

ISSUE NO. 6 • JUNE 2022

## Camas Days 2022, Experience The Magic of Camas"

After a 2 year hiatus due to Covid, Camas Days is back. The C-W Chamber is excited and honored to be putting on the 46th Annual Camas Days Event.

This Years Theme is "Experience the Magic of Camas."

With a 2 year break in this event comes a few changes. But overall, this Camas Days will look much like the Camas Days in years past. The streets will once again be filled with craft vendors, delicious food carts, and a kids street. The Grand Parade will be held on Saturday July 23rd. The C-W Chamber is now accepting Parade Applications.

The Beer Garden will be back as well, with live music by "Beth Willis Band" and "The Caddies" both Friday and Saturday night.

Sponsorship opportunities for this years Camas Days are still available. If you are interested in sponsoring a Camas Days event, please reach out to [info@cwchamber.com](mailto:info@cwchamber.com) for more information.



## C-W Chamber To Launch New Mid-Week Mixer Networking Event.

We are excited to begin our new Mid-Week Mixer Networking Event. The event will be held the second Wednesday of every month.

Chamber Luncheons have been suspended through August as Camas Meadows does not have availability to host us. The Mid-Week Mixer will be a welcome replacement in the interim

Join the C-W Chamber on Wednesday, June 8th. As we kick off our new Networking Event at Lily Atelier's in Downtown Camas. Refreshments will be provided. We invite members to join us!

The next Mid-Week Mixer is scheduled for July 13th from 4-6pm at Salud Wine Bar and Event Center.

The August Mixer will be hosted by Shangri La Farms.



### MID-WEEK MIXER JUNE 8TH 2022

**Networking Event:**  
Join the C-W Chamber for our mid-week mixer. Every second Wednesday of the month a different C-W Chamber Member will host a networking event from 4pm-6pm.

Thank you to this month's Mid-Week Mixer Host:



237 NE 4th Ave

Business to Business Networking

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Refreshments Provided By Lily Atelier

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Every Second Wednesday

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4pm-6pm

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[www.cwchamber.com](http://www.cwchamber.com)

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## Monthly Luncheon

September 15th, 2022

Door Opens 11:30am

Program Begins: 12:00pm

Camas Meadows

4105 NW Camas Meadows Dr.

Camas WA. 98607

\$30 members / \$40 guests.



Thank you to our May Lunch Sponsors:





## Six Small Business Growth Strategies That Work in 2022

Executive Director

According to Beth Worthy, Forbes Council Member, in 2022, most small business owners (over 54%) feel that the pandemic's impact on their businesses is not over. But at the same time, they overwhelmingly (83.4%) feel that their businesses will survive the pandemic. There is change in the air, as 41% want to expand or remodel their businesses and 39.7% want to invest in digital marketing.

Here are some recommended tips to boost the growth of your small business.

### 1. Revamp your digital marketing strategy.

Social media, Google and search engine optimization (SEO) are musts for any business's growth strategy in the post-pandemic era. While SEO is more important today than ever before, it is also the absolute minimum or basic requirement for success in the on-line

### 2. Expand your on-line presence.

Online and mobile shopping is increasingly becoming the preferred way to buy products for consumers. Consider expanding your business's digital footprint to expose your brand and products to the growing number of on-line shoppers.

### 3. Leverage video SEO.

Video marketing has become particularly important because it's the content format with the highest consumer engagement rates. You may have already witnessed the growing popularity of videos on TikTok, Instagram and other social media platforms. It's estimated that video will generate 82% of all consumer traffic in 2022 and, therefore, video SEO should be a top priority for your business.

### 4. Form strategic marketing partnerships.

Brands can establish strategic partnerships in marketing to reach a wider audience. Offer a discount coupon to promote your partner's complementary items or services for every product purchase. This mutually beneficial marketing approach can be profitable if you target the same client base.

### 5. Optimize workforce costs.

Freelancers and contractors are a legitimate source of affordable talent with the skills necessary for the sustainable growth of small businesses. In our organization, freelancers and independent contractors constitute a significant size of our current workforce. Using contractors helps us reduce the costs of hiring and training full-time employees while simultaneously retaining a skilled workforce.

### 6. Establish the right company culture.

The pandemic changed many employees' expectations about healthy work-life balance and ethical company culture. Many employees quit their jobs due to unmet expectations in their workplaces. Since employee priorities vary widely, I suggest surveying your team to establish expectations and create proper retention strategies. Are they satisfied with their roles and benefits? Happier employees allow businesses to thrive.

Before implementing these strategies, thoroughly analyze your business and industry. There are no one-size-fits-all strategies for a business to succeed, so you may not need all the strategies mentioned above. For best results, choose the strategies that suit your goals for the upcoming year.

## A Warm Welcome To The New C-W Chamber Members



Brett Roesch spent his first career in the military. He then went on to receive four majors and three minors from Portland State University and an Associates degree from Portland Community College. Brett is a veteran of both the Army and Navy. Brett has a mission to serve with integrity and respect. The transition to being your Broker is seamless due to the values learned during his service to our country. Brett will assist you with the utmost respect during your selling or buying process. Brett served his country and now he would like to serve you in attaining the American Dream!

For more information visit [https://www.resettlerealty.com/agent/Brett\\_Roesch/8489508](https://www.resettlerealty.com/agent/Brett_Roesch/8489508)



At Periwinkle's you will find unique, quality, classic and the newest and greatest toys! A magical place nestled in the quaint downtown area of Camas, WA. A place where we are hoping to have the imagination of all ages enhanced, spark your imagination if it needs a little flame or give you all the good feels by just visiting and making your day a little better

326 NE Cedar Street Camas, WA 98607  
(916) 878-9062

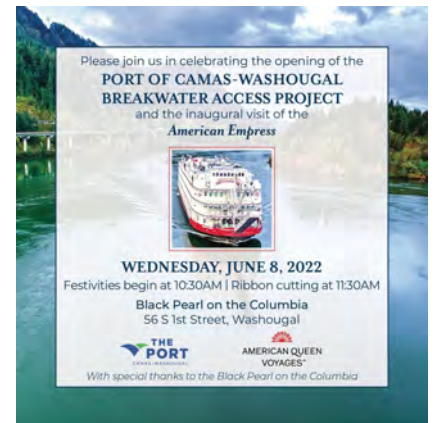
<https://www.periwinklestoyshoppe.com/service/about/>



Comcast Business  
Sean Carlson  
(871)990.6117  
Sean.Carlson@comcast.com  
[www.comcastbusiness.com](http://www.comcastbusiness.com)



[Click Here For Showtimes](#)



## Events and Happenings For June 3rd, First Friday in DT Camas

**"Camas First Friday"**  
Art, Activities, Dining, and After Hours Shopping



June's theme will be:  
**Unicorns & Rainbows!**  
First Friday, June 3<sup>rd</sup> 5-8 pm

- Do the "Unicorns & Rainbows Sticker Scavenger Hunt" and be entered to win!
- Unicorn inspired games and prizes
- Take your picture with a friendly unicorn! (6-7pm)
- Ribbon Cutting at 5pm for the new location of Naturally Healthy Pet, 317 NE Cedar
- Art shows and receptions in downtown art galleries
- FREE Unicorn Kids' Crafts, LiveWell Camas, 417 NE Birch
- Dress in unicorn and/or rainbow attire!
- After hours shopping, dining & fun throughout town!

Start at the DCA table at Journey, 4<sup>th</sup> & Birch, for your activity list.

 Hosted by the DCA and downtown merchants.  
[www.downtowncamas.com](http://www.downtowncamas.com)  [camasfirstfriday](https://www.facebook.com/camasfirstfriday)

### Attic Gallery:

Featured Artist for June:  
David Allen Dunlop. Live  
Music by: John Stowell

Complementary wine and  
chocolate served from  
5-8pm.

### Camas Gallery:

Featuring Art by local artist,  
Keith Russell

Complementary beer and  
wine served from 5pm-8pm.



Camas Gallery's June Featured  
artist, "Keith Russell"

## C-W Chamber Celebrates The Opening of Downtown Camas' Speakeasy, "Giatti's"

On Friday May 6th, The C-W Chamber helped Tony and Raechill (Owners of Salud) Celebrate the Grand Opening of their latest addition, a Speakeasy called Giatti's.

The new addition is a fun and unique tribute to a simpler time. The atmosphere is charming and classic cocktails have been thoughtfully crafted and expertly executed.

The Speakeasy located in the back of Salud at 224 NE 3rd Avenue in historic Downtown Camas. The Speakeasy is currently open Thursday -Saturday 4pm to close.

Next time you are at Salud, just ask the front desk for the secret password and make your way down Wine Alley to the vintage phone booth and transport yourself back to the roaring 20's.



## Join Local Businesses For Local Connections Networking Event



**C-W Local Connections**

Local Business Supporting Local Business | Meetings Every 4th Tuesday 8:30-9:10am



# 4th ANNUAL GOLF TOURNAMENT



**AND THE WINNERS ARE...**

**2022 CHAMBER GOLF TOURNAMENT RESULTS:**

50/50 PUTTING CONTEST: TIE – DAVID RIPP, AND DREW YOUNG (\$127 EACH)

50/50 RAFFLE: \$747 – TOM CROZIER

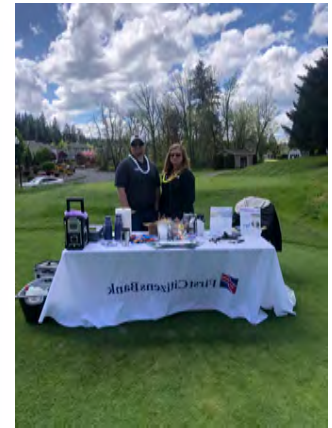
STRAIGHT DRIVE WOMEN: JENNA OREFICE (2 ROUNDS AT ROYAL OAKS)

STRAIGHT DRIVE MEN: ADRIAN FOULSTONE (2 ROUNDS AT ROYAL OAKS)

LADIES KP: JULIE EGGEN (\$100 GIFT CARD AT SALUD)

MEN'S KP: BRIAN HATHAWAY (\$100 GIFT CARD AT FEAST)

6<sup>TH</sup> PLACE: \$180: DAN BOGGS/ALAN HAAGEN/JOSH THOMAS/TANNER MAHNS  
 5<sup>TH</sup> PLACE: \$260: PAUL OREFICE/JENNA OREFICE/MIKE FILBIN/KEVIN KLOEWER  
 4<sup>TH</sup> PLACE: \$320: DAN HARTWIG/RUSSELL SOLBERG/MEG SPAK/GAVIN HILLS  
 3<sup>RD</sup> PLACE: \$480: JIM WIANT/GIL CARREON/RODNEY BASSETT/RYAN CASTLEBERRY  
 2<sup>ND</sup> PLACE: \$560: ANDREW CORNETT/MATT HALPIN/MICHAEL HOLLIFIELD/JEFFREY HAHN  
 1<sup>ST</sup> PLACE: \$680: JASON HEWLEY/ADRIAN FOULSTONE/TIM HINDMAN/NEIL FERNANDO



# 4th ANNUAL GOLF TOURNAMENT



Golf Cart, Beverage Cart and  
Drink Ticket Sponsor:



Tournament Prize  
Sponsor:



Golf Ball Sponsor:



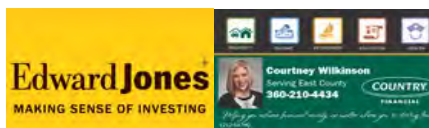
Banquet Sponsor:



Beverage Cart:



Hole Sponsors:



## CAMAS – WASHOUGAL CHAMBER OF COMMERCE

### Executive Officers

**President**

Lori Reed-Reed Creative

**First Vice President**

Chad Olafson-Pacific Mortgage Planning

**Second Vice President**

Hung Tran-TRUE Insurance

**Treasurer**

Courtney Wilkinson -Country Financial

**Past President**

Robert Barber-Edward Jones

### Board of Directors

- Liz Pike (Shangri La Farm)
- Marilyn Reed (Lily Atelier)
- Raechill Dotson (Salud)
- Blaine Peterson (Edward Jones)
- Quinn Posner (Posner Law Office)

### Staff

- Jennifer Senescu – Executive Director
- Samantha Horner -Admin. Assistant