissioners (BoCC) as hurdles to overcome. Instead, the BoCC should be viewed as a resource and keeper of the big picture. As such, the requesters should lay ground work that includes defining the problem and presenting as many viable solutions as possible, giving arguments pro and con.

One important observation is that people seem not to understand that we are NOT a democracy; we democratically elect our government, but the rest is governed by the rule of law. How this matters can be illustrated with the latest hearing on the methanol plant. Evidently people think that they have a vote on whether the plant is built, so they pursue all sorts of tactics invoking all sorts of "stakeholders." But, whether the plant is permitted [should depend] depends on the proponents following the rules on the books. Our founding fathers clearly understood this distinction and noted from history the failure of democracy versus a republic.

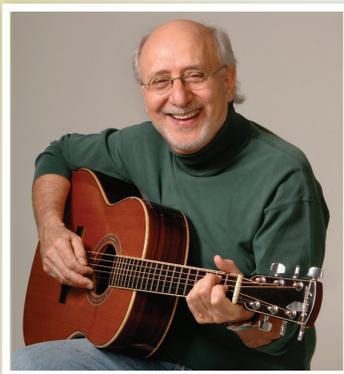
Let me change gears to praise the businesses and people of the county. Cowlitz County is a giving and caring community. I have not seen such individual largesse as here. And this fits very well with this time of year, when we are reminded of true spiritual values. Indeed, the blessings in this county are the people. Happy New Year.

# SWING INTO THE NEW YEAR WITH THE COLUMBIA!



There's something for everyone in the New Year! Music and comedy on the Main Stage, the Rainy Months Series for kids, Classic Films, two spectacular Stage Door Concerts, *and brand new this year*, a silent film accompanied by a live film orchestra! Visit our website for more information on any of these shows or to purchase tickets.

*Your Columbia Theatre – Always in Motion!*



## **PETER YARROW** (of Peter, Paul and Mary)

A folk legend with a contemporary message.

Friday, January 18th 7:30 p.m.

Tickets \$35-\$45, Students \$20

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## WestRock Classic Film Series

### **CITIZEN KANE** (1941)

Thursday, January 24th 2:00 p.m. and 7:00 p.m.

Tickets only \$8 each



## Fibre Federal Credit Union Rainy Months Series

### **MORGAN'S JOURNEY** *From Robert Morgan of Toronto, Canada*

A charming piece of interactive theatrical magic. *Best for Grades PreK-3rd.*

Sunday, January 27th 2:00 p.m. Tickets \$7 each or 6 for \$30.

**FREE KIDS CARNIVAL** beginning at 12:30 p.m. before each show.



## **THE CHOIR OF MAN**

The Ultimate feel good show! Leave your worries in your coat and grab a pint! Enjoy an evening of high energy dance, live music and foot stomping with the incredible talent of 9 ordinary guys. From sing-along classics to classic rock.

Thursday, February 7th 7:30 p.m.

Tickets \$40-\$48, Students \$20

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# A Couple of Ideas for the New Year

## Targeting Inventory Levels – Small Improvements Yield BIG Results

### TARGETING YOUR INVENTORY LEVELS

We've just finished the busiest time of the fiscal year for most small businesses – the fourth quarter often accounts for well over half of all financial activity, which is exciting and risky at the same time.

One of the most impactful challenges for business that carry inventory is *HOW MUCH INVENTORY SHOULD I CARRY?*

I have seen rather remarkable ways business owners have managed their inventory levels; everything from “fill the shelf/bin/rack/display/warehouse” type approach to carrying one display and one on the shelf strategies. Neither based on economics or cash flow.

Let me offer a simple yet powerful method for “targeting” your inventory levels on a regular basis. Please keep in mind that when you look at your inventory, I want you to see \$\$\$\$s that have been invested to have “stuff” that you must:

- pay for
- finance
- store
- count
- clean
- protect
- move
- rotate
- insure
- and generally, deal with for as long as it sits in your facility.

Inventory represents CASH that you have tied up in STUFF that can't be used for other things (profit/debt reduction/payroll/marketing etc.). Don't misunderstand, inventory is vital and necessary AND the optimal inventory levels can make or break your profitability.

Here is a straightforward method for targeting the inventory levels you want based on see through and actual results:

Here's how it works:

• For each department (product line or other collection of inventories), **convert the turnover rate into months of supply:**

REMINDER: To calculate the number of inventory turns in a year take the Cost of Goods Sold (COGS) for the year; divide the COGS by the average inventory

$$\text{TURNOVER (Turns)} = (\text{COGS}) / \text{Average Inventory}$$

*Example: Four turns divided into 12 months in a year equals three “months of supply of inventory@retail” [one turns worth]*

- Add up “one turns worth” of sales.

*Continuing our example: at four turns — add up your expected sales volume for the up-coming three months: April + May + June for that department.*

That represents the “one turns worth” of inventory (at retail price) that you need to have on hand on **March 31**. (We want to plan and target the inventory level we want for next three months – this will drive promotions and ordering to achieve the inventory level we are striving to have on hand.

- Repeat for each department.

*Now you have a targeted inventory level in retail value dollars for March 31 for each department.*

- Total it up.

*Compare that target with your inventory on hand (retail price) right now, plus all on-orders, minus realistic projected sales.*

And now, the **critical test:**

• **Are you on track** to hit the quarter end inventory target for March 31? [Make sure you repeat this process as part of your planning for each quarter]

• Are there some **adjustments you need to make?** Like mark-downs? Or canceling or delaying orders?

This simple five step process will enable you to have a much better grasp of where your money is – related to tying it up in inventory; and will allow you to plan with much more confidence throughout the year.

### GETTING BIG PROFIT GAINS THROUGH SMALL IMPROVEMENTS

I will show a simple example of what an incremental approach to improvement might do for your business. Please keep in mind that these actions are not mutually exclusive, and the combining power of implementing more than one improvement is amazing.

Let's start with a simple set of goals:

1. Increase prices 1 percent
2. Increase volume sold 1 percent
3. Reduce direct costs 1 percent
4. Reduce overhead costs 1 percent

Don't laugh, although these goals seem ridiculously easy, how many businesses have implemented even one of them? What if you focused on doing them all simultaneously? Well, here is an example of what just a 1+1-1-1 program of profit improvement steps can achieve.

For more Petrick, see page 11



## Fibre Federal: Home to Individualized Service.

"I have been a Fibre Federal member for many years. Fibre has always treated me so well as an individual that it is my pleasure to trust them with my business needs."

-Vance Lile, Owner  
3 Rivers TeamHome Inspection



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Banking Made Easy

Petrick, continued from page 10

### +1+1-1-1=45 Profit improvement calculator

1 Your Figures			Ratio	per \$100
Sales	250000			100.0
Cost of Sales	175000		0.7	70.0
Gross Profit	75000			30.0
Total Overheads	62500		0.25	25.0
Net Profit	12500			5.0
<b>2 What If</b>				
		<b>% change</b>		
Increase Price		1.0%		
Increase Volume		1.0%		
Reduce Direct Costs		1.0%		
Reduce Overheads		1.0%		
<b>3 Your New results - (all other things being equal)</b>				
Sales	255000			100.0
Cost of Sales	175000		0.686	68.6
Gross Profit	80000			31.4
Total Overheads	61875		0.243	24.3
Net Profit	18125			7.1
<b>Increase in profit</b>	<b>5625</b>		<b>45%</b>	
<b>Calculations</b>				
Sales	Original	250000		
	Price Increase	2500		
	Volume Increase	2500		
			255000	
Direct Costs	Original	175000		
	Reduction in cost	-1750.00		
	Volume Increase	1750.00		
			175000	
Overheads	Original	62500		
	Reduction in cost	-625		
			61875	

As you can see in the sample, the results can be much more meaningful than you might imagine. The way the combination of small improvements works is like the concept of compound interest.

No matter your industry or market, the math works the same way. Try it...you will become a fan!

Go ahead and do the calculations with your own figures for your own business. This is powerful and easy to implement TODAY!

For planning purposes, just take your most recent quarterly financial results and see what they would have looked like if you had implemented the 1+1-1-1 approach. What would your 1+1-1-1 =? 10 percent/15 percent/22 percent/45 percent? More?

If you want help looking at your own situation email me and we will schedule time to review your own situation and develop some projections and a plan.

HAPPY NEW YEAR!

*This article was compiled by Jerry Petrick, MBA, and Certified Business Adviser with the Washington State University Small Business Development Center (SBDC) in Longview. Jerry provides non-cost, confidential business advisory services by appointment. He can be reached via email [jerry.petrick@wsbdc.org](mailto:jerry.petrick@wsbdc.org)*



Brian Brault of Walstead Mertsching was a raffle winner.

## Monticello Mixer

More than 250 people filled the Monticello Hotel ballroom for the Chamber's Holiday Mixer, our December Business After Hours event. Below, Ambassador Carrie Medack presents Leslie and Clay Bartness with a poinsettia. Bottom, right, Ambassadors Tina Hartland and Josh Carter award Gena from Millennium with a large prize.



 See more photos on the Chamber's Facebook page or [click here](#).



# Business After Hours

Hosted by



*Specialty Rents*

— TENT AND EVENT RENTALS —

**Tuesday,  
January 15th  
5:30 to 7:30 pm**

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**Join us outside  
in our heated  
tent!**

- Food
- Beer and Wine
- Raffle Prizes
- Come see what we have to offer and learn how we can help you with your events!

**1170 15th Ave.  
Longview**



**Register online at [www.kelsolongviewchamber.org](http://www.kelsolongviewchamber.org)**

**KELSO  LONGVIEW  
CHAMBER OF COMMERCE**

**2019**

# **Business After Hours**

**January 15: Specialty Rents**

**February 12: Port of Longview**

**March 12: Business and Tourism Expo**

**April 9: Three Rivers Christian School**

**May 14: Life Works**

**June 11: Antidote**

**July 9: Three Rivers Eye Center**

**August 13: Monticello Park Prestige**

**September 11: Cowlitz County Title**

**October 8: Steele Chapel**

**November 12: Silver Star**

**December 10: Holiday Mixer**

**KELSO  LONGVIEW**  
**CHAMBER OF COMMERCE**



# The Bill of Rights and the Choices We Make

The US Census Bureau recently released information on the Bill of Rights as part of its Stats for Stories program. The narrative intrigued me, so you get to read about my takeaways and ramblings from the proposed concept from the Census.

You probably did not take time to celebrate the national Bill of Rights day on Dec. 15 like I did. That is okay, you missed out on a great time. We all have the flexibility, the right and the freedom to celebrate each day how we deem appropriately; at least within certain parameters outlined in the local, state and federal framework of laws.



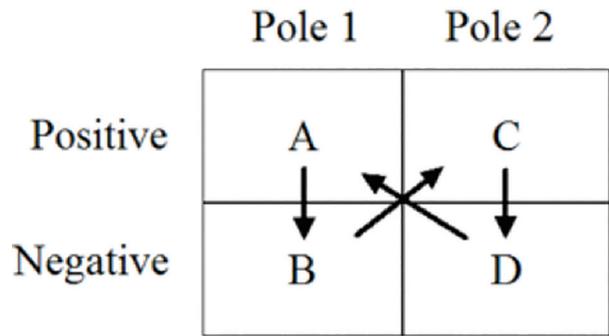
According to the National Archives, “The Constitution might never have been ratified if the framers had not promised to add a Bill of Rights. The first ten amendments to the Constitution gave citizens more confidence in the new government and contain

many of today’s American’s most valued freedoms.” Since then, the nation has been growing, changing and working to understand how the Bill of Rights relates to the issues of the day.

Most of us agree that the Bill of Rights supports the foundation that protects our liberty and our freedom. At the same time, we occasionally struggle on the interpretation of those same rights that we hold so dearly. We don’t necessarily agree on the interpretation of many of the amendments and the court system will continue to weigh changes in our understanding of reality and what it means to be human. Many an extended family has struggled with the discussions regarding our freedoms as outlined in the Bill of Rights. As with politics in general, it is important to remember that most of what we argue over is interpretations of the intent or our opinions.

The definition of an opinion is: a view or judgment formed about something, not necessarily based on fact or knowledge. The definition of a fact is: a thing that is known or proved to be true. These definitions are included to remind each of us of the terms, what they mean, and to help keep the definitions in mind as we discuss the major issues of our times. Just because I believe something to be true does not make it a fact. My perceptions and bias can sometimes help me to contrive a situation where I believe something is factual when in fact it is a deeply held, and lifelong opinion.

I have written previously about polarity management, dealing with opinions and perspectives and how challenging it can be to have conversations with those with different opinions and perspectives on life. Tremendous chasms can develop quickly when we talk about our liberty and freedom because we often fail in any attempt to understand the other persons perspective. The following graphic outlines the idea of trying to further our understanding of other perspectives.



Source: Dr. Barry Johnson

As a supporter of Pole 1, I naturally tend to be in quadrant A and D when supporting my position. A better understanding of B and C might help lead me to the desired compromise. Does acknowledging our biases and working to manage the polarized nature of our community, even when we have the freedom to have a strong opinion, make sense? Does reframing our perspectives work to support the goals we all have for ourselves, our families and for our community?

Zig Zigler, noted author and motivational speaker, spoke of perspective in his motivational programs. How we say things impacts how they are perceived. The comment that “you look like the first day of spring” will be taken significantly differently than saying “you look like the last day of a long hard winter”. Yet, the timing of both is remarkably similar. Zig tells the story better in his wonderful southern accent, but hopefully you get the general idea.

The things we say, how we say them and the other persons perspective mean a great deal as we work to communicate and, in some cases, persuade. In this era, persuasion is more challenging than ever on certain issues. It is drastically challenging when we fail to show empathy, understanding or any willingness to consider other opinions.

So, you might be asking, if you are still reading, what the heck is the point? Well here it is, all of us have several choices in life, we can settle into our own personal perspectives and demand that others conform, we can work to conquer and divide our great nation, or we can contribute to those around us by sharing our love for liberty and freedom by listening and learning while understanding that it is unlikely that any one of us will get all that we desire as far as the interpretation of our Constitution and the Bill of Rights. We are divided in opinion, we have historically been divided by our opinions and yet we continue to find ways to stay united as a nation.

As Americans, we have had 242 years of agreement, hatred, compromise, discrimination, cooperation, judgement, concession, deceit and trust. Based on what I hear from my contemporaries, we can do without another 242 years of some of those human traits, but I am not so optimistic to believe we will eliminate those less than desirable functions of society. I am hopeful that each of us will take time to evaluate our individual approach to protecting our collective freedom and liberty and make a stronger attempt to understand other perspectives.



**KELSO SCHOOL DISTRICT**  
SUPERINTENDENT MARY BETH TACK

## The thoughtful art of curriculum adoption

The importance of literacy for a functioning society cannot be overstated. In fact, it could easily be argued that reading and writing are among the most fundamental skills necessary, and are the foundation for so much else in our individual and collective lives. That's why, when we began looking at new curriculum options for English language arts (ELA), we put so much time and attention into selecting the one that would be the most beneficial for our students' success.

Curriculum adoptions at Kelso School District are intensive projects, so they're done one subject at a time. The process for adopting new ELA curriculum in our district began a full two years ago, and is still in process for grades 9-12. Committees with teacher representatives from every school in the district began meeting and reviewing options in the 2016-17 school year. The field was quickly narrowed from 25 to three, as our district only considered those meeting or exceeding standards in all areas of focus for all grades; and then down to two. The committees selected ReadyGEN for K-5 and myPerspectives for 6-8, and they were piloted in 20 K-8 classes in the 2017-18 school year. Celebrations and challenges were reviewed by the committees, which continued to meet for a second year. After a thorough vetting, the new ELA curricula were implemented at the beginning of this 2018-19 year.

Evaluated on three categories: text quality, knowledge building, and instructional supports; these new curricula integrate reading, thinking, and writing in a stronger way. This integration supports student thinking at a deeper level and is more intentionally systematic. One teacher reports, "Seeing the level of student engagement has been surprising and encouraging."

This new adoption is also more rigorous, which we anticipate will raise reading and writing proficiency levels. This is already happening in some classrooms, as one teacher states, "I thought ReadyGEN would be too difficult for my students, but they have risen to the challenge."

Our two ELA support specialists are out in schools every week, talking with teachers, offering professional development training, and assisting with implementation for these new curricula. We are happy to say both have been adopted 100 percent, and we're doing everything we can to support ELA and our ultimate goal of preparing every student for living, learning and achieving success as a citizen of our changing world.



**LONGVIEW PUBLIC SCHOOLS**  
SUPERINTENDENT DAN ZORN

## Looking forward to a great 2019

The start of the school year was a challenge for Longview Public School employees, parents and students. Navigating through a work stoppage was something we did not have experience with and thankfully, it's in the past. While labor negotiations are in the past, we've been working very hard since the start of school to re-establish the valued and trusted relationships between the district and staff members. Many administration and board listening sessions have been conducted with our staff over the past few months to assure that we have a clear understanding of the challenges and opportunities that are before us. I am proud of the outstanding work our teachers and support staff do to educate our young people. They deserve to be well paid and we will continue to do all we can to assure that we provide a salary and working environment that assures we can hire and retain the best in the region.

Earlier this year we celebrated the district's 88 percent high school graduation rate for the 2017-18 school year. This fall, R.A. Long was named a Washington State School of Distinction for the fourth time. Monticello Middle School also earned the School of Distinction honor for achieving outstanding growth in English and math proficiency. Being named a School of Distinction is an honor and one the entire school district can be proud of.

In October the community showed its enthusiasm for the school district when people came to the pre-apprenticeship program grand opening at Mark Morris High School. Working with several different trade unions the district remodeled existing space into a pre-apprenticeship career center where students can learn skills that will lead them to careers in the trades. Our 19th District State Rep. Brian Blake said, "This is a fantastic program and it's great to see the school district partner with business and the trades to prepare young people for rewarding careers." While students from any Longview high school can participate in the pre-apprenticeship program located at Mark Morris, the district aims to expand career and technical learning opportunities at R.A. Long as well.

For example, the district recently received great news – we've been awarded a grant of \$1 million dollars, which will be used to establish a STEM (science, technology, engineering and mathematics) lab at R.A. Long. This will give students another pathway to good paying jobs and a productive future. We look forward to continuing our work with the Kelso Longview Chamber of Commerce as we design programming that helps our students to graduate "work ready."

Longview Public Schools is working hard educating students and preparing them for the future. At the same time, we're developing plans for the future of the district that include expanding work, based learning opportunities. Literacy will continue to be the most important thing we do because it provides the necessary foundation for future learning and success. Together the teachers, support staff, administrators, and board members of Longview Public Schools are focused upon creating an educational future that will improve the lives of the students we serve. We are grateful for the partnership we have with the Kelso Longview Chamber of Commerce as we continue to improve the education we provide our students. Your support and guidance is essential to our future success.



# PORT TALK

—PORT OF LONGVIEW NEWSLETTER—



The Port of Longview has enhanced the quality of life for generations of families living in Southwest Washington.

## PROUDLY BRINGING BENEFITS TO COWLITZ COUNTY SINCE 1921

Nearly 100 years ago, local citizens made a crucial vote to form a port district in Cowlitz County following the creation of the Port District Act (see related story below). This fateful move would see the Port of Kelso—as we were first known—established on the banks of the Cowlitz River in 1921. Little did civic leaders know their humble Port would grow into the third largest in the state, encompassing over 800 acres and sparking unparalleled economic growth throughout the region.

The Port's first decade saw 130,000 tons of cargo moved on a modest 40 acres of land. Fortunes changed quickly as the Great Depression set in, but World War II brought new prosperity as the Port began moving war equipment overseas. With war declared over in 1945, the Port began marketing itself in earnest. Finally, under the direction of Manager Harvey Hart, we achieved status as a U.S. Customs Port of Entry in the 1950's. This important event allowed the Port to compete with other large West Coast ports and ushered in a new era of expansion.

The Port District Act required ports to be named after the largest city in the district, which was Kelso at the time. Upon Longview's establishment as an official city in 1923, and after some controversy, voters approved moving the Port of Kelso to the more accessible Columbia River and renaming it Port of Longview in 1929. Other ports would quickly sprout up, helping improve the river channel while the Port built its infrastructure.

As decades passed, new docks were built, cargoes diversified and thousands of jobs were created. The Port is now a thriving, locally-governed asset bringing benefits home to families in our Port district and improving the economic health of our entire region. From the banks of the Cowlitz River to the Columbia and beyond, your Port is here to stay. 🇺🇸



Harvey Hart's career with the Port spanned four decades.

## Q&A LOOKING BACK WITH FORMER G.M. HARVEY HART

**BACKGROUND:** Harvey Hart (1906 - 1993) was the longest serving Manager of the Port of Longview. Originally hired as an accountant in 1930, Harvey succeeded Frank Gowdy as General Manager in 1943. Harvey's impressive 43-year run would see the Port through many important milestones, ultimately positioning it as one of the most prosperous ports in the state. (All responses below are from a previous interview with Mr. Hart.)

**Q:** How would you characterize the growth of the Port?

**A:** "The development of the Port was based on the major periods in water transportation. The first was a period of domestic trade based on the wood products industry. River traffic was entirely domestic then, consisting of coast-wise and inter-coastal trade."

**Q:** When did Port operations first begin to diversify?

**A:** "Everything changed in 1942, as the Port became extremely active as the distribution point for materials and cargo destined for the theater of war."

**Q:** How did the Port transition from the surge of activity related to World War II, to the postwar 1950's?

**A:** "The Port recognized that survival required imaginative cargo solicitation. In the early 50's the Port began to reach out for its customers. Firebrick exports to the Philippines and plywood imports from Asia were secured to feed the exploding housing markets of the Midwest."



The Port District Act kept railroads from monopolizing the land.

## 1911 PORT DISTRICT ACT KEPT RAILROADS FROM TAKING OVER

The arrival of transcontinental railroads in the 1870's opened up the State of Washington for development like never before, but it came at a steep price as civic leaders gave large areas of waterfront real estate to the railroads in the name of growth.

After realizing the tremendous economic impact their waterways brought to the region, and seeing their lands slowly being monopolized by railroads, state legislators passed the game-changing Port District Act in 1911. This historic piece of legislation placed waterfront property back into the hands of local communities by empowering citizens to form port districts, eventually creating jobs and fueling the economy. Over 100 years later, the Port of Longview stands proudly as one of the most successful among the 75 port districts in Washington. 🇺🇸

## A TIMELINE OF EARLY PORT OF LONGVIEW MILESTONES

**1921** Port of Kelso established on Cowlitz River

**1929** Voters change name; relocate to Columbia River

**1942** Port handles WWII cargo; profits climb

**1950** Port achieves Port of Entry status

### COMMISSIONERS

Jeff Wilson / District 1  
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Norm Krehbiel



# Workforce Southwest Washington Seeking Companies for Youth Hiring Event and Career Fair

Workforce Southwest Washington (WSW) is seeking companies to host tables at the Youth Employment Summit (YES) on March 19 at the Clark County Event Center.

The YES event is an opportunity for businesses to engage with their future workforce, promote their company, industry and job opportunities. It provides high school-aged individuals an opportunity to explore careers in our region's high-growth, high-demand industries and find first jobs. More than 600 students are expected from school districts in Cowlitz and Clark counties.

Preparing youth with skills and options is vital for our local economy and crucial to filling business workforce needs.

Companies have three opportunities to participate:

1. **Host a table.** Healthcare, tech, manufacturing and construction companies can host a table to share information about their company, types of education/training needed and open jobs, answer questions and provide hands-on demonstrations or activities. Assistance is available for employers that need help designing an activity.

2. **Hire a student.** Businesses in any industry are needed to hire students (particularly 16-18 year olds). Work experience is critical to a student's future success in the workforce.

3. **Be a sponsor.** Corporate support ensures as many young people as possible have an opportunity to participate.

Employers interested in hosting a table or hiring students can register at <https://bit.ly/2BArYwi>. Registration is free.

For sponsorship opportunities and more information, contact Darcy Hoffman, director of business services at Workforce Southwest Washington, at [dhoffman@workforcesw.org](mailto:dhoffman@workforcesw.org) or 360-608-4949.



*The Youth Employment Summit provides high school-aged individuals an opportunity to explore careers in our region's high-growth, high-demand industries.*



*Julia Maglione, communications manager at Workforce Southwest Washington can be reached at [jmaglione@workforcesw.org](mailto:jmaglione@workforcesw.org) or 360-567-3176.*

Discover!

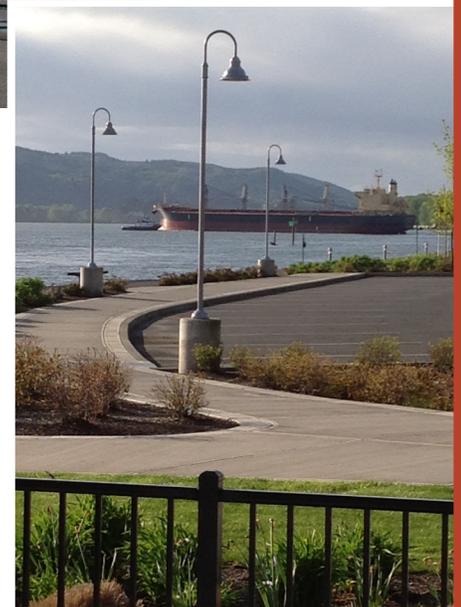


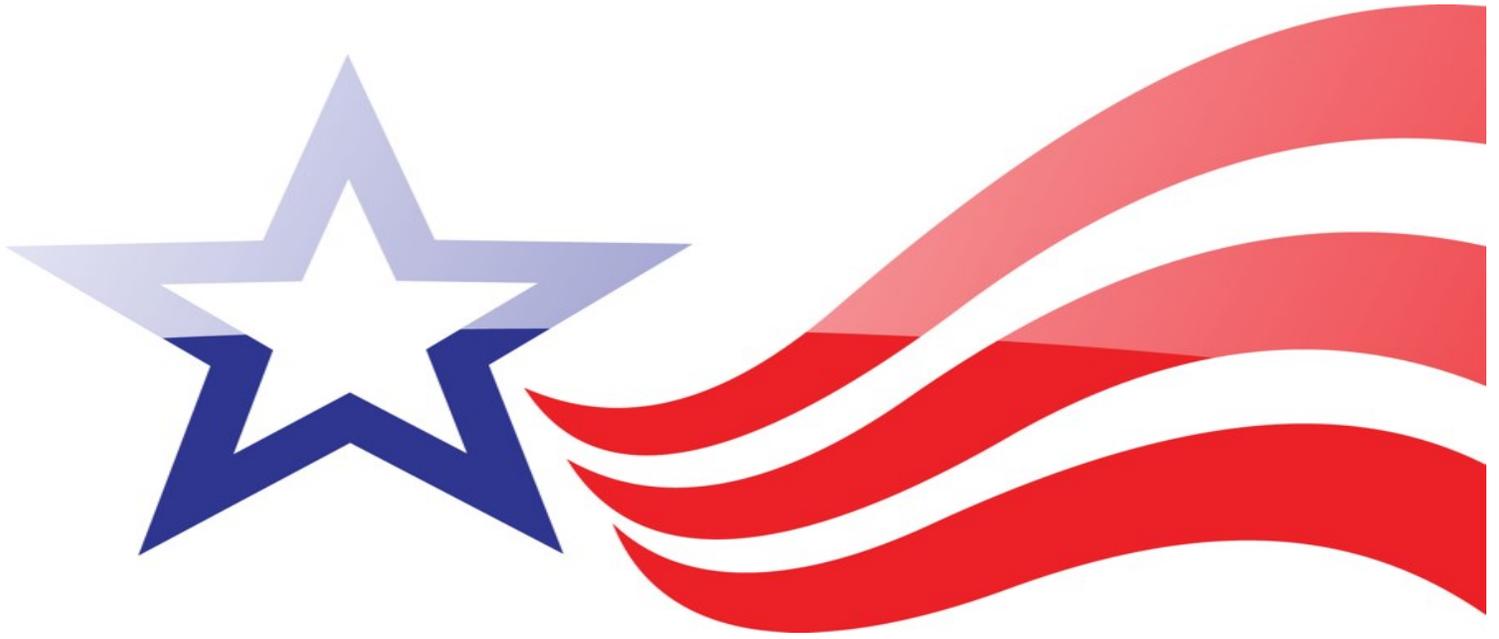
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# Connect with Legislators



**John Braun**  
Senator 20th  
Legislative District

## Legislative Briefing Breakfast

**Begins Monday, January 28, 7am, RED LION**  
And continues each Monday throughout the Legislative Session



**Dean Takko**  
Senator 19th  
Legislative District

Each week, contact is made with our local legislators, either in person or by conference call, for an update on the bills and issues currently under consideration. Gary Chandler from the AWB is our main source of information as to what is going on in Olympia from a business perspective.



**Ed Orcutt**  
Representative, 20th  
Legislative District

As a business, you often feel the impact from some of the decisions made by our State Legislators on your ability to do business in Washington State. These breakfast briefings give you an opportunity to discuss personally with your elected officials issues that impact your business and seek options that provide for better business operations in Washington.



**Jim Walsh**  
Representative, 19th  
Legislative District

Three major issues to be addressed during this session that WILL affect your business, B&O Taxes, Carbon Tax and Predictive Scheduling. Come find out? Be Heard?



**Richard Debolt**  
Representative 20th  
Legislative District

<p>January, 28 - (105 day session) <b>Legislative Update Breakfast</b> Mondays during the Session RED LION, Birch Room 7:00 a.m.</p>	<p>May - December <b>Legislative Committee Meetings</b> First Monday of each month Location for 2019 - TBD</p>
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**Brian Blake**  
Representative 19th  
Legislative District



**Kelso Longview**  
C H A M B E R O F C O M M E R C E  
*The Voice of Business*



BY **CHUCK NAU** Retail Consultant and Sales and Management Trainer – Murray & Nau, Inc.

# How Much Should a Retailer Invest in Dollars on Advertising? Depends on a Number of Factors!

Two questions frequently asked when I am working with small and midsize businesses, retailers and service providers typically seem to be related to, “How much should I spend on advertising for my business?” and “How do you establish an advertising budget?”

Another question often asked would be “What works best, one at a time, hit or miss, or a planned long range advertising program?”

So, the focus of this month’s column will be to answer those questions.

Investing in your business or the service you provide through advertising depends on a number of factors. But first, let’s clarify a basic assumption: Advertising to promote your business or service is NOT a cost. Rather, as I just stated, advertising is an INVESTMENT in your business or the service that you provide to the community. It’s also an investment in YOUR community.

Let’s explore the four contributing factors in determining the amount of your advertising investment. Let’s also review what happens when you advertise price or if you are only promoting (selling) based on price alone.

- **Business Location** – You have heard it before...location, location, location! High traffic area? Low traffic area? The lower the traffic, the more rural or out of mainstream flow, the larger the dollar investment in advertising required.

- **Top of Mind Awareness** – Or, as I like to say...“Name a (business) in your community?” Will YOUR business name or service be “Top of Mind” or quickly identified? And, of course, a new business will need a larger dollar investment in advertising unlike an established business that already has local awareness, familiarity and trust.

- **Competitive Market** – Do you know who your competitors are? Have you reviewed your competitive advantages...what benefits set you off from others in your community? What’s unique about your business or service? Businesses in a market with a number of competitors will need a larger dollar investment in advertising as opposed to a one of a kind business in a market.

- **Price vs. Value** – It’s ALL About Value! What’s the value of your business or service? Teach your staff (and remind yourself) NOT to give “facts”. Rather talk BENEFITS or how the facts or features you offer will help solve a need or problem (or opportunity) your

customer has. Facts create objections...BENEFITS reinforce your value and sell your goods or services.

A business that only guarantees lowest price or features ongoing sales must continually reinforce this message and therefore will require a larger dollar investment in advertising. When you advertise price, or if you are **only selling price**...you have to continue to lower the price, or come up with enhanced incentives, on an ongoing basis in order to continue building your customer base. Value! It’s all about value ... your business or service value!

Now that you have clarified some of the factors to consider as you move forward with your advertising investment planning...the next question is how to establish an advertising budget.

Most retailers set their **investment in advertising dollars** based on a **percentage of sales**. In other words, if your monthly sales goal is \$10,000 to maintain a positive cash flow and GROW your business, most retailers would consider a \$300 (3 percent of monthly sales goal) to \$500 (5 percent of monthly sales goal) monthly ad budget BEFORE taking the aforementioned contributing factors into consideration.

In closing, do not allow your advertising investment to be wasted. One time or “hit and miss” advertising has a very high likelihood of generating minimal, if any results.

Planning an advertising campaign (a series of ads, with a set aside/allocated budget, within a timeframe, to meet an IDENTIFIED need, problem or opportunity, with a DESIRED outcome) will maximize your advertising investment dollars.

© Murray & Nau, Inc.

*Chuck Nau of Murray and Nau, Inc. is a Seattle area based consultant and sales and management trainer. He is a 25-year veteran of advertising, sales, media and management, who knows and understands the everyday challenges of starting up, growing, and surviving in today’s ever changing retail climate. He has spoken to and conducted workshops for a number of local retail and chamber organizations, national publishing groups, national retailers and manufacturers, state press associations, and newspaper groups.*

*Comments and questions are welcome and may be directed to Chuck via email: [murnau@nwlink.com](mailto:murnau@nwlink.com) or at 425-603-0984.*



# KELSO LONGVIEW

## CHAMBER OF COMMERCE 2019 VISITOR & MEMBERSHIP GUIDE

### Let visitors and businesses know about you!

#### 12,000 visitors will come into the Visitor Center... and they are looking for YOU!

- ✓ Used year round by hundreds of local and out-of-area companies.
- ✓ A resource guide for the community.



### Space is limited – Call today! 360-423-8400

Ad Rates	Regular Rates	Early Deadline
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1/2 Page .....	\$1,235	<b>\$1,111</b>
1/4 Page .....	\$935	<b>\$841</b>
1/8 Page .....	\$715	<b>\$643</b>
1/16 Page .....	\$505	<b>\$454</b>

All ads are full color at no extra charge.  
Visitor Guide is also published online.

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1/8 Page: Vertical (1.83" w x 4.9" h), Horizontal (3.75" w x 2.375" h)

1/16 Page: 1.83" w x 2.375" h

### Reserve your space today!

### Mechanical Specifications

**Electronic Files**

- Should be emailed to [bmarcum@kelsolongviewchamber.org](mailto:bmarcum@kelsolongviewchamber.org)
- Please include your company name and publication in the subject line.

**Logos, Images, Photos**

- Formats: JPG, EPS, TIFF, PDF
- Resolution must be 300 dpi. Images from the internet cannot be used.

**Full Files**

- PDF format, high quality print setting (300 dpi with fonts embedded)

**Images for Scanning**

- Photographs (up to 8.5" x 11"), stationery, menus, business cards, etc.
- Artwork for scanning must be clear and unmarked.
- Digital artwork is preferred as this will give a higher quality result.

If you have any questions regarding acceptable artwork, please call **360-423-8400** or email [bmarcum@kelsolongviewchamber.org](mailto:bmarcum@kelsolongviewchamber.org)

# KELSO LONGVIEW

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## Happy Holidays

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## THE EXECUTIVE CORNER

BY FRANK MCSHANE Square Peg Consulting

# Every Business Needs a Rhythm

Does your business have consistent elements that help drive it forward?

Things like:

- Regular communications with the employees
- Monthly reviews of the financials
- Frequent and consistent discussions of Key Performance Indicators
- Firm and steady follow-up on commitments and action items
- Scheduled visits and purposeful tours of outlying locations or key customers

Or, do you:

- Communicate occasionally with employees, maybe through an infrequent email or newsletter?
- Review the financials when there is a problem (cash flow, surprise loss, etc.) or
- Wait to sit down with your tax accountant at the end of the year?
- Have a set of Key Performance Indicators other than the P&L?
- Track action items on Post-It notes or verbally?
- Visit your outlying locations or key customers occasionally, usually in reaction to a problem?
- Find yourself fighting fires with no time for fire prevention?

The first group may sound like a lot of structure and trouble – “We don’t have time for all that, we have a business to run!” There is no doubt that putting in the kind of proactive structure described at the top takes time and lots of effort. So why do it? Why not just work on becoming better fire fighters?

There are two benefits that I have seen in managing a business (or even a department) in a more regular and rhythmic manner. The primary benefit is to the employees. The reality is that most jobs, particularly front-line jobs, are primarily made up of routine, repetitive tasks where the performance expectation is consistency and continuous improvement. The employees who fit these jobs well have the patience, steadiness, and attention to detail that helps them perform well over time without burning out. These types of people thrive on regular communication and feedback that provides a clear sense of what is expected. They want to know how they are doing, hate surprises, and resist sudden changes in practices and priorities. Employees adapt much better with advanced warning and a chance for input on planned changes. This helps people feel engaged in the business as opposed to feeling like they are just along for the ride.

The second benefit is to management. Regular structure, reviews, and communications are difficult for leaders who are impatient, excel at problem-solving, and like to initiate change. However, it helps keep us in front of problems. We can see issues and trends developing in advance. We can prepare employees for needed changes so that the implementation goes more smoothly. We get to hear their input, particularly concerning unintended consequences, ahead of change instead of having to clean up after. In short, the consistent structure puts us in control of our business, rather than the business controlling us.

A key challenge in implementing a better management process is determining what is the best frequency for the elements of measurement, review, and communication. Each business has its own unique frequency, or rhythm, that fits best. In manufacturing, it might be by shift, day, and week. Distribution and retail might be more by day, week, and month. Service and project-related businesses might be more suited to week, month, and year-to-date. If you listen closely, you will be able to hear what the actual rhythm is for your business – the one that best benefits your employees and your leadership team.

*Frank McShane is president of Square Peg Consulting. For questions or comments, please contact him at [fvm@SqrPegConsulting.com](mailto:fvm@SqrPegConsulting.com) or 360-562-1077.*

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# Constructing a 'Yes' Workplace Environment

January is typically the month full of resolutions; people make broad and bold statements of things they want to accomplish in the new year. Definite and earnest decisions to create healthy behavioral change or write and cross off bucket list items are some examples. Resolutions are a perfect representation of what can happen when **direction** (seeing “yes”), **devotion** (hearing “yes”) and **determination** (acting on “yes”) are partnered with the structure of a timeline. Despite the fact that these New Year’s resolutions are most often associated with personal, nonprofessional goals and that they occur in a month that doesn’t align with employee reviews, an important question needs to be asked: *In which ways can the workplace capitalize on this timeline to provide a “yes” environment and encourage all levels of employees to refresh their quarterly and annual goals with **direction, devotion and determination**?*

In research studies, MRI scans reveal that dozens of stress hormones and neurotransmitters are produced as a reaction to the eyes seeing and the brain responding to the word “NO” flashed for **less than one second**. These chemicals immediately interrupt the normal functioning of the brain, impairing logic, reason, language processing, and communication.<sup>1</sup> Additionally, key structures that regulate memory, feelings, and emotions are negatively affected, disrupting

sleep, appetite and the ability to experience long term happiness and satisfaction.<sup>2</sup> All this has a potentially destructive impact on workplace productivity, negatively affecting employee mental, physical and emotional health, employee job satisfaction, employee retention, and employee relations.

In contrast, when the workplace cultivates a “yes” environment, all levels of employees experience lower physical and emotional stress, build trusting relationships and exist in “*an optimal range of human functioning*.”<sup>3</sup> Additionally, the human body was designed to move and thrives best when invited to do so. The human spirit was designed to be interchangeably dependent and independent. It soars when invited to freely do so. The human brain was designed to self-regulate and feels safe when invited to do so. Incorporating a “yes” workplace environment includes language, behavior and communication that invites employees to “do” rather than “don’t” do. This creates a forward moving and forward-thinking workplace environment, yielding innovation, creativity, employee engagement and overall work satisfaction.

Constructing a “yes” workplace environment requires a buy-in on all levels of management. Some key considerations are:

- role modeling reliable behavior
  - doing = saying what is going to be done (i.e., follow-through)
- positive visual messaging
  - “The elevator is down for repairs. We apologize for the inconvenience,” vs., “We are working on improving the elevator’s functionality. Thank you for your patience.”
- images and dialogue are communicated with an emphasis on positive (do) language rather than negative (don’t) language.
  - “There has been a 20 percent drop in sales. We failed to achieve our sales production goals last quarter,” vs., “We have an opportunity to increase our sales this quarter. What areas can we focus on to make that happen?”
- frame conversations with evocative and inciteful questions
  - utilize this powerfully written article: [https://umanitoba.ca/admin/human\\_resources/change/media/the-art-of-powerful-questions.pdf](https://umanitoba.ca/admin/human_resources/change/media/the-art-of-powerful-questions.pdf)

These are some subtle ways in which workplaces can shift toward a “yes” environment, invite employees to the conversation, making them feel seen (direction), heard (devotion) and acknowledged (determination).

I wish you and your employees a new year full of direction, devotion and determination.

<sup>1,2,3</sup> <https://www.psychologytoday.com/us/blog/words-can-change-your-brain/201208/the-most-dangerous-word-in-the-world>

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# New Releases for Small Business

As we approached the end of 2018, it seemed like a good time to reflect upon the last year and the great books that I read. On a personal note, it has been a difficult year for me both personally and professionally, and because of this, I found that I did not read as much as I would like to, nor probably should, have read. Below are the top 10 books that both were published, and that I read, in 2018. You can find all of these titles, and so much more, at your Longview library. Join me in making a resolution to read more in 2019!

**“Educated: A Memoir”** by Tara Westover. This was my favorite book of 2018. It is the true story of the traumatic childhood of the author, born into a survivalist family in Idaho and until she was 17 never set foot in a school. This is a beautifully written coming of age story of a young woman whose quest for knowledge takes her from Brigham Young University, to Cambridge, Harvard and beyond. This is truly a beautiful story of growth and redemption and joys of learning and the costs of reaching her goals.

**“Love and Ruin”** by Paula McLain. Another great historical novel about real life characters. In this well-researched and written tale, McLain tells the story of another one of Ernest Hemingway’s wives, his third, Martha Gelhorn. A serious war journalist and author in her own right, Gelhorn’s story is a fascinating look at the world at war and the war of the heart.

**“Kingdom of the Blind”** by Louise Penny. Every year I think that I might not include the latest mystery from the best-selling Canadian mystery author, but every year she puts out fascinating mysteries filled with very real characters that you feel you already know, or wish that you did. It is always a welcome treat to see what my old friends are up to in each new title.

**“Calypso”** by David Sedaris. Sedaris is one of the funniest writers around and he does not disappoint in his latest book filled with the maybe true, maybe not stories of himself and his all-too real family. I have heard him read, and listened to his books on audio, and, as an added treat, once you have you can never read his books without hearing his distinctive voice.

**“Clock Dance”** by Anne Tyler. The Pulitzer Prize winning author strikes gold again with the wonderfully written, and told, story of Willa Drake. The book tells her story revolving around the certain defining moments in her life, culminating when her son’s ex-girlfriend is shot in the leg and she rushes to where she lives to take

care of her daughter. She finds a new life in the eccentric and quirky neighborhood where they live and perhaps finds her own purpose.

**“Unsheltered”** by Barbara Kingsolver. Kingsolver is one of my favorite authors though I actually prefer her essays and non-fiction books to her fiction. Her latest novel involves two families living on the same residential lot separated by 150 years. It is a beautifully written and well-told story filled with her usual blend of compelling characters, social awareness, and a connection to the natural world.

**“The Dinner List”** by Rebecca Serle. Serle’s romantic novel is magical realism at its best. I think everyone at one time has considered the question of whom he or she might invite to dinner if they could have anyone there living, or dead. This is that question brought to life as a young woman finds herself at dinner celebrating her 30th birthday with her favorite professor, her estranged father, her best friend, her on-again-off-again boyfriend and Audrey Hepburn. Together they help her deal with her life and her memories both joyous and heartbreaking.

**“The Lost Vintage”** by Ann Mah. I was first drawn to this novel by my love of things French and of wine. Returning to her ancestral home in France to study for her master of wine credential, Kate discovers a wartime diary written by her great-aunt and so begins a tale of two-times that is both fascinating and engaging.

**“So you want to Talk about Race”** by Ijeoma Oluo. While I cannot say that this was the easiest book to read, clearly race is a complicated subject under the best of circumstances, I found this book to be challenging, difficult and ultimately transformative. After seeing the author speak at the American Library Association conference, I was excited to read the book. I got more than I bargained for and really had to face my own ideas and preconceptions as I moved through this wonderful book. It is worth the work.

**“Calculating Stars”** by Mary Kowal. In this wonderful and fascinating alternate history, it is 1952 when a meteor strikes off the eastern seaboard obliterating much of the east coast including Washington, D.C. The long-term effects of the strike lead scientists to the belief that humanity’s end may be sooner than expected sparking a space race unlike any other inviting women as well as men to participate. A great exploration of science, science fiction, sexism and a fascinating lead character makes this first in a duology a great read.



## LONGVIEW DOWNTOWNERS

BY LINDSEY COPE President

# Downtown Longview Welcomes 2019

The new year is always a time of renewal. The same can be said of downtown Longview. The past six months we have been diligent in our efforts to increase partnerships, decrease vacancies, increase awareness, build sales, and bring in the community. Through social media, radio, print media and those partnerships we have been able to start gaining traction, though our work is never done.

We are excited to continue these goals in 2019 with new events, businesses and partnerships. Look for pushes at traditional retail times such as Valentine's Day, Mother's Day, Father's Day, gradua-

tion, back to school, Small Business Saturday and Christmas. In addition to these holidays, we will be hosting individual events to bring people downtown while strengthening our partnerships.

Our new and improved website will be functional in 2019 and we will be debuting new materials to extend our reach beyond the local area to capitalize on events that encourage tourism.

Thank you all for your support! We appreciate every business owner, shopper, and casual wanderer!

Cheers to the new year!



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## Ring in the Season

The Ambassadors rang in the giving season with the Salvation Army's Community Christmas Center.



See more photos on the Chamber's Facebook page or [click here](#).

## Outdoor Addition

Coats, not just red ones, were appropriate for the R.A. Long Park gazebo ribbon cutting with Aaron Koelsch and sister Nancy.





## DECEMBER AMBASSADOR OF THE MONTH

**JOSH CARTER** Sales/Marketing KLOG/KUKN/The Wave

# Volunteer Rides a Wave to Chamber Honor

Josh Carter sees a great value in gathering local professionals for the purpose of networking. It's one of the reasons he was selected as December's Chamber of Commerce Ambassador of the Month.

"I am a b2b marketing person," Carter wrote in his Chamber Ambassador application. "My entire focus and goals center around helping local businesses communicate their great promotional ideas, or turn what is great about their business into a compelling marketing campaign.

"Because I am fortunate enough to work with multiple businesses. I get the added bonus of being able to connect them to each other so they can come together and achieve their goals," continued Carter, who works in sales and marketing for KUKN/KLOG/The Wave. "Networking is one of the most powerful tools every business has.

"I sincerely think that every single business should be marketing and networking. There is always something to be gained from staying connected; whether that something is just some fun, or the ding from your till."

*Chamber Ambassadors, known as the Red Coats, are an integral*

*part of the Chamber of Commerce. The Ambassador team is made up of active Chamber volunteers whose responsibilities include meeting and greeting at Chamber events, welcoming new members and assisting at ribbon cuttings and community events. Ambassadors juggle busy professional careers while making time to assist the Chamber at a variety of events year long.*



*Josh Carter spreading holiday cheer along the Jingle all the Way route.*

*If you would be interested in wearing a red coat and representing the Chamber, contact CEO Bill Marcum at the Chamber office.*



*Attorney Michael Claxton  
Licensed in WA & OR*



*Attorney Brian Brault  
LL.M. in Taxation*

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- Monthly Business After Hours

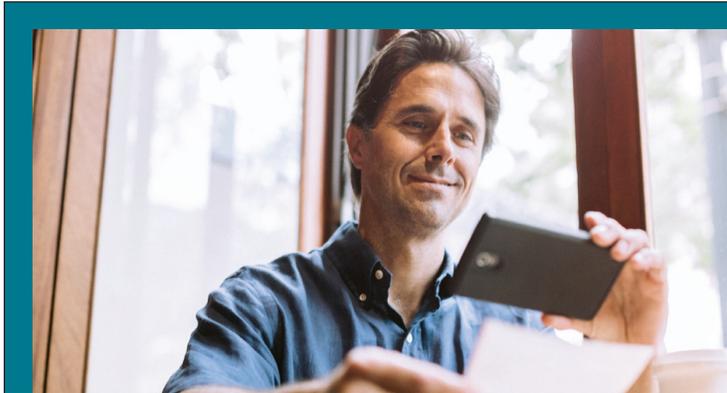
**Business Services** include marketing for your business, referrals and access to Chamber publications and re-

search data.

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- Member to Member Discounts
- Membership Directory
- Tax Deduction
- Newsletter
- Business Card Display
- Use of Chamber Logo

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**Gold** Membership Package – \$2,500 or \$211.33 per month.

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**Diamond Club** Membership Package – \$10,000 or \$834 per month.

**Nonprofit** Package – \$180 or \$18 per month.

The Kelso Longview Chamber of Commerce would like to give a **SHOUT OUT** and a big **THANK YOU** to the following loyal members for renewing their partnership with us.

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Tent City Rentals/M&M Productions  
The Golden Palace  
The Red Hat  
Three Rivers Eye Care  
US Senator Patty Murray  
Walstead Mertsching PS  
Watkins Tractor & Supply Co.

## Winter Wonders

In December, Mary Alice Wallis presented listeners with information regarding the Community Festival of Nativities.



While DeDe Brill and Jodi Zelazny talked up Community Home Health & Hospice's Wonderland Bazaar.



**"Your Chamber Connection" EVERY Wednesday**

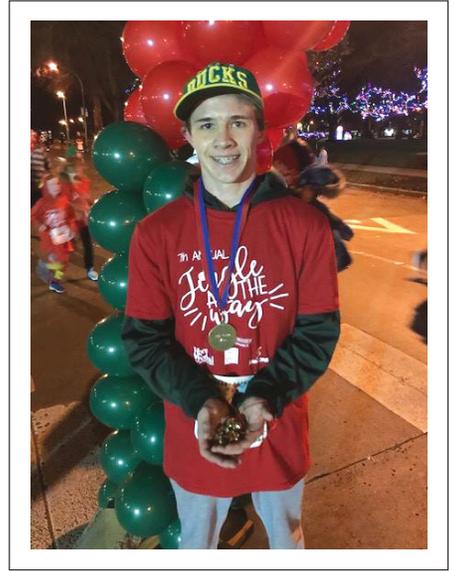
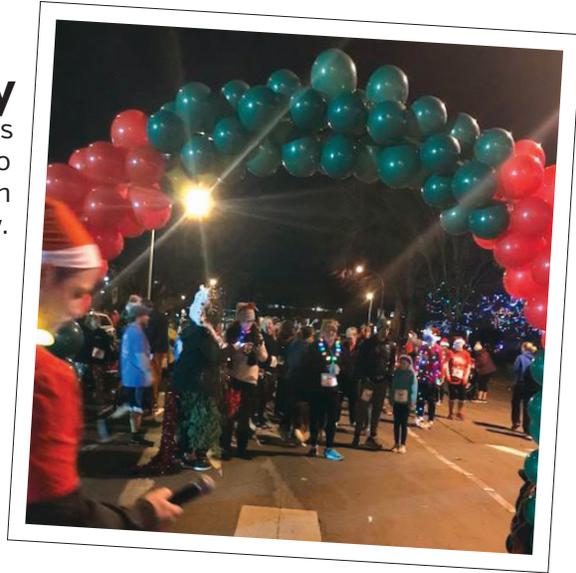
**Hosts of the Show:** Carey Mackey, Red Canoe Credit Union; Karen Sisson, Stewart Title; and Russ Chittcock, Enlivant

Would you like an opportunity to be on Your Chamber Connection or to have more information about the qualifications of an open house or ribbon cutting? Contact Bill or Amy at the Chamber 360-423-8400

Stream live at [www.kedoam.com](http://www.kedoam.com)  
Local guest and current events

## Jingle all the Way

More than 360 runners and walkers dressed up and braved the cold to enjoy our fun family event in downtown Longview.





## Holiday Winners

Lower Columbia Professionals bunco fundraiser winners included Vashti Langford, Cowlitz Indian Tribe and Sharon Walker, Monticello Hotel, plus a whole lot more.



See more photos on the Chamber's Facebook page or [click here](#).

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