

LUNCHEON SPEAKER

February 10th

Luncheon at the Elks

Topic:

Housing Solutions 2020

What committees and organizations are doing now in resolving the housing challenges in Jefferson County. What does 2020 look like-and beyond. Hear long and short-term solutions.



CHAMBER MIXER

February 11th

5:30-7:00 pm

Old Alcohol Plant
Port Hadlock

Great food, music and conversation-the perfect way to end a busy business day and tell your story.



February 2020

Business Insider

Serving the Businesses and Citizens of Jefferson County

Jefferson County's 2020 Leadership Award nominations are closing soon!



Arlene Alen

The Leadership Awards are rapidly approaching. Our annual nominee / sponsor Mix & Mingle will be held again this year at PT Vineyards. It's a great opportunity to Mix and Mingle with fellow community leaders and meet those you've hoped your path would cross. Last year's event provided endless photo opportunities and life-long friendships,

business relationships, and great conversation along with great wine. If you are not on the list for this invitation-only event, call us at the Chamber at 360-385-7869 or email admin@jeffcountychamber.org.

As you may have heard by now, we are delighted to have confirmed our Keynote speaker for the 2020 Jefferson County Community Leadership Awards, Port Townsend resident Ret. Major General Tracy Garrett. Tracy's career of thirty-six years in the Marines has spanned both active and reserve and

she was the first Inspector General for the Marine Corps, Commander of Marine Forces in Europe and Africa, and Commander of the Marine Forces Reserve Headquarters Group among other commands. This is a story you won't want to miss. Sponsorships and tickets are available through our Board of Directors, Chamber Director and staff as well as information on the Chamber site, www.jeffcountychamber.org/events Join us in honoring our Community Leaders!



Keynote Speaker: Major General Tracy Garrett



Major General Tracy Garrett is retired from the United States Marine Corps. A decorated veteran of the war in Iraq, she is an experienced senior leader primarily in the field of logistics with 36 years of service in the active and reserve components of the Marine Corps. During her career, she commanded organizations with as many as 12,000 service members and civilian employees and served as commander of Marine Forces Europe and

Marine Forces Africa and as Inspector General of the Marine Corps, the first woman to hold that top post. She received her bachelor's degree in English at the University of Washington and later attended the Naval War College, Newport, Rhode Island where she received her master's degree in national security and strategic studies. Since retiring from military service, she has held a number of corporate and non-profit board directorships

including Girl Scouts of Western Washington; Marine Corps Scholarship Foundation; USAA, a Fortune 200 financial services company; and Fujitsu Defense and National Security, an IT company providing services primarily to defense and public safety sectors. She resides in Port Townsend, WA.

Supplement to the
January 29, 2020

Port Townsend & Jefferson County Leader
226 Adams Street, Port Townsend WA 98368 ptleader.com



PRESIDENT'S REPORT

Welcome to 2020

There is something about heading into a new year and a new decade that creates not only excitement but a desire to re-examine business goals and current business practices. Part of that self-assessment is being honest about our own shortcomings. A topic that has been popping up more and more recently at luncheons, meetings and by word-of-mouth is that, unfortunately it is often stated, Jefferson County is developing a reputation for not having good customer service. It's an issue that we as business owners and a community need to seriously evaluate heading into the new year.



Karen Best, Coldwell Banker Best Homes

The complaint that shoppers are being ignored in restaurants and shops has been raised multiple times by tourists and locals alike. For some tourists, they have said this is their first interaction with anyone in Jefferson County. That is the antithesis of customer service and has the potential for long-lasting, detrimental effects for Jefferson County as a tourist destination and our individual businesses as well. No one likes to be ignored or treated indifferently. Your customer/client is your reason for being. As business owners we must train ourselves and our employees to be grateful for our customers and realize they are the reason for our business. Things happen. People are out sick or on vacation. There could be an unforeseen increase in foot traffic or weather issues. There are many variables in our businesses and we all need to figure out how to roll with them. As we all know,

small businesses aren't the only game in town. We compete with larger markets, big box stores and online businesses.

As a small business owner in a small market, we are not usually able to deliver the cheapest price. So, if we don't sell by price, what do we sell by? I say it's by delivering a service experience that creates customer loyalty.

It's critical that we as a community of small businesses understand the importance of first impressions. It's too easy for your customer to go somewhere else if they feel neglected. I understand that in small business we are often juggling more than one task, however, the most important task we have is 'grabbing hold' of the customer in front of us. How you treat that person in front of you when they come in is the beginning of creating a world class service experience, an experience that can be the beginning of creating a customer for life!

In a small market environment, we don't have exposure to an endless line of customers. We need to be certain that we make our first contact with a customer count.

Another aspect of good customer service is keeping consistent business hours. Nothing drives potential customers away more than arriving at a business during advertised hours to find it closed. If that's their first time there, chances are, you will lose that person as a customer. Are your business hours consistent with when your clients are likely to need you? As a retailer or service business, perhaps being open until 6 would be advantageous to that portion of your customer base who can't get to your store or office until after their working hours. Or maybe you try late hours one night a week...This might be advantageous to your bottom line as well!

The Chamber is here to help. We appreciate everyone that filled out the recent business survey and the insightful



answers you provided. Beginning in January 2020, the Chamber began scheduling various community conversations and workshops related to business and customer service. Frequently check the Chamber's website for updates and for opportunities to help your business improve and grow.

No matter your business goals for the 2020 and the decade ahead, I wish you much success!

With Our Thanks:

Thank you **Coldwell Banker Best Homes** for your amazing kick-off to the "Roaring 20's" with the 1920's. It was a fabulous **Chamber After Hours Mixer** and so well attended. Your Non-profit partner, **New Image**, located in the Mountain view complex had the room transfixed with their story of community assistance and personal growth at little or no cost to participants. Thank you for showcasing this valuable asset in new non-profit partner program.



new image

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The content of this publication is prepared by the Jefferson County Chamber of Commerce. We welcome submissions from Chamber members. Send articles and photos to director@jeffcountychamber.org.

NEW MEMBER PROFILE

Earth & Sky Healing

"I believe that people often know what they need to do, to feel better, but they need a 'catalyst' or someone to get them going or help them to 'go deeper'"

Earth & Sky Healing's primary goal is to support and guide others toward their own natural healing tendencies; Trudy has the training and skills to help address long-standing imbalances, pain, and symptoms that show up in different ways and on different levels.

After working in therapy clinics and hospitals for 36 years, Trudy felt somewhat limited by traditional treatments, so she started Earth & Sky Healing in 2016. Earth & Sky Healing is a holistic healing facility that employs physical therapy and energy healing for chronic pain, dizziness and balance disorders, chronic stress and imbalances of the mind, body and spirit.

Trudy's physical therapy specialties are neurologic (weakness, stress), vestibular rehabilitation (dizziness and balance) and chronic pain management. Manual Therapy techniques include Craniosacral Therapy, pioneered by John Upledger (whom she has studied under), and Myofascial Release, pioneered by John Barnes (whom she has also studied under). Exercise programs for strength, flexibility, stability and balance are often given. Typical treatment areas include: closed brain injury, concussive syndrome, vestibular dysfunction (dizziness/imbalance), chronic back, neck and headache pain, postural dysfunctions, fibromyalgia, TMJ disorder, insomnia, chronic effects of motor vehicle accidents and other injuries, generalized anxiety and PTSD.

Energy healing is a form of healing that restores or balances the flow of energy in the body. It helps remove energy blockages which in turn, help the body heal itself. Earth & Sky Healing also offers energy balancing of the chakras and the aura; this

is especially helpful to clients who need clarity and to feel more grounded and balanced in their lives. Furthermore, Earth & Sky offers Reiki energy, a treatment that can be transmitted during body work or as a stand-alone treatment.

Trudy combines the traditional with energetic work and intuition. She describes her work as flowing, allowing the client's body to guide her instead of telling the body what to do, allowing the physical body and the energetic body to work together through her. "My mission at Earth & Sky Healing is to help others 'unwind,'" said Trudy. "I stay open to what bodies are telling me, and do not approach with an agenda. I have an extensive knowledge of the physical body and experience with numerous protocols; I use this information as I work, but above all, I stay 'open to being guided' and how to proceed in each moment. That way, the healing is a 'co-creation' between me, the client and a higher power."

Being semi-retired allows her to give clients the time they need, as well as offer her time to special causes, such as free treatment contributions at Centrum, the Marine Science Center, or the Unity Spiritual Enrichment Center. She also continues to take classes, continually building new skills and learning new things. Trudy is an avid music lover and holder of a BA in music and keeps her own energy in balance by playing music and writing poetry.

Treatment time is usually 1½ hours and gift certificates are available and treasured!

Contact Trudy at 360-390-0797, or at trudyroush.com. Earth & Sky Healing is located at 536 Foster St. in Port Townsend.



Trudy Roush, owner of Earth & Sky Healing on Foster Street in Port Townsend

Earth & Sky Healing

360-390-0797

www.trudyroush.com

536 Foster St., Port Townsend

CHAMBER EVENTS CALENDAR

Monday, February 10th Luncheon @ 11:45 a.m. – 1:15 p.m.

Chamber Luncheon @ Elks Lodge, 555 Otto St., PT

Make Pre-Paid Reservations Online: www.jeffcountychamber.org

Program: Housing Solutions Networks Status and work in progress. Long & short-term solutions

Tuesday, February 11th @ 5:30 – 7:00 p.m.

Chamber After Hours Mixer @

Old Alcohol Plant, 310 Hadlock Bay Rd, Port Hadlock

Great food, music and conversation-the perfect way to end a busy business day and tell your story.

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MEMBER NEWS

Home Show 2020

by Lizanne Coker

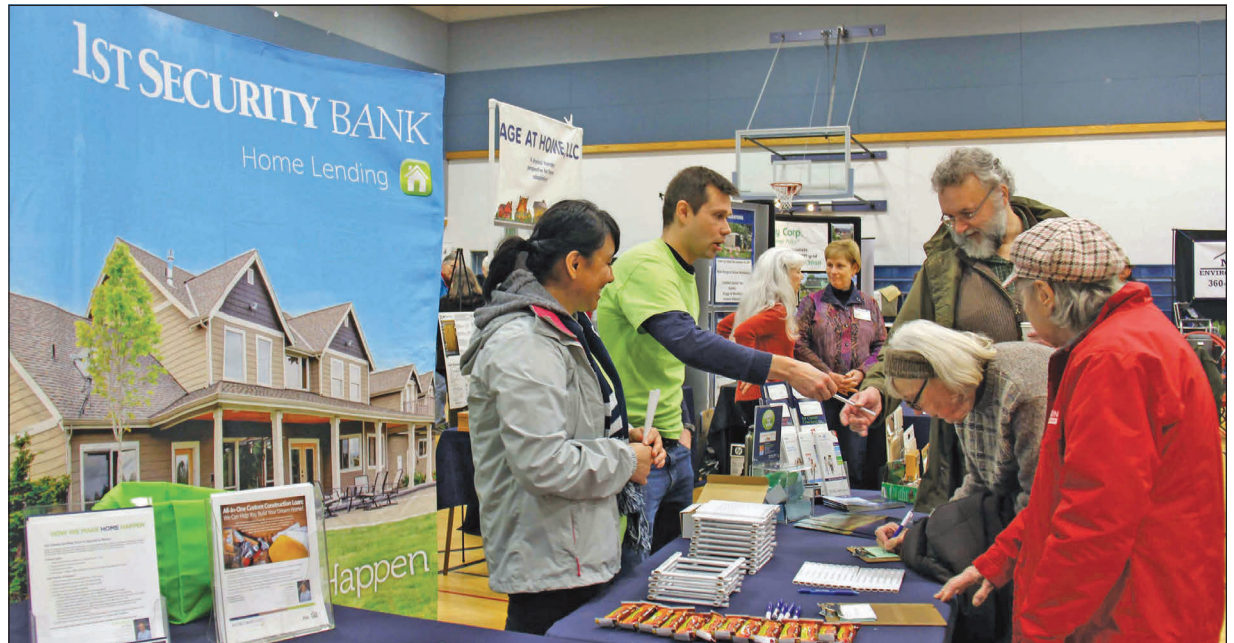
Director, Jefferson County Homes Builders Association

In recent years, real estate values jumped as the demand for homes increased. Currently, the market shows no sign of slowing down, so now more than ever it is imperative to maintain the personal investment that is your home.

To that end, the Jefferson County 2020 Home Show will focus on current trends in remodeling by featuring cabinetry, flooring, insulation, universal design, solar power and heating technology. Builders, design professionals, inspectors and horticultural professionals will be on hand to answer questions regarding your home, how to maintain it and how to update it.

To achieve this, the Jefferson County Home Builders Association has partnered with several groups to provide additional information on energy, electricity and conservation, which can be seen in the electric vehicle displays: including new electric cars from Wilder Auto, power assist bikes and the personal cars of members of the Electric Vehicle Association (EVA).

As always, Jefferson County Home Builders Association sponsors this annual show so that our local residents may speak face-to-face with professionals in person during this free community event. So whether you are adding an addition, a kitchen remodel or a new patio to your existing home come explore your options at the 2020 Home Show at Blue Heron School in Port Townsend, WA on March 7th. The event operates from 9 am – 4pm, with presentations starting at 10 am. A list of presenters can be found on the Home Show page of JCHBA.net.



Jefferson County Homes Builders Association

Lizanne Coker - Director

360-821-9688

<http://jeffcohomebuilders.com/>



March 7, 2020

3939 San Juan Ave

Blue Heron School, Port Townsend

JCHBA.NET 9-4pm

Jefferson Healthcare Foundation

“We exist to support Jefferson Healthcare and are proud to be a part of it! We address the areas of need for the hospital and bring the voice of the community to the forefront,” said Kris Becker, Executive Director of the Jefferson Healthcare Foundation. Over 23,800 individuals were served by Jefferson Healthcare in 2018 (Jefferson Healthcare Foundation, 2019). Not many rural, critical access hospitals are able to care for so many individuals, often due to limitations on budget, special services, or equipment. Luckily for Jefferson County, Jefferson Healthcare has an organization that supports and extends their ability to serve so many in our community: the Jefferson Healthcare Foundation.

Jefferson Healthcare Foundation was founded in 2013 thanks to the hard work of a number of individuals, and in particular, Renate Wheeler, Jill Buhler-Rienstra, and Dr. Todd Carlson. The organization was founded in to bridge gap fulfillment in the community and at the hospital. Due to external constraints on funding and size, there are activities that Jefferson Healthcare does not have the financial resources, and therefore the human resources, to perform. That is where Jefferson Healthcare Foundation steps in. Some examples of progress that the Jefferson Healthcare Foundation has been able to help the hospital with include: a nuclear camera for cancer and cardiac care, 3-D mammography, a telemetry machine,

an infant warmer for the family birth center, fundraising for ICU and ACU modernizations, and increased patient comfort in the hospital.

Jefferson Healthcare Foundation consists of a dedicated and caring team. Executive Director Kris Becker, who came to the board in 2018, is a native of Washington and has been working on behalf of non-profits ever since she came to Port Townsend in 2001. Brian Vervynck, Board President since 2017, is a Seattle native and has a passion for, and extensive background in, executive management of healthcare programs. The current Foundation’s board includes two bankers, two retired nurses, two non-profit leaders, and other professionals. In Brian’s words, “We look forward to continuing to diversify our board; we invite professionals and entrepreneurs from all backgrounds and especially maritime trades, hospitality, real estate, education, to come learn about being a part of our board team!”

Jefferson Healthcare Foundation is excited to be a new member of the Chamber of Commerce of Jefferson County and increase their involvement with community events.

The foundation hosts an Annual Well Hearts Luncheon on the first Friday in February to kick off National Women’s Heart Month. Jefferson Healthcare Foundation also throws the more casual, but still fabulous, Sip of Summer event in late August. They also visit organizations to help spread



Photo Courtesy Deja View Photography

awareness about the foundation and our community’s healthcare needs.

Other ways to learn more or support the organization include letters, employee giving, individual donors, business sponsorships, and legacy giving. As Kris imparted, “As the hospital expands there are increased opportunities for people to get involved, and, as a bonus, any giving or philanthropy you do increases your physical and mental health!”

Follow Jefferson Healthcare Foundation on Facebook at facebook.com/jeffersonhealthcarefoundation, on their website, Jeffersonhealthcarefoundation.org/giving, or by calling 360.385.2200 ext. 2345.



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RISING ENTREPRENEUR

Camp N Car



It all started with two friends, a dream of adventure and a little technical know-how. Having long wanted to spend more time traveling and exploring the northern reaches of the continent, Camp N Car co-owner Steve Moore hatched the plan to buy a Honda Element, trick it out and live life on the road for awhile. After sharing his plans with lifelong friend and Camp N Car co-owner Martin Nerbovig they decided to work together on a sweet custom unit for Steve to live out of. After some 3D modeling work, CNC machining and no small amount of sandpaper, Steve's build was complete and ready for adventure in Alaska. This build proved inspiring to many and would ultimately be the project that sparked the idea to start a business after Steve returned from his journey in the north.

The concept surrounding Camp N Car is fairly simple: convert any vehicle into an adventure-ready home on wheels. Using the power of woodworking, engineering know-how and CNC machinery, the design team is able to work with customers to create platforms, cabinetry and more which can be easily installed and removed from their vehicles. This results in a robust and utilitarian design that houses overnight sleepers, gear and other provisions necessary for life on the road. Designing their builds to be removable means that customers don't need to commit to a permanent vehicle alteration and can resume using the full space and seating capacity of their car once the journey is over. Whether it's for living the van-life or having more freedom on a road trip, Camp N Car can help make anyone's dream adventure-mobile a reality!

After less than a year of officially being in business Camp N Car has seen immense promise for the future. Having worked with several satisfied customers on projects covering vehicles from Honda CRVs to Mercedes Sprinter Vans, it's becoming clear that the Pacific Northwest is ready for a company of this nature. Online advertising, word of mouth and other forms of marketing have resulted in even more customers who are eager to get their vehicles converted for a lifetime of adventure. Camp N Car was even admitted into the final round of the Kitsap Bank edg3 FUND competition, going up against businesses that had been in operation for much longer than they have.

At the heart of Camp N Car is a desire to build a business which is beneficial to the community, the environment, and is contributing to Washington's robust outdoor recreation economy. Using only high-quality woods that are purchased from suppliers who utilize certifiably sustainable forestry practices, the founders of Camp N Car are already working to ensure their business supports more responsible natural resource management. Furthermore, the carbon footprint it takes to create one of their builds is a fraction of what is required to manufacture something like a massive camper trailer. Camp N Car believes in a philosophy of consuming less and connecting more, and that we don't need more gas guzzling RVs to enjoy life on the road.

With a growing customer base and dreams of expansion, the founders of Camp N Car are looking towards their future with optimism and high hopes. They envision a business that is not only going to generate a sustainable profit but will also create a fun and supportive work environment for all of its prospective employees. Currently, the team is searching for a new manufacturing facility where they can increase their output and work with customers more easily. Until then, they are utilizing their resources as best they can to continue growing the business and constructing one of a kind builds for outfitting all manner of adventure vehicles.



Camp N Car

(360) 340-9262

www.campncar.com

www.facebook.com/campncar/



Port Townsend Steel Bands

“The best way to get an idea of an instrument is to see videos of it, or better yet, experience it in person”

Shared Angie Tabor, Director of Port Townsend Steel Bands. The Caribbean steel drums are not the most well-known of instruments, but incredibly fun and enjoyable to hear. Angie Tabor is the Director of both Port Townsend Steel Bands and Caribe Steel Band and has been since she launched the bands in 2017. In Angie’s words, the Port Townsend Steel Bands is a collection of “community-based, beginning and intermediate Caribbean Steel Bands for adults and youth. Our mission is to learn Caribbean rhythms and songs in a fun, relaxed environment while making new friends and sharing the enchanting sounds of the steelpans with our community.” Caribe Steel Band is a professional band that “-blends lively instrumental arrangements featuring Caribbean Steelpans and crowd-pleasing vocal songs. Caribe will warm your soul and lift your spirits with the sounds of the Caribbean: reggae, calypso, soca, samba and even your favorite pop tunes – with an island twist!”

After growing up and living in Southern California, Angie got her master’s in music performance; she

has been a professional musician and educator for over 20 years. Angie loves teaching all ages; she currently has students ranging from 7 to 70 years old. Angie teaches private lessons, facilitates music classes, and manages and directs both Port Townsend Steel Bands and Caribe Steel Band. While she played Caribe steel band music in Southern California, according to Angie, it was “too spread out, impersonal, and lacked connection.” Said Angie, “I had always wanted to run my own community steel band... After working as an artist faculty member for Centrum, I was inspired to bring Caribe steel bands to Port Townsend.” Adrienne Robineau of Isabel Bay Design helped with logo and website design for both Port Townsend Steel Bands and Caribe Steel Band, and both bands began to quickly build a repertoire of events and experience. Past events included performances at Palindrome, Finn River, and busking in downtown Port Townsend.

The highlight performance in 2018 for Port Townsend Steel Bands was as the opening act for the Annual Ugandan Orphan Benefit Concert. Four



to five times a year Port Townsend Steel bands offers an introductory workshop where participants can try steel drums as a 1-time experience or as a try out for one of the classes. Class series are offered 6-7 times over the year and meet once a week for 1 ½ hr over an 8-week period. After the classes and throughout the year, the Port Townsend Steel Bands have opportunities to play at different community events. “Our band is family” said Angie, “-it’s about bringing authenticity and quality to Caribbean music while also building relationships and making human connections in the community.”

Right now, the Port Townsend Steel Bands offers a mixed adult and children band and one adult band; Angie envisions that as the program grows, a youth-only band will be added. The plan is to collaborate with other steel bands in state and celebrate pan with a large-scale event.



Port Townsend Steel Bands

Go to the Port Townsend Steel Bands website to learn more about the band and how you can have an enchanting hands-on experience!

Call 585-237-8648 or
visit www.caribesteelband.com
or www.ptsteelbands.com.

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VOLUNTEER SPOTLIGHT

Justina Sutherland

"Between every two pines is a doorway to a new world" said John Muir. For some lucky people, and many Jefferson County residents, this doorway is close to home and the call to hike is strong. This certainly is the case for Justina Sutherland. Justina is a Jefferson County native, real estate agent for Windermere in Port Townsend, and fabulous volunteer at the Port Townsend Visitor's Center. Justina shared, "I feel that I have grown up in the most beautiful and awesome area- and that is why I have never left."



23-year-old Justina grew up in Irondale, graduated from Chimacum High School, and attended Peninsula College and Olympic College. She chose to enter real estate because "It intimidated me; I felt that it would be a challenge." Admitted Justina, "You have to market yourself and your area; you build your business from the ground up and you never know what each day will bring." Justina has found Windermere to be a positive and rewarding environment; she has had great teachers and feels very supported. Several co-workers recommended volunteering in the community, in order to give back and learn about the community in a deeper way. After Justina found out that the Port Townsend Visitor's Center was holding a new volunteer training class, she joined the volunteer team.

"I love meeting visitors, getting to know different perspectives, and building relationships with other locals and volunteers" says Justina. "The Visitor's Center is a positive hub where you are listened to; you can get local recommendations and more information than you could want, databases are at your disposal, and your traveling fears are eased. I recommend joining the team! Come bring your fresh perspective and meet people from the area and around the world!"

When she is not working of volunteering, Justina is with her fiancé Ricky, or dad Troy, out on the county's gorgeous trails. Get trail recommendations for the area and meet our wonderful Visitor's Center volunteer staff today!

Place label here

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