



Commerce Communicator

F E R N D A L E C H A M B E R O F C O M M E R C E

**SPECIAL
POINTS OF
INTEREST:**

- 2011 Street Festival Recap
- Presidential Update
- Harvest Festival
- 2012 Calendar & Photo Contest
- Old Fashion Christmas
- Political Debate
- CEV Free Business Seminars

**INSIDE THIS
ISSUE:**

Word from the President	
<i>Businesses of the month</i>	2
Street Festival Recap	
Communication Tools	
<i>Harvest Festival</i>	3
New Members	
Upcoming Meetings	4
<i>Halloween Events</i>	
Free Business Seminars	5
<i>Upcoming Events</i>	

2011 MEMBERSHIP DRIVE

Starting in October we will be holding the Annual Membership Drive which will be advocated by the newly formed Ambassador Committee. It's a fun and rewarding way to grow our membership which in turn maintains the growth that the chamber needs in order to facilitate the programs that we all have come to enjoy. From the beauty of the flower baskets and the twinkling holiday lights to more educational opportunities and events, we need mem-

bers to make it happen. The increase in membership also means increased opportunities for you to network with more new businesses in the area. If you offer Member-to-Member benefits such as Ferndale Ace Hardware (2010 Business of the Year), who offers a 10% discount to members who sign up for monthly billing, you can advertise that on our newly designed website for free! For example, Print & Copy offers one year of free

web hosting when you have them build your website like they did ours. Our goal is 10 new members, so start your referral list and check your e-mails and our website for more details. Talk to everyone you do business with and see if they are connected yet and tell them why they should be if they aren't. Besides the opportunity to win great prizes you will be helping the Chamber grow and when we grow, you grow!

2011 POLITICAL DEBATE

Every four years our city goes through a major election. This election can redefine the City of Ferndale.

As a registered voter, you will be voting on the mayor as well as four city council positions. As a Ferndale business it is vital you know

your candidates whether you are able to vote on them or not. With that in mind we invite you to the 2011 Political Debate in partnership with the Ferndale Record. You will be able to submit questions to the candidates a head of time by sending them to us

to compile for the night of the debate: Tuesday, October 11, 6-9 pm, Central Elementary (5610 2nd Ave).

To submit a question for the Debate, please email us at info@ferndale-chamber.com or you can also call us at 384-3042.

A W O R D F R O M T H E P R E S I D E N T

Hello everyone and Happy Fall! Can you believe we are heading into the last quarter? I for one enjoy the feeling of fall and the change of seasons. It always marks a time to look back where we have been and look forward to see if we are still going in the direction we planned at the retreat. For the Chamber, we are right on track. We are growing in members, we have accomplished and exceeded our goals and we are in the planning stages for new things to come. The question is, "How are our members doing?" If the success of the Chamber is to mean anything then the members must succeed also. In a tough economy living in our small town makes a difference. We can support each other and we can survive just like we did the closing of the Main Street bridge. To do so I encourage you to treat the changing economy like you would any obstacle and find a way around it by supporting your friends, neighbors and local business who in return will support you. Its how and why the Chamber works. Have a wonderful fall and don't forget to VOTE!

-Ann Cline

B U S I N E S S ' O F T H E Q U A R T E R

*A person's true
wealth is the
good he or she
does in the
world.*

JULY

Pete's Auto Repair

"Years of Service to Ferndale and the Chamber."



AUGUST

Silver Reef Hotel Casino Spa

"Constantly provides great community service to the Chamber & many local non-profits."



SEPTEMBER

Whatcom Fire District #7

"They do a great job!"



**2 0 1 1 S T R E E T F E S T I V A L
A H U G E S U C C E S S**

We closed down the town and opened up the community this year with the biggest Ferndale Street Festival so far. We estimate that we brought almost 10,000 visitors and community members to the downtown corridor

and showed them what our town is all about. With over 100 vendors, a street over flowing with an extraordinary showing of antique and collector vehicles, endless kids entertainment and 15 different bands playing all weekend

it was not to be missed. A special thank you to all our volunteers and sponsor without whom this event would not be possible. See our website ferndalestreetfestival.com for a complete list and also find us on Facebook.



NEW COMMUNICATION TOOLS

As you may have noticed, we have changed the way we are communicating with you. As you read this print version of the quarterly newsletter know that we are starting to move more towards electronic forms of communication with our members. From e-mail to our website,

Facebook and now Twitter, we are seeking the best way to communicate with the most people the most efficient way. Don't worry, your paper newsletter isn't going away anytime soon but we will be connecting through many venues so check those out too. We also want to re-

mind you if your business has anything newsworthy we will "blast" it out there for you as best we can and if you want to stay in the Ferndale Chamber "know", let us know how you want to know!

FERNDALE HARVEST FESTIVAL

SAVE THE DATE:

Saturday, October 15th
10AM until 4PM

Centennial Riverwalk Park

In cooperation with the Ferndale Downtown Association we are co-hosting the Ferndale Harvest Festival. It will coordinate with the last day of the Ferndale Public Market. This event is free and there are

family activities going on all day. For a detailed printable flier, go to our website under Events.

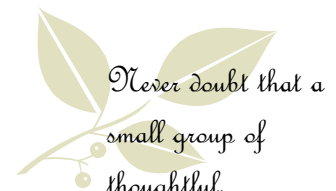
Special Thanks
to Our Sponsor:



Here is the list of events:

- 10AM: Vendor
- 10AM: Pumpkin Growing*
- 10AM: Carved Pumpkins*
- 10AM: Pumpkin Faces*
- 11AM: Scarecrow Drawing*
- 11AM: Family Photo Area
- Noon: Chalk Art
- 1PM: Pumpkin Desserts*
- 2PM: Pumpkin balloon toss
- 3PM: Pumpkin Catapult

*Denotes Contest



Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has.

Margaret Mead

NEW MEMBERS - WELCOME!

- Buy the Bay Realty
- Tai Chi Mantis Institute
- Louis Auto Glass
- Whatcom Community College Foundation
- Time to Thrive Tutoring



U P C O M I N G M E M B E R S H I P M E E T I N G S
 S I L V E R R E E F H O T E L C A S I N O & S P A P A V I L I O N R O O M

Wednesday, October 19
 Noon

Guest Speaker:
SSA Marine
Update on the Gateway
Terminal Project

Sponsored By:



Wednesday, November 16
 Noon

Guest Speaker:
American Red Cross

Door Prizes &
 Networking as well

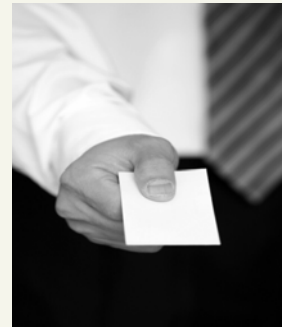
Sponsored By:



Wednesday, December 21
 Noon

HOLIDAY PARTY!

Don't forget to bring your
 nonperishable food item for
 the Ferndale Food Bank!
 And we will have a special
 guest—bring your camera!



Keep your sales pipeline full by
 prospecting continuously.



H A L L O W E E N E V E N T S

*Get
 involved...the
 world is run by
 those who show
 up*

With last year's amazing success, both Halloween events will be back this year! Our long standing Pumpkin People Contest will run from Monday, October 24th through Monday, October 31st. All you have to do is notify us if you will be participating—by simply sending us email at info@ferndale-chamber.com or calling the Chamber office

at 384-3042. Please go to our website to look at some of the past years' winners.

Also this year, we will be sponsoring the "Downtown Trick or Treat" event. To be on the map as a participating business that will be given to over 300 kids and their families please let us know **via e-mail**. (Note: the map will be the most walk-able areas of Fern-

dale. Check with Cory for exact locations)

SAVE THE DATES:

Pumpkin People
 Mon, Oct 24—Mon, Oct 31

Business Trick or Treat
 Monday, October 31
 (on Halloween)
 3PM until 6PM

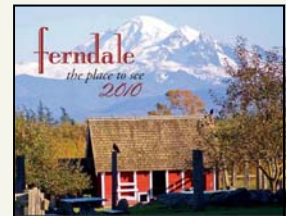


2 0 1 2 C A L E N D A R & P H O T O C O N T E S T

The 2012 Spirit of Ferndale Community Calendar is headed into production but we don't want to miss any member or community events. If you have an annual or upcoming event you would like to submit for the calendar now is the time to get it in. In addition you need to secure your

spot for advertising before they are all gone. The spots are \$150 for a business card size ad and the spaces are on a first come first serve basis so contact the Chamber via the website **or a quick call to Cory** by **October 31st**. The calendar photos are some of the most amazing Ferndale

photographs so in keeping with what works we are holding the photo contest again. These can be amateur or professional alike and must depict the Spirit of Ferndale. If you aren't the photographer in the family but know someone who is please let them know to visit our website for details.



He is happiest to be king or peasant, who finds peace in his home. Johann Wolfgang Von Goethe

ANNUAL HOLIDAY EVENTS

SAVE THE DATES:

Community Tree Lighting

Friday, December 2nd
5PM–6PM

Centennial Riverwalk

Olde Fashion Christmas

Pioneer Park

Friday, Dec 2: 5PM-9PM

Saturday, Dec 3: 1PM-9PM

Sunday, Dec 4: 1PM-5PM

We are again partnering with the Ferndale Downtown Association to host our annual Community Tree Lighting. Come out to join us when Mayor Gary Jensen officially lights up Ferndale (and we hear Santa Claus may make an appearance). Following the Tree Lighting, you need to head on down to Pioneer Park for the Old Fashion Christ-

mas. This 19th annual event organized by the Ferndale Heritage Society lasts three days. This year’s theme will be “Memories of Christmas Past.” This is a family friendly event and everything is free or almost free. There are crafts, entertainment, refreshments and horse drawn rides around town .

**FREE BUSINESS SEMINARS
PARTNERSHIP WITH CEV**

We have only one more class scheduled for this year’s Free Business Seminar in partnership with Western Washington University Center for Economic Vitality. But we have been in discussion about extending this program into the new year. Currently they are held on the 4th Wednesday of

each month at WECU. The next class will be on Wednesday, October 26. The topic will be Social Media Marketing and this new advertising and networking platforms can better your business! Please RSVP to the event

by emailing us at info@ferndale-chamber.com or calling the Chamber office.

“Stay tuned” for upcoming class information!!!



It is not the honor that you take with you, but the Heritage you leave behind.
Branch Rickey, U.S. baseball player

UPCOMING COMMUNITY EVENTS

OCTOBER

- 3 City Council Meeting
- 6 Ferndale EDC
- 11 Political Forum
- 15 Harvest Festival
- 17 City Council Meeting
- 19 Membership Meeting
- 24/31 Pumpkin People
- 26 Free Business Seminar
- 31 Downtown Trick or Treat

(*Public Market on Saturdays)
(*Every Thursday Toastmasters)
(*Every Tuesday WYPs Buzz)

NOVEMBER

- 3 Ferndale EDC
- 6 DST Ends
- 7 City Council Meeting
- 8 Election Day
- 11 Veterans Day
- 16 Membership Meeting
- 21 City Council Meeting
- 24 Thanksgiving



DECEMBER

- 1 Ferndale EDC
- 2 Tree Lighting
- 2/4 Old Fashion Christmas
- 5 City Council Meeting
- 19 City Council Meeting
- 21 Membership Meeting
- 22 Winter Begins
- 25 Christmas
- 31 New Years Eve



*Enjoy life.
There's plenty
of time to be
dead.
anonymous*



Ferndale

CHAMBER OF COMMERCE

F E R N D A L E C H A M B E R
O F C O M M E R C E

5683 2nd Ave
PO Box 1264
Ferndale, WA 98248

Phone: 360-384-3042
Fax: 360-384-3009
E-mail: info@ferndale-chamber.com
www.ferndale-chamber.com
www.facebook.com/FerndaleChamber
www.twitter.com/FerndaleChamber

WE'RE ON THE WEB
WWW.FERNDALE-CHAMBER.COM

Board of Directors

Ann Cline, President—Farmers Insurance
Tim Miller, Treasurer—Tenaska Cogeneration
Darby O'Neil—CPA
Doug Meyer—Sterling Real Estate
Jody Moffett—ConocoPhillips-Ferndale Refinery
Larry Hoffman—Whatcom Fire District #7
Pete Harksell—Pete's Auto Repair

Linda Barsalou, VP—Silver Reef Hotel Casino Spa
Wayne Galloway, Past President—MSNW
Diane Blakesley—Kelly's O'Deli
Jason Britain—Individual
Kimberly Cook—Whatcom Educational Credit Union
Molly Simon—Ferndale Boys & Girls Club
Victor Boulous—Starvin Sam's 76

Liaison: Paul Ingram, City Council

Staff

Guy Occhiogrosso, Executive Director
Cory Elizabeth Bartel, Events & Program Coordinator

The Ferndale Chamber of Commerce is a nonprofit organization that has provided support for Ferndale business people since 1955. The Ferndale Chamber of Commerce provides a venue for promoting your business, a resource for business development, a key to expanding business contacts, an advocate in the legislative arena, a guide to community information and events.

Our Mission Statement

The business and purpose of the Ferndale Chamber of Commerce shall be to improve the image of the business community in Ferndale, Washington; to increase pride in the community and to enhance and support quality economic growth. It shall also be to encourage open communication among citizenry, and to celebrate diversity of all within the community and to develop programs to accomplish these ideals.