



off the vine

September 2014

Volume 1, Issue 2

Monthly Business Luncheon

The Northshore School District is in the midst of exciting and far reaching change. Last February, voters passed a bond measure to fund the final phase of the Woodinville High School renovation and the construction of a new comprehensive high school in the north end of the district to address enrollment growth and create greater instructional opportunities for students. Northshore School District Superintendent, Larry Francois, will provide a brief update on these projects and what they will mean for the Northshore school community in the coming years.



Guests will also have the opportunity to learn about the Northshore School District's Adult Transition Program (ATP). Designed for special needs students ages 18-21, the ATP supports young adults as they transition to life after high school by building independence and quality of life. Key features of the program include exposure to different employment opportunities, navigation of public transportation and services, and development of vocational and independent living skills. Come learn how you can enrich the lives of these young people and enhance the visibility and reputation of your business

by offering an ATP student – in conjunction with a district on-site job coach – an internship opportunity.

Join us:
Thursday, September 18
11:30 am - 1:00 pm
Weatherman Room
Redhook Ale Brewery
14300 NE 145th Street
Woodinville, WA 98072
Please [REGISTER](#) by close of business Monday, September 15

Student of the Month Sponsor



Building Confident Leaders

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Welcome New Members

Teknon Telecom Division

Brandon Relkoff
509.426.8598
15443 NE 95th Street
Redmond, WA 98052
Teknon is your total voice and data solutions provider, as well as electrical services provider. Telecom Manager/Chamber contact; Brandon has more than 20 years in the telecom industry, and is a high level engineer/installer/designer.

KEITH MEGAY PHOTOGRAPHY

Keith Megay
425.761.4340
18321 NE 191st Court
Woodinville, WA 98077

PHYSIOCARE PHYSICAL THERAPY

Andy Lodato
425.402.9772
17618 140th Ave NE
Woodinville, WA 98072

Welcome

Thank you Renewing Members!

30 Years

Northshore School District

Larry Francois
425.408.6000
3330 Monte Villa Parkway
Bothell, WA 98021

20+ Years

Union Bank

Julie Davidson
425.485.5626
17922 140th Ave NE
Woodinville, WA 98072

5+ Years

The Woodhouse Wine Estates

Chris Schwesinger
425.527.0608
15500 Woodinville-Redmond Rd. NE, C-600
Woodinville, WA 98072

1-5 Years

Woodinville Repertory Theatre

Sara Mutal
425.527.6889
PO Box 2003
Woodinville, WA 98072

In Woodinville

Stuart Butler
206.679.3158
PO Box 729
Woodinville, WA 98072

Campbell Run Apartments

Lisa Baker
425.483.3444
13305 NE 171st Street
Woodinville, WA 98072

More on New Members

Thank you for supporting our Platinum Members



Mark Howley
800.562.2247
15300 Woodinville-Redmond Road NE, Suite A
Woodinville, WA 98072
PBi is a supplier/distributor and manufacturer of specialty packaging for specific markets and products. The PBi core statement is: "Manufacturing one-way degassing valves, carrying stock bags for our

core markets, and sourcing customized flexible packaging materials from qualified worldwide producers. This is achieved through an intense focus on product knowledge and service."

Our objective is to make packaging simplified for our clients. The goal of simplicity is achieved through years of experience and the study of existing and evolving package technologies. In 2015, PBi will celebrate 30 years in business!

Cascade Technical Services, LLC

Angus Walker
206.316.2351
13231 SE 36th Street, Suite 215
Bellevue, WA 98006

Sandra Owen Design

Sandra Owen
206.406.5452
18324 96th Dr. SE
Snohomish, WA 98296

Welcome

August Business After Hours

Hosted by Save a Forgotten Equine, guests were treated to the horses showing off their skills and personalities. SAFE Trainer Terry Phelps and Executive Director Bonnie Hammond offered an experience to be remembered. Thank you SAFE, for hosting the August Business After Hours.



Celebrate Woodinville

concerts & festival



Grand Marshal Charlie Russell of Westhill, Inc. for the 36th annual Woodinville Community Parade.

The third annual **Celebrate Woodinville** event series was a huge success! A sincere and heartfelt “thank you” goes out to the awesome sponsors, musicians, wineries, breweries, food vendors, volunteers, and attendees who participated in this year’s concerts and festival. We thank each and every one of you for your tremendous support of these great community events.



© Carol Hook



© Carol Hook

Our local firefighters provided a delicious pancake breakfast to start the day.

Celebrate Woodinville

concerts & festival



The Woodinville Farmers Market offered an impressive variety of fresh fruits and vegetables.



Forty exhibitors and 18 Arts & Crafts Vendors were visited by thousands.

Janene Varden, Director of Sales & Marketing, is assisted by Dana McMullen, Executive Meetings Manager, as she draws the winner of an overnight stay at Willowood Lodge. Each person who completed a survey at one of the concerts and at the Festival, was entered into the drawing.

Celebrate Woodinville

concerts & festival



The Basset Brigade participated in the Community Parade, and held their own competition at Woodin Creek Park.



© Carol Hook



© Carol Hook

As they did last year, Precor brought exercise equipment for the "Precor Challenge" in which Deputy Mayor James Evans participated. Proceeds from the \$1 per minute donations go to the Woodinville Storehouse Food Bank.



© Carol Hook

Celebrate Woodinville

concerts & festival



Families enjoyed slides, giant Hamster balls and other fun activities provided by the Northshore YMCA.



The wine and beer garden was jam-packed to enjoy music provided by Daniel Fitzpatrick & the Bayonets, followed by Fastlane, pictured here.

New Members of the Chamber Board

Meet the new members of your Board of Directors. They will serve a three year term.



Robb Anderson
Northwest Trophy & Awards, Inc.

Robb is a partner in a third generation family owned business that has been supplying trophies and awards to the Northwest for over 75 years.

He has a BS degree in Education from Central Washington University.

Robb's special interests include spending time with family and friends, mountain biking, skiing and traveling the world with his wife Melody.

He lives in Woodinville and opened an office here three years ago.



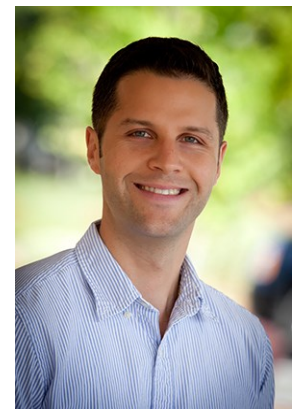
Jeff Calvert

Legacy Companies
Currently Jeff manages real estate development and investment for Legacy Companies based in Bellevue. Legacy is the owner of the property in the Hollywood District formerly known as The Wine Village.

He is a seasoned executive with more than 18 years of experience in investment management, private equity, and family office operations – based in Arizona, Kansas City, New York City; Tokyo and London.

Jeff has held positions with the family offices of well-known technology entrepreneurs and members of the Forbes 400 Richest Americans. He has extensive experience in evaluating, recommending, and structuring investments in public and private equities, real estate, and alternative investments.

He received his MBA degrees from the Graduate School of Business at Columbia University and from London Business School. He holds a Master's degree from Pacific Lutheran University and a Bachelor of Arts from the University of Puget Sound, both in Tacoma, Washington.



David Yusen

Heavy Restaurant Group
David is the Director of Marketing & Public Relations. He was born and raised in Bellevue and still lives there.

David Graduated from Seattle University with a degree in Journalism and Public Relations in 2003 and joined Heavy Restaurant Group in 2004 at Purple Café in Kirkland. He became the Marketing/PR Director in 2008

David is currently Chair of Visit Bellevue Washington and a member of the Woodinville Tourism Marketing Committee.

He loves to run and hike, movies, history, and sports

Member Upcoming Events

Dogs' Day Out at Molbak's
September 6, 2pm - 5pm

A Dog Walk Like No Other
September 13, 12pm - 4pm

Go to homewardpet.org for details on both of these events.

AT&T Hiring Event
September 20, 10am - 3pm
[Apply](#); then [Register](#)

Molbak's is Hiring
For the fall & holiday season.
Send your [resume](#); more info [here](#)

Volume 1, Issue 2



EMPLOYEE INCENTIVE CHOICES

Start your plan with a good understanding of your own business plan and ownership timeline (i.e., when you plan to sell, retire, or reduce your holdings). Follow that up with a thorough knowledge of resources available and you can determine how to match various incentives with the cash resources of the company.

Before you consider incentives, dig deep into what motivates your employees: Are you trying to improve performance (= incentives) or continuity (= retention programs). What do the habits of the employee tell you (e.g., like bonuses, travel, event tickets, family benefits). Can you offer incentives for individual employees or does it need to be a group offering (e.g., managerial level, shop, administrative staff). What are your competitors offering (to avoid losing key employees to more attractive benefit packages offered by competitors). What can the company afford.

Some of the more common incentives and retention opportunities:

1. Money (*Usually Incentives*) – (a) **bonus for achievement of performance** metric (e.g., sales achieved, product shipped, leads generated, etc.), (b) **profit sharing from a pool** (e.g., 5 to 10% of net profits) aside for distribution to all employees at the end of the year if the company overall

achieves certain profit or sales goals; or (c) **One Time Payment for particular achievement**, successful customer capture, innovative concept to improve production or service offerings of company.

2. Benefits (*Both Incentives and Retention*) – Many employees are more motivated to perform and stay with a company based on take home benefits: (a) health insurance in the form of full coverage or partial contribution to a health plan menu selected by the employee from a company list; (b) including full or partial coverage for family members; (c) dental insurance; (d) life insurance and/or disability insurance; or (e) education contribution for employee seeking training or a degree.

3. Awards – (*Usually Incentives*) - Often times very simple recognition awards can make all the difference in the performance and retention of employees.

- Employee of the Month recognition;
- Recognition awards at company's annual summer or Christmas party;
- Merit awards (e.g., pin for achievement, special shirt, or hat);
- The trip to Las Vegas, Hawaii is always a home run.

4. Deferred Compensation – (*Usually Retention*) - Any arrangement where an employee receives wages after they have earned them (usually for corporate executives and high-

COUNSEL'S CORNER



ly compensated corporate employees). A written agreement is set up, to have part of their compensation withheld by the company, invested on their behalf, and given to them at a pre-specified point in the future (a non-qualifying plan).

5. EIO Status – (*Usually Incentive and Retention*) - A limited liability company can provide for an economic interest ownership (EIO) status where an employee shares in some defined percentage of the profit and loss of the company (for an S corporation the equivalent is SARS or stock appreciation rights).

6. Equity (Last, but not Least) – (*Usually Retention*)

a. **Equity Options.** A company can offer to grant a non-taxable option (for LLC a non-statutory option or NSO) and for a corporation an incentive stock option or ISO) to acquire units or shares in the company in return for (a) commitment to term of employment, (b) accomplishment of certain strategic or innovative tasks, (c) or other factors not part of the normal job description. **Biggest Risk** – When they leave the company has to buy back the units or shares, which can be expensive.

b. **Percentage Share in Profit from the Sale of Company.**

~ Robert Sailer
Pacific Northwest Law Group
www.pnwlg.com
425.867.0512

Thank you for supporting our Patron Members



2014 Board of Directors

Robb Anderson
NW Trophy & Awards

Jeff Calvert
Legacy Companies

Laurie Cook, Vice Chair
Wordsmith Diva

Larry Francois, Chair
Northshore School District

Carol Hook
Portraits by Carol Hook

Sandra Lee
Woodinville Wine Country

Carol Munro
Ste. Michelle Wine Estates

Peggy Noll, Secretary
Homeward Pet Adoption

Tom Quigley
Arborist

Bob Rash, Treasurer
Sound Business Development

Janene Varden
Willows Lodge

Trisha West
EvergreenHealth

David Yusen
Heavy Restaurant Group

Staff & Others

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Executive Director

Suzanne Rollins
Office Manager

Robin Sell
Event Coordinator

Kimberly Ellertson
Director of Marketing

Les Rubstello, Paula Waters
*City of Woodinville
Liaisons*

Brad Bossio
*Welcomemat Services
Ambassador Liaison*



For the second consecutive year, U.S. News & World Report named EvergreenHealth as one of the top health care organizations in the region for its exceptional clinical care. The publication's 2014-15 rankings name the Kirkland-based health system the No. 2 hospital in the Seattle metro area and No. 3 hospital in Washington state. In addition to national acclaim, EvergreenHealth recently earned recognition from local consumers as "Best Hospital" in the annual 425 magazine Best Of poll, for the second year in a row. "It is a great honor to be recognized for our care and service—both by data-driven experts who evaluate our clinical care and outcomes, and by local residents who continue to choose EvergreenHealth as their preferred health care partner," said EvergreenHealth CEO Bob Malte. "We work hard to earn their trust and provide an exceptional experience for our patients and their families, and recognitions like these are a humbling testament to the providers, staff and volunteers who dedicate their time and talents to provide the community with the highest

quality care and service."

U.S. News & World Report recognizes hospitals that excel in providing the best care for the most serious or complicated medical conditions and procedures. Its annual "Best Hospitals" rankings, now in its 25th year, help guide patients who need a high level of care because they face particularly difficult surgery, a challenging condition or added risk because of other health problems or age.

"The data tell the story—a hospital that emerged from our analysis as one of the best has much to be proud of," said U.S. News Health Rankings Editor Avery Comarow. "A Best Hospital has demonstrated its expertise in treating the most challenging patients."

U.S. News acknowledged EvergreenHealth for high performance in nine specialty areas including cancer, diabetes and endocrinology, gastroenterology and GI surgery, geriatrics, nephrology, neurology and neurosurgery, orthopedics, pulmonology and urology. Locally, consumers named EvergreenHealth "Best Hospital" in the annual 425 magazine Best Of poll, for its patient-

centered approach. Readers named EvergreenHealth's 24/7 Nurse Navigator & Healthline and its knowledgeable and experienced team of professionals among the reasons for entrusting EvergreenHealth for their health care needs.

The U.S. News specialty rankings and data were produced by RTI International, a leading research organization based in Triangle Park, North Carolina. U.S. News produced the state and metro rankings using the same data.

The U.S. News rankings have been published at health.usnews.com/best-hospitals, will appear in print in the U.S. News Best Hospitals 2015 guidebook and will be available at bookstores and newsstands August 26. The results of the 425 magazine poll are published at 425magazine.com/best-425. For more information about EvergreenHealth, visit www.evergreenhealth.com.

University of Washington Bothell gets Top 10 national *Best Bang for the Buck* Ranking

The University of Washington Bothell is ranked No. 6 in the nation on the Washington Monthly 2014 Best Bang for the Buck list for all institutions nationally. UW Bothell is also ranked No. 5 for all master's universities. Washington Monthly measures institutions on social mobility, research and service to the community. The publication "gives high marks to institutions that contribute to society, enroll low income students, help them graduate and don't charge a fortune to attend."

The new rankings are based on the three most recent years of equally weighted data. The final sample of 1,540 colleges includes public, private non-profit, and for-profit colleges.

Earlier this month, Money magazine ranked UW Bothell as No. 10 on the list of Best Public Colleges as well as No. 37 in the nation in terms of value and quality. The Money study included 665 colleges on

17 measures including education quality, affordability and career earnings.

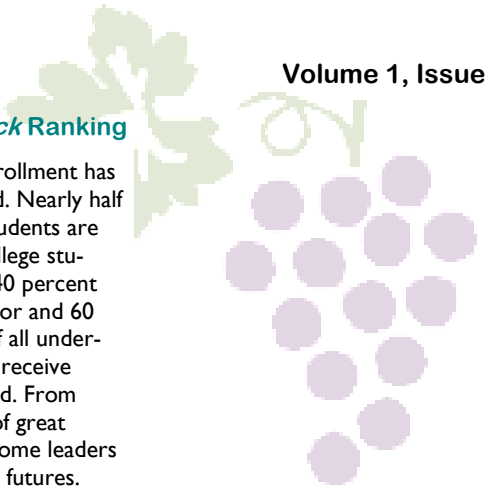
UW Bothell chancellor Wolf Yeigh says the high marks from Washington Monthly further validate the great vision of the state legislature as well as the outstanding efforts of UW Bothell's outstanding faculty, staff and students.

"We are all proud of this ranking, which is another page in the great story that is UW Bothell," said Chancellor Wolf Yeigh. "Just 25 years ago, UW Bothell and four other campuses were established to provide increased access, attainment and affordability to the exceptional University of Washington higher education in the state of Washington. We are seeing tremendous success.

Since 2009 our enrollment has more than doubled. Nearly half of our first year students are first generation college students, more than 40 percent are students of color and 60 percent of all undergraduates receive financial aid. From students of great promise come leaders with great futures. More than 90-percent of UW Bothell alumni live and work in

Washington and many are in leadership positions in technology, education, nursing and in the community. Each and every student is part of our great story."

In addition to UW Bothell's impressive rankings, the UW Seattle campus climbed to No. 7 in the national university rankings and was ranked No. 15 on the publication's "Best Bang for the Buck" list.



Plan to join us for the Rotary Auction and Dinner Oct. 11

The Woodinville Chamber partners with Woodinville Rotary to raise funds for the Woodinville Chamber Scholarship Fund.

You can help:

Reserve Saturday, October 11, 2014 for this event.

Gather items for the Chamber Community Partners Table.

For more information and/or help, contact Carol Lee, 206.235.5651.



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AND

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SPECIAL THANKS TO OUR PRESENTING SPONSOR

FORD-HYUNDAI OF KIRKLAND

AND OUR MEDIA SPONSOR

PUGET SOUND BUSINESS JOURNAL



September 2014

<i>Sunday</i>	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>
	1 Labor Day Chamber closed	2	3	4 Chambers Without Borders 7:30 - 9:00 am Golf Club at Echo Falls	5	6
7	8	9 Register by close of business for Thursday's Breakfast	10	11 Building Relationships Breakfast 7:30 - 9:00 am Fairwinds-Brittany Park	12 SCORE* business counseling by app't: 425.481.8300	13
14	15	16 Register by close of business for Thursday's Luncheon	17	18 Monthly Luncheon 11:30 am-1:00 pm at Redhook Brew- ery	19	20
21	22	23 Register by close of business for Thursday's Business After Hours September Equinox	24 Women's Connection 12:00 -1:00 pm at Banner Bank	25 Business After Hours 5:30 - 7:00 pm hosted by Cross- road SIGN at NW Trophy & Awards. Bothell Chamber will join us.	26	27
28	29	30				

***Service Corps of Retired Executives, part of the Small Business Administration.**

Please Be Courteous to Our Hosts - *Make reservations by the deadline*

Our event hosts / venues require sufficient lead time to purchase and prepare food and schedule appropriate staffing.
Making a reservation is fast and easy. Click the Register link and follow the prompts.