Congratulations Candidates
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Good News from our Business Community
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Grow your business in 2014 pg 13

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FederalWayChamber.com

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City Council candidates offer straightforward response at FWCC’S October 2nd Candidate Panel
Thank you to our Speaker
Joni Earl, Chief Executive Officer, Sound Transit

Under Joni’s leadership, Sound Transit has built new transit centers, park-and-ride lots and HOV access lanes throughout Central Puget Sound. The agency runs ST Express buses, Sounder commuter trains, Tacoma Link light rail, and Central Link light rail trains from downtown Seattle to Sea-Tac Airport. Joni is a graduate of Harvard University’s State and Local Government Executive Program. She holds a master’s degree in business administration from the University of Puget Sound, and a bachelor’s degree from Washington State University. In 2005, Joni was named one of Seattle Magazine’s 25 most influential people of the Puget Sound region and one of Puget Sound Business Journal’s 20 Women of Influence.

Sound Transit is doing a lot of work in Federal Way and the South Sound. They have begun the formal impacts study to identify whether the light rail extension from SeaTac Airport to Federal Way should run primarily along I-5 or SR 99. They are identifying how to improve access to the Puyallup and Sumner Sounder Stations and working to extend Tacoma Link, among other projects.

Join us December 4, for a general agency update and in-depth look at the alternatives for the Federal Way Link Extension and preparation for the next phase of project implementation!
Greetings,

I’d like to begin by thanking all of you who supported the Chamber Gala. It was a fun and successful event that could not have been possible without all of the support we received. Support from all those who donated auction items to those who sponsored the event and certainly those who attended. I want to give a special shout out to Jeff Stock, our Diamond Sponsor, who also made sure every attendee left with Wild Wave tickets and a bag for coffee from Caffé D’arte.

Of course, this event would not have happened without the three leaders that stepped up to co-chair the event: Janis Siebenaler, Cindy Ducich, and Lee Ann Taylor. Hats off ladies! I would be remiss not to mention the many other volunteers and Karla and Debbie at the Chamber working behind the scenes. Thank you all!

The other big news you may have heard is that Patti Mullen, our CEO, has decided to return to her home state of Oklahoma after 30 years in the NW. Patti will leave a strong foundation for her successor to build on and will be staying with us to insure a smooth transition to a new CEO. The selection process has begun and we hope to have a new CEO in place after the first of the year. Bob Roegner is chairing the Search Committee and would love to hear any input you have as he and his team build their selection process. There is no more important work for a board of directors than selecting the right executive to lead the organization. That is certainly the case here, and we will work hard to find the right person to represent business interests and move our mission forward.

We want to acknowledge both Advancing Leadership and Communities in Schools as they step out on their own in the new year. They have out grown the space and are fully capable of standing on their own.

The Chamber started up these entities recognizing businesses need great leaders to help move their enterprise forward. Advancing Leadership (AL) was conceived in 1998 to build leadership capability not only for business roles but also for roles in our community. AL knows that a strong and connected community is good for business. AL has graduated over 400 leaders from their Adult program and 300+ emerging leaders from their Youth program. Their impact is felt far and wide in our community.

Community in Schools (CIS) focuses on supporting the success of all students in education. They partner with the district and place resources in the schools to help every child overcome barriers and reach their full potential. Their Mentor program has been a huge success pairing mentors with mentees to create supportive relationships that foster success in school and life. Another wonderful program aligned with the interests of business and community that originated in 1993 as the Chamber’s Education Foundation which formally partnered with the national CIS program in 2005.

Teri Hickel and Tracy Oster, thank you for the wonderful job you have done shepherding these programs through the years. The Chamber is proud of our affiliation and we look forward to our continued partnership in our shared vision. AL and CIS will be moving into the Woodstone Credit Union office building. It’s another example of Woodstone’s contribution and presence in our community. We look forward to a housewarming party in your new digs!

Please have a safe, fun and prosperous holiday season!

Dan Shea
2013 Chairman, Board of Directors
Federal Way Chamber of Commerce
Welcome

New Members

Cash America Pawn
Pawn Shop
Jessica Merideth
33012 Pacific Hwy So
Federal Way, WA 98003
(253) 838-932
CashAmerica.com

Cash America helps ordinary people meet their needs and pursue their dreams. Our reputation is built on offering first-class customer service, convenient transactions and a 30-day satisfaction guarantee on purchases. With 34 locations in the state, we distinguish ourselves from competitors by offering unique pre-owned merchandise, including name brand electronics, sporting goods and tools. Cash America’s services include secured, non-recourse pawn loans, layaway and retail sales.

When it comes to financial alternatives, pawnshops like Cash America provide safe, convenient and regulated options, not offered by other institutions. The history of the pawn industry can be traced back to the medieval time period between the 5th and 15th centuries. It’s not a new practice nor does it appeal to just one social class. Cash America continues to uphold tradition by building a business culture that helps our coworkers better serve our customers and our communities.

Country Financial Finance and Insurance
Country Financial
Finance and Insurance
Rocky Chopra
32001 32nd Ave So
Federal Way, WA 98003
(253) 372-9018 Cell
(253) 472-2932 Office
CountryFinancial.com
rocky.chopra@COUNTRYFinancial.com

Financial security means something different for everyone. That’s why I offer a customized Financial Security Plan that can help you achieve your insurance and financial security needs and goals.

I’ll sit down with you and we’ll talk about your current financial situation and discuss where you’d like to be in the future. Then, you’ll receive a personalized, step-by-step plan with recommendations on how to achieve the financial security you want.

COUNTRY offers a wide variety of solutions to meet your needs.
Enterprise Rent-A-Car
Rent-A-Car
Car Rental/Pick-up Services
Erik Church/Georgina Maulupe
33427 Pacific Hwy S
Federal Way, WA 98023
Enterprise.com/FederalWay

Enterprise Rent-A-Car is a family owned business that strives to be the best transportation service provider in the world. We aim to exceed our customer’s expectations by providing excellent customer service and a wide variety of car leasing, replacement rentals, vanpooling, car sharing, and hourly rental programs – and local car rental customers are picked up at no extra cost. In addition, the Enterprise Holdings Foundation has contributed more than $200 million to thousands of local non-profits focused on community improvement, education and environmental stewardship. Federal Way Enterprise now has the Weekend Special! Call today to make an appointment.

MO-mentum Marketing
Advertising/Marketing
Stephen Moshay
NE Tacoma, WA 98422
(253) 740-5813
MO-mentumMarketing.com

MO-mentum Marketing exists to bring advertising and marketing “down to earth”. MO-mentum handles any area of marketing from websites and web-marketing, to direct mail and radio, but the real success comes when we partner with your business on a complete plan. We also save our clients’ time and energy, by managing relationships with advertising companies (phone books, review sites, online directories, etc.). Whether your budget is large or small, Steve Moshay aims to be “your marketing guy,” like a guide you’d hire to help “fish for customers,” as cost-efficiently as possible. Want a free analysis of your current marketing? Call Steve today at 253-740-5813

New Members
Farmers Insurance & Financial Services Agency—Jordan Carter
Insurance
32129 Weyerhaeuser Way, #102
Federal Way, WA 98001
(253) 248-1800
JordanCarterAgency.com

The Jordan Carter – Farmers Insurance Agency specializes in providing families with the best value for their insurance dollar. Jordan and his staff help families with all lines of insurance, including auto, home, life, commercial, boat and all other recreational needs. The agency was established in 2010 and Jordan Carter is the owner and founder of the Agency. Jordan's dream of an insurance agency dedicated to the client experience has proven to be a winning idea. His agency has earned many awards and distinctions for the quality of business as well as the rapid growth of the agency. Check them out at Facebook.com/CarterAgency

Responsible Contractors
Contractors
Nikeyla
Edgewood, WA 98372
(253) 891-1397
ResponsibleContractors.com

Responsible Contractors is an online directory intended to connect consumers with responsible, reliable contractors—contractors who are licensed, bonded, insured, and able to provide at least three verified references. Consumers search for trustworthy contractors without paying a sign-up fee, giving out their email, or providing personal information. Our directory protects the consumers’ anonymity, while giving them the power to contact a contractor directly. We have contractors of all types...plumbers, electricians, roofers, painters, remodelers, general and specialty contractors. Contractors benefit by expanding their online presence, increasing consumer awareness, reaching untapped markets, and branding their businesses as a professional, reliable, and customer service oriented.

Responsible Contractors win-win for consumers and contractors alike.

EnterpriseRentACar

MO-mentumMarketing

Keller Williams—Survon Narcisse
Real Estate
33530 1st Way So #100
Federal Way, WA 98003
(253) 376-0506
survon@KW.com

Survon has been selling Real Estate for almost 20 years in both King and Pierce Counties. Survon specializes in New Construction, both Single and Multi-Family dwellings. Survon loves working with first time buyers as well as seasoned buyers of Real Estate. If you want outstanding service with a true professional, contact Survon today.

STACKS Burgers—Fries—Shakes
Restaurant
Emmett Brost/Sebastian Brost/
Gilbert Trujillo
3901 100th St SW, Ste 1
Lakewood, WA 98499
(253) 627-9900
StacksBurgers.com

We are burger connoisseurs and have “taste tested” many burgers. Throughout our journeys through pubs, diners, burger joints, and even the famous fast casual “better burger” restaurants, we never were able to find the perfect burger...so we decided to make our own. In April of 2013 we partnered with a Burger Franchise out of Frisco, Texas because we thought it would be a great idea to not recreate the wheel. Shortly after though, our creative burger juices began to churn. Ideas began to pour out as we went to the drawing board and when our hunger for independence, local sourcing, and value became apparent, all were satisfied. In September of 2013 we were given the opportunity to go independent and run with our ideas and we have!
New Members

**TK Consulting Services**
Consulting Services  
Tatyana Koshevaya  
34428 Pacific Hwy So, #A  
Federal Way, WA 98003  
(253) 223-1355  
tatyanan@tkconsultingservices.com  
TKConsultingServices.com

TK Consulting Services is providing quality services for our customers. Our priority is making our customers happy and helping them solve their problems. Working with other professionals our services are business-to-business in addition to business-to-customer. This is the solution to making your life successful. We specialize in the following areas: Credit Restoration, Debt Consolidation, & Loan Modification, Job Coaching, Resume, Job application, & Job Interview, Marketing and Consulting for Small Businesses, Legal Assistance & Interpretation.

Now also offering consulting with an Attorney on matters involving:
- Immigration
- Criminal Misdemeanors
- Traffic Tickets
- Wills and Power of Attorney
- Notary
- Other matters case by case

**ZadPad “Home of RentLucky”**
Property Management/Rentals/Investment Properties  
Kassandra Rose  
202 So 348th St, Ste 2  
Federal Way, WA 98003  
(206)923-8727  
RentLucky.com

When you work with ZadPad "Home of RentLucky", you can count on a personalized, streamlined, technology-driven approach guaranteed to change the way you think about leasing, buying and selling investment real estate. Our clients benefit from rapid online access, quality inventory, quick turn-arounds, stable landlords and e-signing of leases - all of which save time and hassle for all parties involved. Professional and proven with the most investor-owned single family homes, ZadPad "Home of RentLucky" delivers an exceptional experience for renters, owners and real estate agents in the Greater Seattle area including King, Pierce and Snohomish County. Contact us now to get started.

Spotlight on Renewing Members

**40+ Years**
Life Care Center of Federal Way  
(253) 946-2273  
LGCA.com

**25+ Years**
The UPS Store  
(253) 874-6583  
TheUPStore.com

**20-24 Years**
DJ Trophy Awards & Engraving  
(253) 874-2665  
DJTrophy.com

Soroptimist International of Federal Way  
(253) 261-0207  
SoroptimistNWR.com

HomeStreet Bank  
(253) 838-7282  
HomeStreetBank.com

**15-19 Years**
Lux & Associates, P.S.  
(253) 838-2936  
LuxCPSs.com

Merle Norman Cosmetics  
(253) 941-7213

Café Pacific Catering  
(253) 852-0135  
CafePacific.com

Coldwell Banker Commercial Danforth  
(253) 874-3200  
CBDanforth.com

Payne & Hickel Inc., P.S.  
(253) 839-1730  
PayneHickel.com

**10-14 Years**
MultiCare - Northshore Clinic  
(253) 459-7700  
Multicare.org

Christian Faith Center  
(253) 943-2400  
CaseyTreat.com

FUSION  
(253) 874-1257  
FusionFederalWay.org

Happy Anniversary!

**Strong Chambers make Stronger Businesses!**

**10-14 Years**
GarageTown Federal Way  
(206) 947-9416  
GarageTownFederalWay.com

John L. Scott Real Estate - Lori DeVore  
(253) 332-8354  
LoriDeVore.com

World Vision, U.S.  
(253) 815-1000  
WorldVision.org

**5-9 Years**
Accounting Solutions - Brian Berlage, CPA  
(253) 831-5009  
BrianBerlage.com

Alaska USA Federal Credit Union  
(253) 815-4612  
AlaskaUSA.org

Salty’s at Redondo  
(253) 946-0636  
Salty’s.com

Wolf Chiropractic Center PS, Inc.  
(253) 838-7300  
WolfChiropractic.net

Fuller Electric  
(253) 661-7181  
FullerElec.com

McDonald’s @ The Crossings  
(253) 839-8157

SimplyFun  
(253) 293-0909  
KristenSerrato.SimplyFun.com

Walmart Super Center  
(253) 835-4965  
Walmart.com

Wellspring Physical Therapy  
(253) 942-3308  
WellspringPTClinic.com

CDI - Center for Diagnostic Imaging  
(253) 942-7226  
PugetSoundCDI.com
**Renewing Members**

**5-9 Years**  
Pyramid Engineering  
(253) 852-1164  
PyramidEngrg.com

Kelley Imaging Systems  
(206) 284-9100  
KelleyImaging.com

Sound Credit Union  
(253) 552-2901  
SoundCU.com

**1-4 Years**  
Ball Chiropractic Center  
(253) 838-6909  
BallChirocenter.com

Office Depot - Retail  
(253) 835-4848  
OfficeDepot.com

Heated Storage at the Crossings  
(253) 941-2553  
FederalWayHeatedStorage.com

SHAG: Meridian Court I, Meridian Court II, Eillamette Court  
(253) 839-8884  
Housing4Seniors.com

AT&T  
(253) 529-0448  
ATT.com

CR Floors & Interiors, Inc.  
(253) 838-1020  
CRFloorsInc.com

Fastsigns  
(253) 835-9450  
Fastsigns.com/370

Healthful Solutions Massage  
(253) 661-8685  
HSMClinic.com

Jade River Acupuncture  
(206) 455-4172  
JadeRiverAcupuncture.com

MorphoTrak  
(253) 383-3617  
MorphoTrak.com

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Thank you  
Federal Way Chamber Members!

Save the Date!  
January 23, 2014  
Economic Forecast Breakfast

**Shop ‘til You Drop!**

The period from the Thanksgiving holiday through Christmas and into January 2014 will be critical for retailers as many scramble to attain profitability for the entire year during this short, 5-week period of time.

This year, The National Retail Federation expects sales in the months of November and December to marginally increase 3.9 percent to $602.1 billion, over 2012’s actual 3.5 percent holiday season sales growth. The forecast is higher than the 10-year average holiday sales growth of 3.3 percent.

We encourage you to support our local shops and restaurants and Shop Locally for your Christmas shopping!

---

**Restarting Statewide Tourism Promotion**  
~Puget Sound Regional Council, November 13, 2013

In 2011, it made national news when Washington became the only state in the U.S. without a state tourism office.

Since that time, the Washington Tourism Alliance (WTA), a nonprofit organization formed by a number of tourism-related businesses, has been working to take over where the work of the Washington State Tourism Office left off. This includes operation of the Experience Washington website.

Regional meetings are being held throughout the state to discuss the plan. Already hundreds of individuals have participated in meetings in Seattle and Vancouver, WA

The Federal Way Chamber of Commerce continues to work with local hospitality leadership Ginny Vasquez, Kala Jones, and Ryan Miller to create a cooperative Tourism Promotion Area (TPA) in Federal Way. A special note of thanks goes to Mark Clirehugh, member of the Chamber’s Economic Development Committee, for lending a helping hand!
State Minimum Wage Increase Begins January 1

Washington’s minimum wage is currently set at $9.19 per hour and applies to workers in both agriculture and non-agricultural jobs, although 14- and 15-year-olds may be paid 85% of the minimum wage ($7.81).

The minimum wage will increase to $9.32 per hour beginning January 1, 2014. Washington state currently has the highest minimum wage in the US. The 13 cent per hour increase reflects a 1.45% increase in the CPI Index for Urban Wage Earners and Clerical Workers. Dept of Labor & Industries calculates the minimum wage each year as required by initiative 688 approved by voters in 1998. Closer to home, only 76 votes separate the Yes and No "Prop 1" campaign to increase the City of SeaTac minimum wage to $15 per hour as of November 22, 2013 and many believe the proposition will end in a legal challenge.

Federal minimum wage is currently $7.25 per hour.

Congratulations Candidates

The Federal Way Chamber of Commerce wishes to extend a warm welcome to new city council member Martin Moore – and a sincere "welcome back" to Kelly Maloney and Jeanne Burbidge. The Chamber likewise extends a sincere note of congratulations to in-coming Mayor Jim Ferrell.

Election season is our opportunity to look at past AND future accomplishments and it is an appropriate time to educate the City’s leadership team on the issues that are important to the business community.

Key points which arise from Federal Way’s business leaders: long term strategic planning that will result in a more vibrant and engaging retail / downtown core; developing strategic relationships which will result in increased investment in Federal Way; comprehensive planning which fully leverages the economic advantages of linked light rail; and zoning changes that will pave the way for a robust and diverse business community.

The FW Chamber wishes to extend our heartfelt thanks to Mayor Skip Priest and Councilmember Diana Noble-Guilliford for their service to the City of Federal Way and acknowledge ALL candidates that kept pace during a memorable election season!

IRS to Take a Closer Look at Small Business Filings

From: entrepreneur.com

Speaking at the American Institute of CPAs last month, IRS Small Business/Self-Employed division head Faris Fink said the IRS will be shifting its auditing focus from corporations to small-business partnerships, which have grown significantly in number over the last six years. From 2007 to 2011, the increase was more than 15%, according to the IRS.

"Our largest increases were in audits of flow-through entities in fiscal year 2012," says an IRS spokesperson, adding the jump was reflective of the increased number of these types of businesses. Flow-through or pass-through entities, as they are called, refer to both S corporations and sole proprietorships. Income for these types of businesses gets filed on individual tax returns.

Certified Public Accountant Michael Eisenberg says there are a number of reasons why pass-through entities may be growing in popularity as compared to corporation status.

Eisenberg says the IRS is likely turning its attention to pass-through entities because of the possibility that some small business owners are "double dipping," or writing off personal spending as deductible business expenses.

To avoid getting into trouble with the IRS, Eisenberg shares his top three tips for small business owners:

No. 1: Keep business and personal accounts separate.

"Especially as a small business entrepreneur, what you want to do is make sure everything is run through separate checking accounts," says Eisenberg. If you're using a single account, Eisenberg says it increases the likelihood that the IRS will then perform a second audit to examine your personal tax return as well.

No. 2: Clearly track income and expenses.

When you have separate accounts, Eisenberg says it's easy to keep track of your business income and expenses. He says it's imperative to keep paperwork that shows why you're writing checks or why you received income.

No. 3: Don't deal in cash.

Eisenberg says small business owners should avoid business transactions paid in cash, because it raises a lot of questions in the eyes of the IRS.
King County Small Business Award Program

(Left to Right, Back to Front)
Patti Mullen, CEO of Federal Way Chamber,
Matt Bott, CEO of Issaquah Chamber,
Valerie Korock Membership Development Manager of Issaquah Chamber,
Rich Shockley, Business Advisor for the Washington Small Business Development Center and Board Member for Cascadia Velocity

WA Residents want Dental

The statewide survey of 1,200 adult Washington residents released by the Washington Dental Service Foundation found that 83 percent agree “it is important for Washington state to provide access to quality dental care to adults who can’t afford it, including preventive care.”

Despite this, 32 percent lack the coverage for dental care and 23 percent have not had a dental check-up in the past year.

The Affordable Care Act doesn’t include dental care for adults, but Washington state is considering adding adult dental coverage to the Exchange in 2015.

Let’s Keep the Lights On!

In 1971, the “Turn Out the Lights” billboard message became a pundit for decades and we need to ask: is it time to dust off that billboard and get it ready again? Or can our legislators deliver on those strategic investments that keep our state competitive?

Washington State government’s effort to create an environment that is friendly for business – big and small alike – is a non-ending struggle. Last month, our Legislator’s took on a special session that did just that, though. The November 2013 special session was a tremendous attempt to secure the future of Boeing here in Washington State and also included support to education and training in high demand aerospace fields – supported by 100’s of aerospace supply companies – our smaller companies that make up the backbone of much of South Sound King County.

Continuing in that direction is the urgency that still stand before legislators today: Invest in the Puget Sound Gateway project and you will be supporting the maritime industry and the 150,000+ jobs that keep Washington State at the leading edge of our Port and maritime industries!

Over 5,000 responses to a state-wide Voice of Washington survey indicate that 86% of respondents believe that it is URGENT THAT WE INVEST in our transportation infrastructure to expand transit, boost trade, and reduce congestion. Over 60% said they would support a gas tax increase.

Senator Tracey Eide, D-Federal Way, co-chair of the Senate Transportation Committee, notes: “We spent weeks earlier this year, traveling around the state on a listening tour to confirm what our constituents need. We have spent weeks negotiating the components of a fair, common-sense transportation package that works for Washington. We know what our communities need. We know how to make it work. All we need now is to reach agreement.”

The Federal Way Chamber of Commerce urges ALL of our members to reach out to our elected officials and let them know that the Puget Sound Gateway must be completed. Once complete, the Gateway investments will ease congestion on I-5, add a southern access to Sea-Tac International Airport and improve service between industrial districts by allowing general-purpose traffic and up to 9,000 trucks daily to bypass I-5, SR 99 and local streets. Our South King County business community will greatly benefit from this investment.

So what’s the next step? Keep at it legislators – we know you can make it to the finish line. We voted you into office to keep Washington State in the game and we have faith that you – like the rest of us - want to keep the lights on.

Patti Mullen
President / CEO FWCC
Celebrating the Opening of Federal Way Businesses

STACKS GRAND OPENING AND RIBBON CUTTING
October 4, 2013

Attend the Next Grand Opening & Ribbon Cutting

Tuesday, December 10th
11:00 AM – 1:00 PM; Ribbon Cutting at 11:30 AM
ZadPad “Home of RentLucky”
202 So 348th St, Ste 2
Federal Way, WA 98003

Support New Businesses in Federal Way and the South Sound Region for a Strong Economy!

---

Choose a bank that can keep up with your vision.

Jennifer Dunn
VP, Branch Manager
NMLS# 730384
253-529-3311

Ben Comilang
Mortgage Loan Officer
NMLS # 487432
253-944-2010

Dan Bogart
VP, Commercial Banking Team Leader
253-946-5870

BankWithSterling.com
Highline Community College Receive High Marks

Highline Community College received the 2013 Higher Education Excellence in Diversity (HEED) award from INSIGHT Into Diversity magazine, the oldest and largest diversity-focused publication in higher education.

“Highline is honored to receive this award and be recognized for our belief in diversity and the work we do every day on our campus,” said HCC President, Dr. Jack Bermingham. “Diversity is more than a program or an initiative at Highline; it is an institutional value.”

As a recipient of the annual HEED Award—a national honor recognizing U.S. colleges and universities that demonstrate an outstanding commitment to diversity and inclusion—Highline was featured along with 55 other recipients in INSIGHT Into Diversity magazine’s November 2013 issue. Highline is the most diverse college in Washington and was the only institution in the state to receive the 2013 HEED award.

Congratulations Andy Hobbs

The FWCC wishes to extend a heartfelt congratulations and thank you to Andy Hobbs, Editor of the Federal Way Mirror. Andy recently announced his move to The Olympian where he will take on the duties of reporter. Andy started at the Federal Way Mirror in 2006. Most recently, he was noted as a finalist for Editor of the Year in a peer review comprised of the state’s leading publications. Also congratulations to Andy on the recent publication of his first novel, “Walter’s Searchlight.”

Andy has been a familiar face in the community and at Chamber events and we will miss him! Good luck Andy!

Orion Industries named Aerospace Company of the Year

Gov. Jay Inslee presented Orion Industries CEO John Theisen with the 2013 Aerospace Futures Alliance Company of the Year award Oct. 2. Orion is also the recipient of Boeing’s 2011 Supplier of the Year award, and numerous Boeing quality awards. Since 1957, Orion has trained people struggling with barriers to employment, helping them land good jobs in the community. In 2012, the company provided more than 350 people with services, placing more than 110 of them in jobs in King and Pierce counties.

“Orion is honored to receive this award. Our intense focus on performance and customer support has made us one of the most competitive aerospace suppliers and parts manufacturers in the world,” said Theisen in a news release.

“Our secret weapon is our social mission. We train people with disabilities and other barriers to employment in both our aerospace division and our contact center division, providing one-on-one mentoring and training. Orion’s business success is due as much to our commitment to our mission as it is to our commitment to running successful business enterprises.”

Sterling Expands SBA Lending

Sterling Financial Corp. operating in Washington, Oregon and Idaho as Sterling Bank and as Argent Bank in California, is one of the top 25 Small Business Administration 7a lenders in the country.

From January to September 2013 the bank originated 206 loans, or a total of $63,879,125, across its four-state footprint. In Washington, Sterling Bank provided 21 SBA-approved loans, lending nearly $13,885,421 to small businesses.
Thank you Ed Streit Productions for these great photos.

2013 60th Anniversary Diamond Ball and Auction

EAST INDIA GRILL

WINNER! • VOTED BEST INDIAN FOOD in BEST OF 2013 • WINNER!

Our Party Trays
Will Make Your Next Party Special!

Steaming Hot All-You-Can-Eat Buffets
LUNCH BUFFET
11am – 3 pm M-Sat.

$9.95

SPECIAL SUNDAY BRUNCH
11 am – 3 pm Sun.

$13.95

DINNER MENU AVAILABLE ALL DAY!

31845 Gateway Center Blvd. S • Federal Way • 253.529.9292
www.eastindiagrillwa.com
From I-5, Take Exit #143 Located in Gateway Center Plaza, near Hampton Inn & Suites

Medium Tray Sizes  Large Tray Sizes
Serve 4-7 people  Serve 15-25 people

Photos vary by menu item – Call for details!

ALL MAJOR CREDIT CARDS ACCEPTED. NO CHECKS, PLEASE.
HANDICAPPED ACCESSIBLE
No More "Me Too" Marketing
Before you can beat your competitors, customers have to be able to tell you apart.
~Excerpt from The Entrepreneur by Kim T. Gordon

Are you guilty of "me too" marketing? It seems no matter what's being marketed, you'll find the majority of competitors have virtually interchangeable messages and offers. When comparing similar products and services, potential customers look for companies that offer a difference they value.

1. **Scope out the competition.**
   Before you can effectively differentiate your business, you have to understand your competitors' marketing messages. Once you know how your competitors attempt to differentiate themselves, you can evaluate your similarities and differences. If there's overlap between what you promise and what you see offered by your competitors, you may need to retool your strategy.

2. **Take the customer’s point of view.**
   Put yourself in your customer's shoes after you've gathered the marketing materials from your competitors. If you were trying to make a choice between their products or services, which would you go for? Why?

3. **Introduce your new message.**
   To be effective, your new core message must be communicated throughout your marketing campaign and sales support materials. If it represents a radical departure for your business, kick off your new advertising and sales support messaging with the support of a PR campaign. Depending on your budget and the media you use to communicate with your prospects and current customers or clients, allow six months or more for your new message to penetrate and for your company to pull away from the pack.

**Growing Your Business in 2014**

Think Big! The popular admonition is a forceful reminder of the power of positive thinking, encouraging us to push toward growth and higher achievements.

In the entrepreneurial world, “thinking big” usually calls for hefty investments. Think U.S. Small Business Administration. The SBA can help, not only financially, but with technical assistance and training, which all are essential in order to achieve success.

One of the best SBA lending programs for very small businesses, particularly those in the start-up stage, is the Microloan Program, which provides small business loans of up to $50,000. Microloans have helped thousands of small businesses start, grow and succeed.

SBA microloans:
- Can provide up to $50,000 – the average microloan is about $13,000 – to small for profit businesses and non-profit child care centers.
- Can be used for most business expenses but not for paying existing debt or purchasing real estate.
- May have a loan term of not more than six years. Interest rates will vary from lender to lender.
- SBA loans can be used to purchase inventory, purchase equipment or supplies, renovate an existing building, to help with acquisition or expansion of an existing business.
- Getting ready to apply for a business loan, whether for a low dollar amount or millions of dollars, requires serious preparation and attention to detail.
- Several local trusted Chamber members are considered lending institutions and can help you understand the application process:
  - Heritage Bank
  - Sterling Savings Bank d.b.a Argent Bank
  - Alaska USA FCU
  - Washington Federal, National Association

Computers have lots of memory but no imagination.

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Thank you Ed Streit Productions for the great photos of our events.
How to Prepare for Power Outages in the Electronic World
~Excerpt from TechNewsWorld by Patrick Nelson

There's a good chance the lights will go out sooner or later -- at least for a short time. How to prepare? Well, besides the standard staples such as food and water, you'll probably wish for some lighting and a way to charge your smartphone. Here's how to gear up on the "e" side of things.

Step 1: Understand your power requirements.
Smartphones, mobile hotspots and any other device that's powered using a USB cable requires a 5 volt power source, not a 110 volt household outlet.

Step 2: Prepare existing sources of power.
Your laptop contains a battery that, if charged, can be used to power your smartphone. Keep the laptop usually charged. Then during an incident, turn off the laptop, because it uses more power than the smartphone; switch off the smartphone and plug it into the known powered-USB port overnight; and allow the phone to trickle charge. You could get a couple of days smartphone use out of one charged laptop battery.

Step 3: Prepare lighting.
Twenty-two-foot solar-powered waterproof ropes of 50 LED lights, of the kind used to light walkways and awnings, are ideal because they'll last indefinitely -- day after day.

Step 4: Prepare additional sources of power.
Stick with 5 volt sources of power because that's what will natively charge your phone -- and you're using solar for light. It's likely Internet-based social networks are where you are going to find out what's going on -- assuming there's phone service. Look for universal 5 volt lithium technology USB backup charger batteries on auction sites like eBay. These devices act as power banks and include a USB port.

Washington Labor and Economy Trending Upward

At the November 22, 2013 Labor Market and Economic Analysis event, the state Employment and Security Department had much good news to report.

First, several major industries have continued to stay strong and generate new jobs throughout the state, particularly manufacturing and health care, which "are pretty much recession-proof," said Cynthia Forland, director of the State LMEA department.

In fact, the State has recovered about 81 percent of 205,000 jobs lost in recession, and divergent growth trends are appearing in various industries throughout each major region.

Other positive news is that the state's median household income is higher than the national average: $58,890, compared to $52,762 across the U.S. Unemployment, too, is tracking slightly better than average, at 7 percent for Washington state, which is 0.3 percent lower than the national level.

Join the FW Free Tax Preparation Team

As part of Federal Way's Free Tax Preparation Team, you can help hard-working, low-income families keep more of what they earn; meet basic needs, and save for the future. As an individual volunteer, you'll bring $30,000 in tax refunds to the community during your weekly shift from January 15 – April 15.

No tax experience is necessary. We provide a full training, and offer two ways to join the team:
1. Become a Volunteer Tax Preparer. Learn a new skill and get excellent coaching along the way as you file taxes for thankful families.
2. Be an Intake and Benefits Specialist. Welcome clients as they come to the site, and connect them to healthcare, food, and education resources while they wait to meet with a tax preparer.

Last year, volunteers at Federal Way Multi-Service Center brought $1,645,368 back into the local economy. This year, you can join the team at www.uwkc.org/taxvolunteer.

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Why become a Chamber Ambassador?

Ambassadors gain business exposure by being the first to meet and greet Chamber members and community leaders. The events and meetings keep you in-the-know for current happenings in the Chamber and the Community.

Congratulations
Le Ann Taylor
August 2013
Ambassador of the Month

Congratulations
Janice Siebenaler
September 2013
Ambassador of the Month

Thank you to our September and October Business After Hours Sponsors:

Pacific Medical Centers
Federal Way

Red Canoe Credit Union

Save the Date Business After Hours

Wild Waves Theme Park
Dec 18, 5:00—7:00 PM

To learn more about becoming a Chamber Ambassador, contact Cindy Ducich at 253-632-2312.
CIS is Moving!

In the early 90’s, a group of community leaders and educators got together with the Federal Way Chamber of Commerce and formed an education committee. In 1993 that committee incorporated into an Education Foundation and in 2006 transitioned to be part of the nation’s leading dropout prevention organization - Communities In Schools (CIS). Through this journey, the Chamber of Commerce has been an avid supporter, a trusted partner and CIS’ biggest cheerleader in our efforts to grow and support students in Federal Way.

And now that CIS is all grown up, we are moving out! We have outgrown our space at the Chamber and, along with Advancing Leadership, we will be moving in with Woodstone Credit Union at the beginning of the year. We are excited about this new community partnership and look forward to seeing where we go from here!

We truly appreciate all the current and past Chamber Board members and CEO’s for their work and the guidance they have provided. Federal Way is a better place because of our Chamber of Commerce!

Give Back This Season –
Adopt a Family in Need

Communities In Schools of Federal Way is coordinating an “Adopt-a-Family” effort to make the holidays a little brighter for families in need.

Happy Holidays!

If you want to adopt a family or get more information, contact Jennifer at jennifery@cisdeway.org or 253.528.0847
Advancing Leadership is off to a great start.

Thirty four adults from the Federal Way community and 30 high school students from our public schools are participating in Advancing Leadership this year.

In addition, we started ALY 2.0 which is a second year leadership opportunity for high school students who completed our program last year. The focus of 2.0 is to help students develop and plan for college and career over the next five years. Advancing Leadership is proud of the 94 participants involved this year.

Our hard working board of directors help execute our vision and mission, “to transform passionate people into a community of extraordinary leaders by building relationships, developing personal strengths, and inspiring a commitment to action.”

The executive team is led by Board President, Al Church, VP Andy Hwang, Secretary Cindy Wendland, Treasurer Jim Storvick. The remaining board members are Bill Braswell, Chris Carrel, Robin Corak, Jon McIntosh, Bridget O’Connor, Jason Prenovost, Dan Shea, Janice Siebenaler, and Bob Wroblewski.

Advancing Leadership started in the fall of 1998 and has graduated over 400 adult and 300 youth leaders since inception.
Testimonials

“The Chamber has provided me with opportunities to foster the business aspect of our clinic. I am one of those people who focuses 97% on my profession to the detriment of the business aspect of it. My involvement in the Chamber has helped me to keep more of a balance. The added bonus is that I enjoy the Chamber people and events.”

~Kevin Malone, PT
Wellspring Physical Therapy

“Our Chairman Circle Sponsorship has been terrific. Patti and her team developed a creative, customized approach that leverages our favorite events and elements, with the added bonus of a sustained presence throughout the year. And without significant increase to our annual investment! Every Chamber will tell you they are all for championing its members, isn’t it fantastic The Federal Way Chamber of Commerce actually does?”

~Bridget O’Connor, Business Development Representative
Red Canoe Credit Union

Promote, Promote, Promote Your Business!

Proud Member Logo

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We are proud to have each and every one of you as a member!

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Thank you for your support.

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22828 to get started.
Your Business. Your Community.
The Chamber is your advocate and we are there for you when you need us. Membership continues to grow and is active and engaged in our community. We appreciate each and every member, and we are grateful for the Board of Directors that leads with vision—encouraging us to meet the challenges businesses face.

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