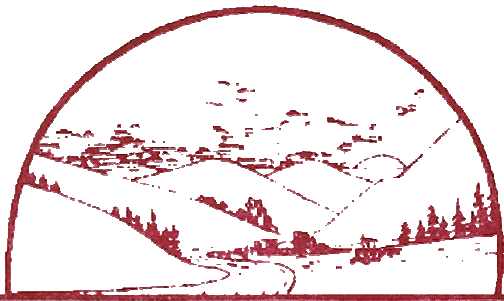


OUR MISSION:

- Preserving the competitive free enterprise system of business.
- Promoting business and community growth and development.



**GRAND MOUND • ROCHESTER
CHAMBER OF COMMERCE**

Together We can make a difference

FEATURE BUSINESS

Shawna Bruce

Lucky Eagle Casino & Hotel

Lucky Eagle Casino & Hotel delivers an old school casino experience. Not because they are old fashioned, but because they believe there's a right way to run a casino and to treat people.

At the risk of oversimplifying, Lucky Eagle never compromises quality or service for convenience and expedience. And in an age of smart phones and GPS, that's saying something.

Led by enigmatic CEO John Setterstrom, Lucky Eagle has implemented an old-fashioned, straight-from-the-glory-days-of-Vegas philosophy of casino operations. The casino follows a simple manifesto: provide a good product and treat people like you yourself would like to be treated.

As a guest, you'll notice this traditional approach in every aspect of your Lucky Eagle Casino & Hotel getaway. You'll get greeted with a smile, called sir or ma'am and asked if you need anything. Cocktail waitresses will bring you a drink right to your slot machine. The chef will prepare Bananas Foster for you at your table, flames and all. And, in general, every employee will go above and beyond to make sure you have an unforgettable experience.

Lucky Eagle Casino & Hotel has all the amenities you could ever want in a casino – more than 1,000 slots (many of them Certified Loose by CDC Report's Jeffery Compton*, an independent slot expert), a handful of nice restaurants, a 171-room hotel, and much more. But amenities and square footage fail to capture the essence of what makes a trip there so unique.

It's the warm smiles, traditional manners and VIP treatment for every person who walks through the door that make Lucky Eagle Casino & Hotel the premier casino destination in the region.

My personal philosophy is summed up in a great quote. "It is essential for leadership to design decision-making processes that are inclusive and understood by everyone. Within this framework administrators need to engage in wide-based conversations about how planning priorities relate to ideas and differing convictions in the community" (Klassen, Renner & Reuter, 2001). Communication and strategic planning is key within any organization. By unifying and strengthening a message, it develops an audience. At Lucky Eagle Casino & Hotel I am part of a team that develops compelling positions, messaging, and creative to differentiate from the competition. By defining these messages, Lucky Eagle drives tourism to the Rochester area.



Gene Weaver

NOTE from the PRESIDENT

IMPROVING COMMUNICATIONS!

On August 6th we entered into a memorandum of Agreement with Rochester Grand Mound Horizons, Grande Mound Rochester Citizen's Group, and Rochester Water Association to form a Southwest County Coalition. The purpose of this group is to present a unified voice for representing the Rochester area in County and other pertinent affairs.

Past events have pointed out a historic lack of communication between South County and Thurston County Government. The situation has contributed to major feelings of isolation and lack of representation by residents of the South County area.

In an effort to improve communication with Thurston County agencies, we have approached the County Commissioners with a proposal to enter into a Memorandum of Agreement between Thurston County and the newly formed Coalition. This would facilitate much better communication and input regarding issues that directly effect South County residents.

Gene

New Chamber Office

The Grand Mound-Rochester Chamber of Commerce now has a home!

We are located in the Dream Weavers Real Estate Office at 9917 Hwy 12 in downtown Rochester. Contact information for member business and general Chamber information is available.

BOARD MEMBERS...

- **Gene Weaver, President**
- **Kim Fry, Vice President**
- **Amy Howlett, Secretary**
- **Shaun Baker, Treasurer**
- **Dick Bailey, Member-at-large**
- **Shawna Bruce, Member-at-large**
- **Ron Grant, Member-at-large**
- **Bill Liddle, Member-at-large**
- **Bill Zimmerman, Membership
Chaiman**

CHAMBER MEMBERSHIP

Joining the Chamber is easy and affordable! The annual membership fee is \$60.00. To sign up, mail your name, name of business, mailing address, phone, and e-mail address along with your payment to:

Grand Mound Rochester
Chamber of Commerce
PO Box 211, Rochester, WA 98579

- 184th Avenue Apartments
- Advanced Drilling
- Americool Heating and A/C
- Asphalt-Tech
- Bailey's IGA
- Bailey's Northwest Property Management
- Boys & Girls Club
- Brian Riley Insurance
- Chettie's Woodworking, LLC
- CindiWhiting - Edward Jones Investments
- Dream Weavers, Inc.
- Edminster Construction
- First Choice Self Storage
- Furniture Maker & Flea Market*
- Gate Ranch Golf Club
- German Cleaning Services*
- Grand Mound Beverages
- Grand Mound Licensing
- Hawes Gutters
- Hexen Glass Studio
- James L. Prato Insurance
- Jay's Fruit Stand
- JJ's Towing
- JMJ Accounting Services
- JNL Stoves
- Johnson & Johnson Overhead doors, Inc.
- JMJ Services, Inc.

- Junction Sports Bar & Grill
- Kay Crookshanks Investment Advisor
- Key Bank
- Law Office of Laurel Smith
- Lucky Eagle Casino
- Mariachi Mexican Restaurant
- Morgan Family Dental
- NAPA Auto Parts
- Outback RV Park
- Photography by Robin
- Port of Olympia
- PRC Maintenance and Construction
- Rick's Kustom Kars*
- Rochester Lumber
- Rochester School District
- Rochester Sun News
- Rochester United Methodist Church
- Rochester Water Association*
- ROOF Community Services
- Scatter Creek Animal Clinic
- Security State Bank
- Stephen Angove, CPA
- Sto N Go Storage
- Thurston County Auditor
- Town Center Dental
- Timberland Regional Library
- Umpqua Bank
- VJ's Bargain Barn
- Weaver Investments

There's room on this list for your business!

Not sure if the Chamber is for you?

Decide after you join us for a lunch meeting.

* New Members since last newsletter!

Successful Business **SPECIAL Article**

The Benefits of Shopping and Buying Locally (Continued)

By Jeff Milchen

A chain "superstore" may boast of creating 300 new jobs, but numerous studies indicate they displace as many jobs as they create. And when communities like Barnstable, Mass. Studied the fiscal impact of chains, they concluded such development actually costs more taxpayer dollars to support in safety and services than the community would reap. In other words, when new big box chains come to town, expect to pay more taxes.

But what about all new sales tax revenue those chains bring? That too, is largely illusory. Unless an area is growing rapidly, retail spending (especially for mass-produced items found at chains) is a relatively fixed pie. For example, the most thorough study of Walmart's impact on existing retailers (by Dr. Kenneth Stone of Iowa State University) found that 84% of Walmart's sales simply shifted dollars away from existing local (including some chains) retailers.

(to be continued next issue)

Report: Grand Mound/Rochester Business Survey Walkabout

What do you like about doing business in the area

Rochester has a unique small town feel. Everyone cares about the community. It has a lot to offer the community.

Improving our local economic viability. Helping families and businesses fill their needs.

Giving back to the community.

Everybody is friendly. Likes small town, more personal relationships, people are happy. Get to know customers. Everybody knows everyone.

Community feel, people are for the betterment of all.

(To be continued next Issue)

WHAT IS A CHAMBER OF COMMERCE?

The Grand Mound Rochester Chamber of Commerce is a voluntary organization that connects businesses in order to build a better community.

The major responsibility of a Chamber of Commerce is to enhance the community's economic well-being by facilitating the growth of existing businesses and fostering new ones. Our Chamber of Commerce works to ensure the Grand Mound Rochester area has a voice in county and state issues impacting businesses, and supports community events and service organizations.

PLACE
POSTAGE
HERE



Upcoming Meetings:

Meetings are held at noon on the 1st Wednesday of each month. Lunch \$10

- **Oct 1 - Chamber Lunch Meeting at Rochester School District Office. Speaker: Kim Fry speaking about School District affairs.**
- **Nov 5 - Chamber Lunch Meeting at Rochester School District Office. Speaker: Unknown at this time.**