

VALLEY
BUSINESSNEWS

Stay up to date
with Chamber
news and
member
happenings!

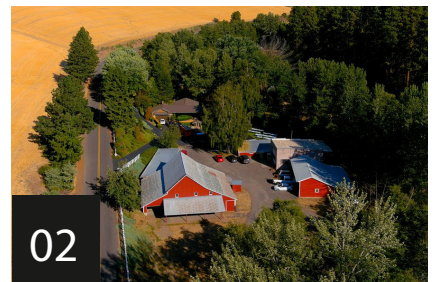


WALLA WALLA VALLEY
CHAMBER OF COMMERCE



BUSINESS CLASSIC
GOLF **TOURNAMENT**

A message from our returning
champions, new contests and
returning fan favorites.



MEMBER OF THE
MONTH

Step back in time at this country
side AirBNB and event venue.



AUGUST

MEMBER OF THE MONTH

Stella's Homestead

Expect to be warmly welcomed when you arrive at Stella's Homestead. You can visit for the day or stay the night in one of their five lodging options, and it is the idyllic setting for your next event. Help us congratulate our August Member of the Month, Stella's Homestead!

They also just so happen to be hosting our August Business After Hours next Tuesday (8/8). Just a short scenic drive from Walla Walla, join us out at their beautiful property to congratulate Cheryl and see all the hard work and family history that has gone into making this the perfect getaway destination and event space.

“

I find renewed happiness seeing how others use the property.

BUSINESS AFTER HOURS Stella's Homestead

Tuesday, August 8
5:30 pm- 7:00 pm

2194 S Fk Coppei Creek Rd,
Waitsburg, WA 99361

The Walla Walla Valley Chamber invites you to join us for an evening of music, networking, and fun at our August Business After Hours.

Prepare to be transported to a world of rhythm and nostalgia as we bring you "Tuesday Night Fever" at Stella's Homestead. Indulge in themed refreshments and appetizers while mingling with a diverse array of professionals from the valley. This informal and welcoming gathering offers the perfect opportunity to connect with like-minded individuals, fostering valuable connections.

This event welcomes everyone and we encourage you to bring your

friends, coworkers, and associates along for a night of camaraderie and fun. Remember, membership is not required, and there are no charges to attend.

Mark your calendars and, for those who dare, dress the part as we channel the spirit of "Stayin' Alive" and "Greased Lightnin'." The August Business After Hours will be an evening of celebration, networking, and entertainment.

For more information about Business After Hours, please visit <https://www.wvvchamber.com/business-after-hours/> or contact Tawni Gama at tgama@wvvchamber.com or 509.525.0850.



April 2023 Business After Hours at Berkshire Hathaway



Learn More About:

- Member of the Month
- Business After Hours
- Ribbon Cuttings
- Golf Tournament

The History That Led to the Modern Day Ribbon Cutting

Dating back to around 1898, evidence of one of the first ribbon cutting ceremonies was for the opening of a railroad line in northern Louisiana. The Louisiana railway and the rise of the modern interstate highway system in the United States is what ultimately spurred the increase in demand for ribbon cutting ceremonies. As freeways, bridges and tunnels began to take over, ribbon cuttings were used as a way to celebrate a "clear path forward".

In addition to celebrating the completion of new highways, ribbon cuttings have become common place to mark the new beginning of a business or project that has been months or even years in the making. They are also used as opportunities to celebrate new members, anniversaries, expansions, rebrandings and other noteworthy milestones.

Now that you know the significance of the Ribbon Cutting Ceremony. Give us a call to schedule one of your own.



BUSINESS CLASSIC GOLF TOURNAMENT



2022 Champions, Baker Boyer, Return to Reclaim the Title

Don't let that friendly smile fool you. Joe Burlingame, team captain of the 2022 tournament champions, has every intention on Baker Boyer's name being etched on the traveling wine bottle trophy for another year.

With the expectation of 30 teams, Baker Boyer will have their work cut out for them. If you want to give our returning champions a run for their money, there's still time to register.

New for 2023:



- 2023 brings all new contests, including the "Magazine Cover" team photo contest and team name contest.
- We have added sponsorship options to make it more affordable for any budget as well as an option for non-profits.
- For those that want to skip the golfing, we have added an option to just attend the dinner



Falkenbergs Jewelers

Skip Cundiff
6 E Main Street
Walla Walla, WA 99362
<http://www.falkenbergs.com>



Skip relayed. "In the first couple of years of our business in Walla Walla, we were fortunate to have secured funding. This is imperative when opening a business in Walla Walla as it is almost everywhere. We also conducted a thorough market research analysis, setting the stage for a promising start. The choice of location played a pivotal role in our success, as we positioned ourselves in a prime spot, accessible to our target audience and aligned with the local market's preferences.

We quickly realized the vital role that marketing played in getting the word out about our business. Through strategic and creative marketing efforts, we effectively communicated our brand message, products, and services to the community.

Investing in marketing proved to be essential for building brand awareness, customer loyalty, and generating positive word-of-mouth within the close-knit Walla Walla community. By continuously refining our marketing strategies based on customer feedback and market insights, we have been able to establish ourselves as a valued and recognizable presence in this unique and vibrant town."



Truth Teller Winery

Dawn Loeliger
47 E Main St
Walla Walla, WA 99362
<http://truthtellerwinery.com>



"We found that by incorporating sustainable practices and engaging with local organizations our business can thrive in this supportive and close-knit community. Success in Walla Walla lies in aligning your enterprise with the town's values, cultivating lasting relationships, and embracing its cherished history", stated Truth Teller Winery owner, Dawn Loeliger.

She further relayed that she feels Walla Walla is a charming town that boasts a unique population comprising students, locals, retirees, and relocated individuals. With a rich history dating back to the early 19th century, the town was originally inhabited by Native American tribes, including the Walla Walla, Cayuse, and Umatilla. Understanding the people and history of Walla Walla is crucial for anyone looking to start a business in the town.

Dawn wants you to know that while agriculture and wine culture thrive in Walla Walla, making it an ideal location for ventures in these industries; catering to the needs of retirees and tapping into the town's appreciation for education and culture can unlock additional business opportunities.

QUESTION OF THE MONTH

Every month, we'll pose a new question to several local businesses, and this month, we're starting the conversation with the following question:

What is the best piece of advice you could give someone that wants to open a business in Walla Walla?



Providing honest products and services builds a positive image and credibility,



WALLA WALLA VALLEY WINE

Jeff Hickenlooper will join Walla Walla Valley Wine this fall to lead strategic communications and consumer marketing efforts for the wine industry membership and marketing organization, including the organization's social media platforms, signature annual wine event, Celebrate Walla Walla Valley Wine and new collaborations in the works for 2024. Hickenlooper will join Executive Director, Liz Knapke, and Development Manager, Tracy Parmer, on the Walla Walla Valley Wine team.

"Jeff's passion and commitment to the wine industry is evident in his depth of knowledge and expertise; that experience paired with his creative and innovative approach will further fortify the Wine Alliance's established marketing, development, and event capabilities," said Knapke. "We are eager to welcome him to the team and, over the next twelve months, will steer key initiatives that continue to propel the mission, members, and dynamic Walla Walla Valley Wine community forward."

COLUMBIA REA

Columbia REA has chosen one local organization to receive our More Powerful Together Community Grant for the 2023 award year.

After careful consideration of all applications, our 2023 \$10,000 MPT Grant will be presented to The YWCA of Walla Walla. YWCA of Walla Walla (YWCA) will use the funds to create a new state-licensed childcare facility on the campus of Columbia County Health System (CCHS) in Dayton.

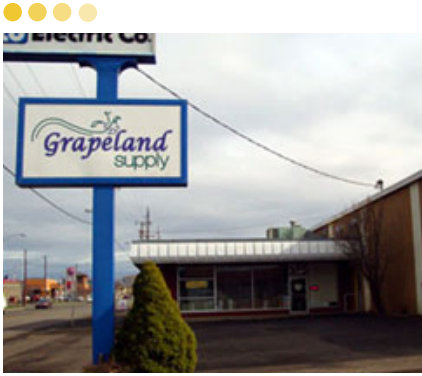
"By offering affordable and inclusive childcare, we hope to empower parents to pursue economic opportunities, reduce the poverty rate, and foster the overall well-being of families," says Tabitha Haney, YWCA Director of Childcare. "We are so excited to bring high quality childcare to Columbia County, which will fill a huge need that has existed since the last licensed center closed in 2020."



We are so excited
to bring high quality
childcare to
Columbia County



QUESTION CONTINUED



Grapeland Supply

Kai Itameri
811 W Rose St
Walla Walla, WA 99362
<http://www.grapelandsupply.com>



Kai, owner/manager, shares that being honest and taking care of your customers are fundamental principles that can significantly impact the success of any business, particularly in a close-knit community like Walla Walla.

Honesty, he believes it establishes trust, building strong relationships between businesses and their customers. When customers feel confident in the integrity of a business, they are more likely to become loyal customers and advocate for the business. Knowing Walla Walla, word-of-mouth spreads quickly, making a company's reputation vital.

Providing honest products and services builds a positive image and credibility, attracting new customers. "Taking care of customers involves understanding their needs, providing excellent customer service, and valuing their feedback" Kai remarked. Satisfied customers become repeat customers, driving steady revenue and growth. In Walla Walla, where community

ties run deep, a single dissatisfied customer can have far-reaching consequences. We have always worked diligently to enhance our customers' experiences and let them know how much we appreciate each and every one of them.



Lloyd's Insurance

Mel Gammond
103 S 2nd Avenue
Walla Walla, WA 99362
<https://www.lloydsinsurance.net/>



Mel Gammond, President of Lloyd's Inc. says "We have faced challenges in finding the right talent. Asking our staff for referrals has proven to be the best solution."

Our employees understand our culture and values, making their recommendations more aligned with our goals. The referral program streamlines recruitment, saving time and resources. It boosts employee engagement and morale; they feel valued and involved in the process. The quality of candidates referred to us by our staff has been exceptional, resulting in a higher success rate in hiring. Embracing this approach has strengthened our team and positioned us for future growth and that should work for your business as well.



Walla Walla Beer Parlor

Bill Weed
14 W Main Street
Walla Walla, WA 99362
bill@wwbeerparlor.com



Bill Weed, Head Beer Drinker at Walla Walla Beer Parlor says an awesome community around his work has been a total game-changer! "I teamed up with some local businesses who were genuinely interested in what I was doing, and it's been an amazing experience." One of the smartest moves I made was partnering with Paul Bowen from The Small Business Development Center. He is a real pro and gave me invaluable tips and resources that took me to the next level."

Reaching out to people who share my passion was key, and the response was overwhelming. Our community has become like a big supportive family, always there to exchange ideas, offer help, and have a great time together. "It's not just about getting more exposure (though that's a bonus), but it's also about collaborating and pooling our resources to make a lasting impact. I've learned that when you work together, incredible things happen, and I'm super excited to keep this momentum going strong!"

Continued on Pg. 9

UPCOMING EVENTS



REININGER & HELIX WINES

Helix Hootenanny

August 26
5-9 pm

Join us at REININGER Winery on August 26 for a good 'ol fashion hootenanny to celebrate Helix turning 20.

It's been almost a decade since our last hootenanny but we're bringing back our country party and making it bigger than ever before, featuring:

- Country Swing & Line Dancing Lessons
- FarmStrong Performance
- 13 Bones BBQ Food Truck On-site
- Roping Lessons by the Walla Walla Community College Rodeo Team
- Commemorative Helix wine releases



AMERICAN 35

August Events

Join American 35 in Waitsburg throughout August for music, fun and deals:

August 16: \$15 rum flights for National Rum Day

August 19: Swing dance lessons

August 26: Quin Wise on guitar from 8-10 pm (as part of the Happening)

August 27: National Red Wine Day - Enjoy your favorite or find a new varietal to love; all red wines are \$8 today.

August 30: Trivia

GESA POWER HOUSE
THEATRE

Downwind

August 9
7 pm

On the anniversary of the atomic bombing of Nagasaki in 1945, Gesa Power House Theatre proudly presents "Downwind," a documentary featuring Lewis Black and lauded actor Micheal Douglas. Martin Sheen narrates this harrowing exposé of the disregard for everyone living downwind of the 928 nuclear detonations on American soil from 1951 to 1992.



FORT WALLA WALLA

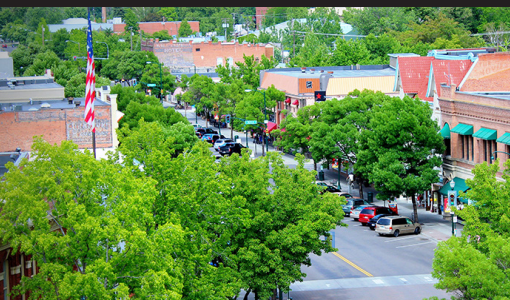
Ice Cream Social: The Oregon Trail Game

August 20
10 am- 5 pm

The Museum's biggest summer event includes free ice cream with admission, Living History, and the interactive live-action Oregon Trail Game, inspired by the popular 1985 educational video game.

Bring your team and survival skills to make it from Independence, Missouri, all the way to Fort Walla Walla. In this kid-friendly game, pack your wagon to travel the Oregon Trail and stop at forts along the way, where your wagon party will be checked for the necessary supplies for your travel. Along this journey, you will face 10+ different calamities which you must overcome with using pioneer skills, creativity, or pure luck.

IN CASE YOU MISSED IT



Walla Walla named one of "9 of the Friendliest Towns in Washington" by WorldAtlas.



World Wide Travel Service

Paul Schneidmiller
11 S 1st Avenue
Walla Walla, WA 99362
<http://www.wwts.bz>



Paul Schneidmiller, owner of World Wide Travel, shared that his driving force is to surpass expectations and provide an exceptional travel experience. "I take immense pride in the quality of our products and services, as our team is genuinely passionate about what we offer."

"Before beginning this journey, I diligently did my homework, ensuring that every aspect of my business was meticulously planned and executed. One of the most invaluable decisions I made was establishing a strong relationship with a local bank. This partnership provided us with the necessary financial support, guidance, and resources to turn our vision into reality. The bank's expertise and understanding of the local market proved to be instrumental in our growth and success," he stated.

Paul further remarked, "With a commitment to excellence and a dedicated team, we continue to innovate and improve, catering to the unique needs and desires of our clients. Our ultimate goal is to create unforgettable travel experiences that leave a lasting impression and inspire wanderlust in every adventurer we serve."

NEXT WEEK AT A GLANCE

CHAMBER EVENTS

Tuesday, August 8 | 5:30 pm -7 pm
Business After Hours
Stella's Homestead

LOCAL EVENTS

SATURDAY, AUGUST 5

- Fort Walla Walla- Lewis & Clark Living History Weekend (8/5- 8/6)

MONDAY, AUGUST 7

- VFW- Bingo (8/7 & 8/8)
- Garden Story Time: Berney Elementary

WEDNESDAY, AUGUST 9

- Wonderful Women Wednesday at Henry Earl Estate Wines
- Stump Trivia Quiz: Wednesdays at Big House Brew Pub
- Power House Movie: Downwind

THURSDAY, AUGUST 10

- "What No One Taught You About Workplace Communications" & "How Risky Do You Like It" - Presented by Carol Bowser

FRIDAY, AUGUST 11

- Gesa Power House Theatre- Paranormal Cirque
- Eternal Wines- Beats & Bites Concert Series



29 E Sumach St • Walla Walla, WA
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marketing@wvwchamber.com



2023 VISIONARY MEMBERS

