

# COMMERCE COMMUNICATOR

*Summer 2017 Issue*

## FERNDALDE CHAMBER REACHES 300 MEMBERS

The Ferndale Chamber of Commerce is pleased to announce that as of June 21 it has reached the milestone of 300 active businesses as part of its membership. The Chamber Board knew that the chamber was poised to grow quickly, so in late 2016 they approved the addition

of a third staff member so that the chamber could continue to provide excellent service to all of its members. From January 1 to July 1 64 local businesses have joined the membership. The Ferndale Chamber would like to extend a note of thanks to our members: Thank you to each and

every one of you who has made the commitment to business in our community by being a member of the Ferndale Chamber. We couldn't have done it without your support through referrals, volunteerism, and continuing memberships.

## PICNIC AT THE PAVILION - MEMBERSHIP DRIVE

Calling all current Ferndale Chamber members and those considering joining the Ferndale Chamber! You're invited to a complimentary picnic on August 1 from noon - 1! If you are a current member, all you

have to do in order to attend is bring a potential member who has not been a member for the last two years. Please RSVP both yourself and your guest when you RSVP. If you are a prospective member, all you have to do is

RSVP! Perks for current members who bring a guest and sign on bonus's for those who sign up as a member at the event! You must RSVP by July 28 in order to attend this event--don't miss it!



## FERNDALDE STREET FESTIVAL—8.25 / 8.26

Don't miss the largest festival in Ferndale! Friday night starts off at 6pm with live music, beer garden and food vendors. On Saturday the festivities expand throughout downtown Ferndale, featuring over 100 craft vendors, an entire block of food trucks, live bands all day, beer garden, a whole street full of

kids activities, classic car show and so much more! The event takes place August 25-26 and is expected to see over 8,000 in attendance from all over the United States and the world! Last year we had one attendee from as far away as Kingston, Jamaica! If you are interested in vending or

volunteering please email [audrey@ferndale-chamber.com](mailto:audrey@ferndale-chamber.com). Otherwise, we look forward to seeing you at the Festival!

**Ferndale**  
CHAMBER OF COMMERCE

## UPCOMING MEMBERSHIP LUNCHEONS

### JULY 19, 12-1pm

The July Membership Luncheon will take place at the Silver Reef Event Center and will feature round table networking. Thanks to our sponsor:



### AUGUST 16, 12-1pm

The August Membership Meeting will take place at the Silver Reef Event Center and will also be a networking luncheon. Thanks to our sponsor:



### SEPTEMBER 20, 11:30-1pm

September's Luncheon will feature a guest speaker and will take place at the Silver Reef Event Center. Thanks to our sponsor:



## AFTER HOURS NETWORKING & FORUMS

### POWER HOUR

Is a free educational forum that features a different business resource every meeting! With topics like internships, social media, accounting & HR, there's something for every company. Join

us September 14 from 4-5pm at Ferndale Police Dept.. Our speaker will be the Ferndale Police Dept. Coffee & snacks are provided.

### BUSINESS UNPLUGGED

Our after-hours casual networking event that takes place every other

month! It's hosted by a member so the location varies, but you can always count on snacks & drinks! Join us August 10 at Twin Sisters Creamery from 5-7pm. August's networking partner will be Whatcom Young Professionals.

## LEAPING LADIES

Leading Ladies, the Ferndale Chamber's women in business mentoring group, is going skydiving! After our monthly meeting where the topic was 'facing fears' we took things a little

too literally, and decided to jump out of a plane! The jump will occur on Wednesday, August 2nd at 4:30pm at Snohomish Skydive & everyone is welcome to come watch. For our female readers, join

us the first Wednesday of every month from 5:30-7pm for wine, snacks & great conversations! Regular meetings resume in September. And we promise we'll stay on the ground this time.

## MEMBER ORIENTATIONS

Did you know we offer a quarterly business scholarship of up to \$500? Did you know you can customize your membership page? Did you know we will produce & edit a video advertisement for you? Well you would if you attended Member

Orientations! Member Orientations aren't just for new members, they're also a great resource for existing members to ensure they're getting the most out of membership. Orientations take place once a quarter and only take an hour of your time, a small

commitment for a huge reward! Our next Orientation is August 2nd from 12-1pm at the Chamber Offices (2007 Cherry St). If you'd like to attend please register online or talk to our Membership Director, Kelsey Rowson.

## UPCOMING EVENTS

### JULY

19- Chamber Membership Luncheon  
20- PNW Insurance Group Ribbon Cutting  
28-30- Whatcom Old Settlers Pioneer Picnic

### AUGUST

1- Picnic at the Pavilion Membership Drive  
2- Leaping Ladies  
10- Business Unplugged  
16- Chamber Membership Luncheon





# WELCOME NEW MEMBERS



Absolute Wellness



ADVERTISE HERE  
audrey@ferndale-chamber.com  
\$50

ADVERTISE HERE  
audrey@ferndale-chamber.com  
\$50

## AUGUST

14-19- Northwest WA Fair  
20- Whatcom Humane Society's Dog Days of Summer  
25-26- Ferndale Street Festival

## SEPTEMBER

6- Leading Ladies  
14- Power Hour  
20- Chamber Membership Luncheon

# MEMBERS OF THE MONTH



## APRIL-FLOW MOTION

Flow Motion is Ferndale's wellness, dance, & fitness sanctuary with a focus on stress management through a whole-body approach to self care. Offering a variety of fitness and yoga classes, Flow Motion now offers the area's ONLY Infrared Hot Yoga clas-

ses. A full spectrum Infrared Therapy Room and Executive Lounge are all included in even the basic membership. Contact: Alyssa Springs • (360) 393-8829 •

[www.MoveInFlowMotion.com](http://www.MoveInFlowMotion.com) 1920 Main Street, Suite 19 • Ferndale



## MAY-WHATCOM TALK

WhatcomTalk is an online media group that publishes positive stories about the people, businesses, and organizations doing good things around Whatcom County. We reach thousands of local readers every week and help foster connections

between businesses and consumers. While readers get their state, national and world news elsewhere, we provide a destination site for all things local. (360) 482-1671, [www.whatcomtalk.com](http://www.whatcomtalk.com)



## JUNE-STERLING REAL ESTATE

Sterling Real Estate Group was designed and created as a local independent real estate company to specifically serve the people Whatcom County. We are Whatcom County's leader in providing socially conscientious and environmentally

responsible real estate services. Our brokers implement the highest standard of customer service and operate with the upmost integrity. (360) 756-0021, [www.sterlingrealestate.co](http://www.sterlingrealestate.co)



## JULY-ROCKWOOD REALTY

Rockwood Realty was established Spring of 2016. We are located at 2002 Main St. next to True Value. I've have had the privilege of serving as a high energy and a top performing Real-estate company since 2003. Rockwood Realty has an

amazing group of fully dedicated professionals who love serving good folks looking to buy or sell homes and work alongside investors looking for income producing opportunities. (360) 384-3040, [www.jonrockwood.com](http://www.jonrockwood.com)

# SOCIAL MEDIA STATS

## FACEBOOK

Reach: 21,528  
Views: 13,143

## INSTAGRAM

Followers: 283  
Reach: 474

## TWITTER

Followers: 766



## AMBASSADOR OF THE QUARTER

Alyssa has been a dedicated Ferndale Chamber Ambassador for over 3 years. During this past quarter, Alyssa volunteered 19.5 hours of her time to the Ambassador Program!

Alyssa is the owner of Flow Motion, Ferndale's wellness, dance, & fitness sanctuary located at 1920 Main St, Suite 19 on the second floor of the Carnation

Oxford Building. Stop by to congratulate her & stay for a class or two! Thank you Alyssa for all your hard work and dedication to the Ferndale Chamber!

If you are interested in becoming an ambassador, please contact Kelsey Rowison at [kelsey@ferndale-chamber.com](mailto:kelsey@ferndale-chamber.com)



## BUSINESS BUZZ

### HEALTHY PET RECEIVES AWARD

Healthy Pet has been awarded the 2016 Northwest Clean Air Agency (NWCAA) Gold Award for demonstrating at least three consecutive years of perfect compliance. Healthy Pet is a pet care company dedicated to holistic pet health. Their motto is "Happy, Active, Natural". You can reach them at (360) 734-7415.

### PETE'S AUTO REPAIR OWNER RECOGNIZED WITH AWARD

Pete Harksell, Jr., owner of Pete's Auto Repair and Ferndale Chamber Board Member, was selected for the second year as the 2017 NAPA/ASE Seattle region Technician of the Year. The award winner is chosen based on technical skills, customer feedback & business practices.

### MCKAY'S VARIETY RE-OPENS

After taking 9 months off, McKay's Variety re-opened on June 20, 2017. The family owned downtown retail storefront features a variety of antiques and collectables. The store will be open Tuesdays through Saturdays, 11am-7pm and is located at 2036 Main St in Ferndale.

### GOOD BURGER AND BUCK'S BARBEQUE NOW IN ONE LOCATION

On June 20, Good Burger, formerly located on 3<sup>rd</sup> Avenue in Ferndale, moved into the Buck's Barbeque space, located on the corner of 3<sup>rd</sup> Ave and Main Street. Both businesses are run by Matt Trott and will both operate business as usual in their conjoined space.

### BARBS PIE'S AND PASTERIES MOVES INTO DOWNTOWN SPACE

Barb's Pies and Pastries has moved out of the Carnation Oxford Building and has moved into The Checkered Apron location. Barb O'Brine, owner of both Barb's Pies and Pastries and The Checkered Apron plans to open a bakery with breakfast, lunch and dinnertime featured baked goods.

### FDA CELEBRATES 10 YEAR ANNIVERSARY

This year marks the 10<sup>th</sup> anniversary of the Ferndale Downtown Association. Over the years the group has worked hard to beautify downtown Ferndale. They do the City-Wide Cleanup as well as the Harvest Festival, plus they installed 15 green benches throughout downtown and currently maintain all of the blue banners in Ferndale.

## VISITOR CENTER STATS

APRIL

118 Visitors

MAY

248 Visitors

JUNE

233 Visitors

## ANOTHER FLICKS IN THE PARK SUCCESS!

Flicks in the park took place on July 14 and showed the 1977 classic 'Freaky Friday'. Over 260 people showed up for free hot dogs, popcorn and games from our awesome sponsors! Thank you McDonald's, Ferndale Grocery Outlet, WhatcomTalk, WECU, Windermere Realty—Susan

Garlock, State Farm-Teresa Garten, The American Legion, The Whatcom Community Foundation, and Kelly's O'Deli! Also, thank you to Riley Sweeny, City of Ferndale for leading some awesome field games! We look forward to another great event next year!



## FIRST ANNUAL PIE EATING CONTEST

This year the Ferndale Street Festival will be getting a new tradition, the First Annual Blueberry Pie Eating Contest! There are three age groups, 10 & under, 11-17, and 18+. Contestants will stuff their faces with delicious

pie on main stage and battle for pie themed awards and of course, bragging rights. All contestants will receive a commemorative T-Shirt. We are taking sign ups now for applicants and have spots available for all ages! The contest

will take place on Saturday August 26th. To sign up please visit the Ferndale Street Festival website, email [audrey@ferndale-chamber.com](mailto:audrey@ferndale-chamber.com) or call 360-384-3042. Space is limited, so make sure to get in while you can!

## FESTIVAL OF FENDERS CAR SHOW

Sometimes it's okay to be flashy, especially at the Festival of Fenders Car Show! The car show takes place at the Ferndale Street Festival on Saturday, August 26th from 10am-4pm. Due to road work on 3rd ave, the usual home of the car show, the location this year is TBD. If you have a classic,

antique or just super cool car, enter now at [www.ferndalestreetfestival.com](http://www.ferndalestreetfestival.com)! The entrance fee is \$10 and you'll have the chance to win trophies and tons of bragging rights. Additionally, you'll get to spend the day surrounded by awesome cars and people who share your

passion. The car show sees about 1,000 people annually and is a long-standing Ferndale Street Festival tradition. Keep the beauty of classic cars alive by entering now in the Festival of Fenders Car Show!



Ferndale Street Festival



ADVERTISE HERE  
[audrey@ferndale-chamber.com](mailto:audrey@ferndale-chamber.com)  
\$50

## QUESTION OF THE QUARTER:

IF YOU HAD TO TRADE OFFICES WITH A COWORKER (AND YOU COULDN'T REDECORATE) WHOSE OFFICE WOULD YOU CHOOSE AND WHY?





## LEADER BLOCK WINE COMPANY

In May we welcomed Ferndale's first wine bar, Leader Block Wine Company. In the morning they offer a full espresso menu and in the evening, they serve wine and

cheeses. They are located in the Leaderblock Building at 2026 Main St in Ferndale. You can visit Leader Block from 8-6pm Wednesday through Saturday.



## KIRK DECHERT, FARMERS INSURANCE

May 25th Kirk Dechert officially welcomed everyone to his Farmers Insurance agency located on 5678 2nd Ave, Ferndale. In addition to celebrating his new space, he also

had an ice cream social and food drive for the food bank. Kirk can be reached at (360) 384-2557 Monday-Friday from 9-6pm. Insurance he offers includes home, auto, and life!

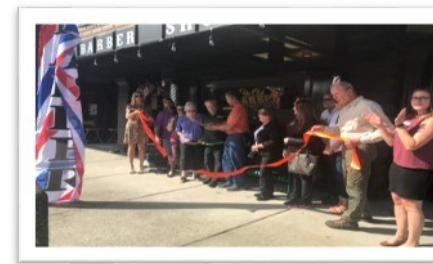
# WELCOME TO THE NEIGHBORHOOD



## JAMES BRADY, FARMERS INSURANCE

May 31, James Brady with Farmers Insurance opened his doors with the help of the Ferndale High School Band. With the sounds of music in the background, his guests were treated to a homemade Mexican

fiesta spread. James can be reached at (360) 914-3996 and is located at 2417 Main St, Ste 103. James offers a variety of services, feel free to call or stop by 8:30-5:30 M-F!



## YE OLD BARBER SHOP

Though open for several weeks prior, Ye Old Barber Shop hosted it's official ribbon cutting June 6th. The Ye Old Barbers offer both modern & classic haircuts, beard grooming and straight edge/hot lather shaves. They

are located in the Leader Block Building and operate Tuesday-Saturday from 10-7pm. You can contact Head Barber, Ken, at (360) 389-6195.

## SCHEDULE A RIBBON CUTTING

Any member with a new business, anniversary or re-naming is eligible to schedule a ribbon cutting / grand opening with the Ferndale

Chamber! To schedule please contact Kelsey at 360-384-3042.

### ANN

Audrey's office, because I wouldn't have to worry about a fish & it doesn't have any gnomes!

### KELSEY

Visitors Center, they have the fireplace!

### AUDREY

Ann's office. Because I'd definitely kill the fish!

*(For the record, Ann & Audrey did not know each other's answers beforehand! )*

# A WORD FROM THE PRESIDENT



*Sarah Koehler*  
*President, Ferndale Chamber of Commerce*

“ This is an exciting time for us at the Ferndale Chamber! We have now reached 300 members and had almost 100 guests at our last luncheon! These are real milestones for us and reflect the growth we are seeing in Whatcom County and Ferndale is particular. Kelsey has been busy reaching out to both prospective and existing members explaining the benefits of membership. The Chamber was happy to recently assist with 4 ribbon cuttings and when the Business Advocacy group met in May we were pleased to hear that several buildings in the downtown corridor have sold. Keep an eye on downtown Ferndale, I am confident amazing things are coming!

I want to thank our membership for your help and support during the Chelsey Rae Ebert Celebrity Dinner, Auction and Golf Tournament. Your support, both volunteer and financial helped us make this amazing event a success. And don't forget Flicks in the Park and the Ferndale Street Festival are just around the corner! If you are interested in sponsoring or volunteering at any of our events contact Audrey, she'll be happy to sign you up. I hope to see you at the next Luncheon, Business Unplugged, or Power Hour and have a wonderful summer.

”

## CONTACT YOUR CHAMBER



Phone: 360-384-3042  
Online: [www.ferndale-chamber.com](http://www.ferndale-chamber.com)  
Mail: PO Box 1264, Ferndale WA 98248  
Visit: 2007 Cherry St, Ferndale WA 98248 /  
M-F 9am-5pm



Kelsey Rowson  
Director of Membership  
[kelsey@ferndale-chamber.com](mailto:kelsey@ferndale-chamber.com)



Ann Serwold  
Executive Director  
[ann@ferndale-chamber.com](mailto:ann@ferndale-chamber.com)



Audrey Audette  
Event & Program Coordinator  
[audrey@ferndale-chamber.com](mailto:audrey@ferndale-chamber.com)



@FerndaleChamber



@ferndalechamber



@ferndale\_chamber