

Member Lunch Meeting #1

Monday, Mar 5

12pm to 1pm
Elks Lodge, 555 Otto Street, PT

*“Updates on affordable
Housing in east Jefferson
County”*



Speaker: Jamie
Maciejewski,
Executive Direc-
tor of Habitat
for Humanity

Member Lunch Meeting #2

Monday, Mar 19

12pm to 1pm – Fort Worden
200 Battery Way, PT



Speaker: Emily
Ingram, New
American Fund-
ing
Sponsor: Life
Care Center

Supplement to the
February 28, 2018



**Port Townsend &
Jefferson County Leader**

226 Adams Street
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Business Insider

Serving the Businesses and Citizens of Jefferson County

The Power of Referrals



By Magdalene Adenau

One way to think about the work of the Chamber is that we build and maintain active networks and then invite our members in. These are powerful networks in many ways but specifically because of referrals. Eighty-five percent of the small businesses say customers learn about them through word of mouth. For

this reason, the Chamber is constantly working to refer our members and we do that personally, on the phone, via email, on the web and social media; we do that in our publications and through the impactful involvement of our remarkable Ambassadors and Visitor Center volunteers. These are incredibly powerful. And...

With 433 Chamber members the most underutilized tool that our members aren't taking advantage of is referring one another. Imagine if on top of the many referrals that are generated directly from the Chamber that you also had over 400 businesses and organizations referring you as well? That is the power of being in community and being part of the Chamber family that we are inviting you to leverage.

We invite you to refer other Chamber members first. This is part of your commitment to building a thriving and resilient Jefferson County in which you and every Chamber member is engaged. But how do you know who to refer? That is where Referral Networking comes into play.

Referral Networking is essentially turning

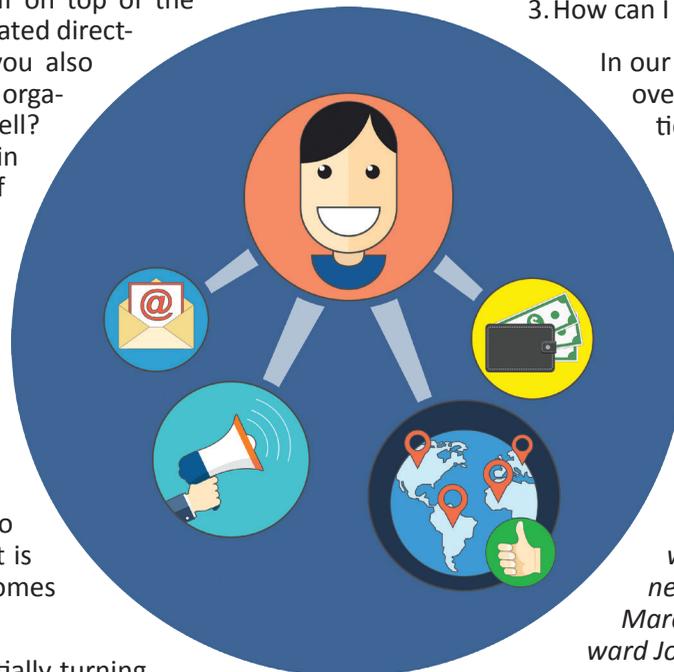
networking on it's head. When you meet someone, instead of asking "What can I get from this person?" you switch to thinking "What can I *give* to this person". So instead of simply handing out your card to as many people as possible you engage in a conversation to see what and who in your personal network may help them. In this way you are more likely to really learn about them, what's important to them and why you might want to refer them. By really engaging and taking the sales pitch out of networking you are more likely to build a relationship. And as we know, the backbone of all business is relationship.

Here are three questions to explore when you meet a new person, Ask:

1. What do you love about what you do?
2. What is an obstacle that you are experiencing in your work?
3. How can I help?

In our community it has been proven over and over again that a rising tide raises all boats and referring one another is a good way to build resilience in our community and economy. You never know where your next customer, employee or partner may come from. The more connected we are the more able we are to solve problems, engage with opportunities and see sustainable success. Join us!

Want to give Referral Networking a try? Come to the next Chamber Mixer, on Tuesday, March 13th, 5:30-7:00pm at Edward Jones (2500 W Sims Way, PT)





Port Townsend History Month

Think you know your town? Have a handle on events both past and current? March is Port Townsend History Month. Come discover the complex history of where you live with free Saturday History Tours and the Port Townsend Victorian Festival.

Saturdays through March enjoy free downtown history tours courtesy of Jefferson County Historical Society. Experience "Sin at Sea Level: Historic Walking tour." A guide takes you on a tour of Water Street, chosen by Architectural Digest to be one of the 15 most beautiful Main Streets in America. Hear tales of Port Townsend's rowdy seaport days, see beautiful historical architecture, and learn about some of the colorful characters who built the town in the 1800s and revital-

ized it as an arts community and counter-culture haven in the 1900s.

Tours start at the Jefferson Museum of Art & History, 540 Water Street, at 2pm on Saturdays March 3, 10, 17 and 31st. Tours are free to the public.

March 23-25, Port Townsend's Victorian Festival connects our present with the Victorian past. Celebrating its 32nd year, the Festival includes a host of events ranging from dances to teas to historical fencing demos. This year's theme is Legends of Literature. Come hear the stories that form our sense of self and the stories that defined the era, from Alice in Wonderland to Sherlock Holmes. Learn how theater and fish are only part of the story of why this was the Key City for the US's northwestern expansion.

The Festival explores the history, crafts, and trades of our town and the era surrounding its birth. Dreams brought people here, but once they arrived it was a lot of hard work that built their city. This year's downtown construction projects have been tough but compare those challenges to the years when streets were unpaved and high tides regularly swamped Water Street. Traffic and parking might be a challenge now, but the deep cuts into the bluff that gave access to uptown and downtown are comparatively new and required years of hard labor. To properly appreciate Port Townsend's bright future, come get a perspective on its fascinating history.



This year's midday Fashion Show on Saturday, March 24th, sits amongst a full day of exhibitions, tours, steamboat rides and high teas. In the evening, dust off your dancing shoes for the Victorian Ball featuring Broken Dreams string band with callers to keep you tapping your toes into the night. Victorian Teas and a special walking tour are also available by reservation. Visit ptmainstreet.org and ILovePortTownsend.com for more information.

Most events take place at the American Legion Hall at 209 Monroe Street. Visit www.vicfest.org for a complete list of events, ticket information, and free events.

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NEW MEMBER SPOTLIGHT

Port Townsend Athletic Club

The Port Townsend Athletic Club was established in 1983, and continues to be an iconic historic building in downtown Port Townsend. P.T.A.C specializes in state of the art equipment, specialty training, group fitness, senior services and much more. As P.T.A.C continues to evolve and grow as a business, the history and values of this business remain focused and dedicated to Port Townsend's local, spirited and active community.



The historic building that P.T.A.C. has been operating out of for over 35 years was built in 1891 for the original Port Townsend Brewery. The building offers an unexpected and surprising atmosphere that makes this fitness center

one-of-a-kind.

P.T.A.C. has been owned and operated by long time Jefferson County resident Teresa Hoffmann since 2007, with the help of her family, friends, com-

munity members and loyal members past and present, Teresa and her team continue to provide health and wellness options and opportunities in Jefferson County. "Port Townsend is a health-minded com-

munity that loves to feel their best. The collective residents, countless local businesses and non-profit organizations who are dedicated to the overall wellness of our community are a special gift to all of us. We are



proud to be a part of our community's health and wellness."

Pt. Athletic Club employs over 30 staff members, and continues to grow each year with new memberships, updated equipment and other premium services. Over 900 Jefferson County residents belong to P.T.A.C. Since 2007 P.T.A.C has presented over \$45,000 in youth, senior and low-income

memberships and other services to deserving community members, also committed to donating over \$5000 each year to local community events, non-profit auctions and scholarship programs.

Port Townsend Athletic Club is open 364 days a year, 7 days a week. Visit www.ptathleticclub.com or call 360.386.6560 for more information.

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