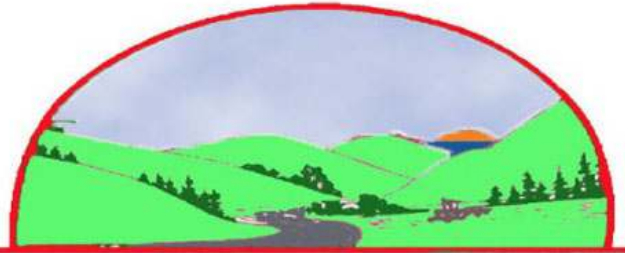


OUR MISSION:

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



**Grand Mound - Rochester
Chamber of Commerce**

9917 Hwy 12 SW, Rochester

Together We can make a difference



Gene Weaver

NOTE From the PRESIDENT

HAPPY NEW YEAR!

Another 12 months have swiftly passed and our Chamber Continues to grow and provide a positive impact on local business and community affairs. Thanks to a highly dedicated Board of Directors and very supportive membership, ideas for involvement and improvement of our area continue to flow at every meeting!

Some of our plans and challenges for 2016 include the highly controversial and serious "Gopher versus Taxpayer" issue, which threatens our economic survival. Our goals also include a new project to provide town signs on both sides along Highway 12, continued effort to coordinate funding and construction of a new community clothing bank building and our very active monitoring of various County Government activities. A special thanks to all who devote countless hours and energy to those projects!

It is once again an honor and privilege to be granted the opportunity to lead this motivated group in our quest to "make a difference" in our area of influence.

Thank you.

Gene

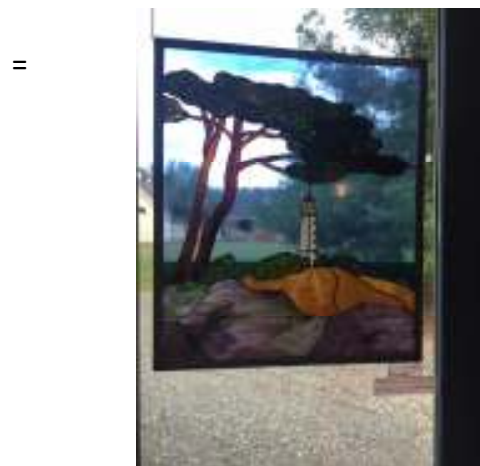
FEATURE BUSINESS

Hexen Glass Studio designs and fabricates beautiful custom stained glass and fused glass works of art.

It's owners are Renate Cowan and Gabriela Cowan. They are a mother daughter team that started their business in Olympia in 1994 and relocated to our community in 2011.

They are located at 21631 Oregon Trail Rd SW Centralia and are open by appointment only. Renate always had an interest in how stained glass was made, so in 1988 she started taking classes in San Antonio, TX. When both she and her daughter moved to Washington they decided to open the studio.

Renate provides private lessons and sells supplies to other stained glass artists. Gabriela has a gallery of her fused glass art at the studio. Renate says the best thing about having the business in this community is "being walking distance to the studio and being in such a beautiful setting". Call to schedule a time to visit their studio at [360-807-4217](tel:360-807-4217).



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 LLC *
- Amazing Reiki SPA. LLC
- Americool Heating and A/C
- Asphalt-Tech
- Auto Tech *
- Bailey's IGA
- Bailey's Northwest Property Management
- Boys & Girls Club
- Brian Riley Insurance
- Chettie's Woodworking, LLC
- Cram-A-Lot Self Storage
- Cindi Whiting - Edward Jones Investments
- Dream Weavers, Inc.
- Edminster Construction
- Enterprise For Equity *
- First Choice Storage
- Furniture Maker & Flea Market
- Gate Ranch Golf Club
- Gate City Schoolhouse
- German Cleaning Services
- Grand Mound Beverages
- Grand Mound Licensing
- Grand Mound Shell
- Halls Crystal Flutes
- Hawes Aluminum
- Halpern & Associates
- Hexen Glass Studio
- James L. Prato Insurance
- JJ's Towing
- JNL Stoves & Spas
- JMJ Services Inc
- Johnson & Johnson Overhead Doors, Inc
- KAY Crookshanks Investment Advisor
- Key Bank
- Laurel Smith , PS
- Lucky Eagle Casino
- Mariachi
- Methodist Church
- Morgan Family Dental
- Outback RV Park
- Photography by Robin
- Port of Olympia
- PRC Maintenance & Const.
- Ricks Custom Kars
- Rochester Lumber Inc
- Rochester School District
- Rochester Sun News, Devaul Publishing
- Rochester Water Association
- ROOF Community Services
- Sam Tomaro Insurance *

- Scatter Creek Animal Clinic
- Security State Bank
- Seventh Generation Charters
- South County Accounting
- Stephen Angove, CPA
- Sto N Go Storage
- Stone Soup Ministries *
- The Feed Bin
- Town Center Dental
- Timberland Regional Library
- Truepoint Metal Works
- Umpqua Bank
- VJ's Bargain Barn
- Weaver Investments

* New Members since last newsletter!

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.

Successful Business Tips

Going Social: How does your business rate?

As 2016 begins, it's a good time for companies to take a look at how their social media programs are performing and to make the necessary changes to start the year strong. So says Bernard Perrine, co-founder and CEO of SocialCentriv (socialcentriv.com), which helps **Review your goals**. It's important to know your end goals, who you want to reach and what you want them to do. The particular audience segment a firm wants to reach will be unique, as will the best role that social media can play in turning prospects into customers. **Check out customer comments**. Quick searches should give you a good idea of how people are rating the quality of your products and service. You may be surprised—and dismayed—not only by what is said, but by who is saying it. Even at small companies, well-meaning but misguided employees sometimes set up profiles for their employers without bothering to tell the boss. This can create issues, from confusing customers to leaking trade secrets. Put together a clear social media policy for all to sign. Also it's important to monitor what people are saying about your business on social media. While feedback may be harsh, it's important to know. Tools like Mention, Hootsuite, Talkwalker and Social Mention can all help you learn. **Evaluate the brand position on social media**. To evaluate brand consistency, accuracy and effectiveness, you need to check that everything from product information to profile pictures to product headers contain consistent, updated logos, images and color schemes. Determine how many posts include images, which tend to increase engagement, such as generating more retweets on Twitter; learn what your competitors are up to on social media; and evaluate how you engage with others on social media. Collect metrics, such as through the page insights that Facebook provides or through third-party technology. A good example is Followerwonk's data-crunching and graphing service for brands that use Twitter.

What your Board of Directors has been doing!

Your Board of Directors has decided to publish the minutes of their meetings and each months Treasurer's Report on the Grand Mound Rochester Chamber of Commerce website at: <http://grandmoundrochesterchamber.com/minutes/> They will be in PDF File format and you will need the Adobe Reader (Your computer should have Adobe Reader installed on it but if it doesn't you can download a free version at: <https://get.adobe.com/reader/?promoid=KSNEY>)

The meeting minutes will be posted after the following months meeting to allow the Board to approve them

Upcoming

Meetings:

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

- **Jan 6 - Chamber Lunch Meeting at Rochester School District Office. Speaker: Scot Davis, Thurston County, A new Transportation Benefit District.**
- **Feb 3 - Chamber Lunch Meeting at Rochester School District Office. Speaker: Annual report from our local Non-profits.**



PO Box 211, Rochester, WA 98579

PLACE
POSTAGE
HERE

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 busi-

Upcoming
Meetings: