

State of the CHAMBER MAY 2023

Our mission is to be the champion of business; promoting an economically vibrant and competitive region where community, family, and business prosper.

BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

2023



CHAIR
Shaun Brobak
Owner
Crockett's Restaurant Group



CHAIR ELECT

Shellie Willis

Senior Director of Collective Impact
WorkForce Central



PAST CHAIR **Kyle Hardtke**President

Amazing Landscape Services



TREASURER

Sloan Clack

Real Estate Development &

Asset Manager

Corliss Management Group, LLC



SECRETARY

Cameron Roberts

Director of Operations,
U.S. Pharmaceutical Solutions
and Services, McKesson



BOARD DEVELOPMENT CHAIR **Justin Jones** Co-Owner & Senior Civil Engineer JMJ Team



Jim Beatty President & COO MultiCare Good Samaritan Hospital



Melanie Egan Realtor John L. Scott



Curt Gimmestad Vice President of Industry Engagement Absher Construction Co.



Robert Kaelin Owner Elements



Luke Korum General Sales Manager Bill Korum's Puyallup Nissan



Paul Long SBA Lending Manager/Team Leader Gesa Credit Union



David Montevideo Leasing Director Cafaro Company (South Hill Mall)



Stephanie Schramm CEO MadCap Marketing + Creative



Diana Swartz
Senior Paralegal and
Contracts Manager
Fitness Quest, Daffodil Bowl,
Daffodil Entertainment
Center, Rockin' Bowl Cafe & Bar



Karissa Thompson Community Engagement Officer Red Canoe Credit Union



Ryan Wheaton
Executive Director of
Planning & Community
Development
Pierce Transit





A MESSAGE FROM THE BOARD CHAIR

I opened our first restaurant downtown in 2006 and today operate Crockett's Public House, Trackside Pizza and Meridian Café in the Puyallup downtown area, as well as Trackside Pizza in Sumner. We always believed in the value of the downtown core areas of both Puyallup and Sumner, both in their current forms as well as in their potential.

If you told me more than 15 years ago that I would one day serve on the board of directors for the Puyallup/Sumner Chamber of Commerce, let alone serve as chair, I wouldn't have believed you. In fact, for many years I repeatedly declined even to join the Chamber, despite multiple requests, because I wasn't convinced of its value.

What finally prompted me to join was an instance when the Chamber offered its help, even though I was not yet a member, and asked for nothing in return. That's when I joined the Chamber as a member and joined its board.

Since joining the Chamber and serving on its board for more than six years, I've seen the organization evolve and improve significantly. It's much more than a membership organization. It's moved on to a point where we aren't raising money merely to support the Chamber's existence, we are leveraging more and more opportunities to provide value-added services in addition to core functions. The Chamber's board of directors and staff are as strong as I've seen. These are people I want to work with. I'm inspired by them, and I'm eager to give back.

When asked to step into the role of chair, I was compelled to say yes. I've been able to see the volunteer work done by many of our community leaders over the years and I want to continue to support those efforts.

Along with a new board chair each year comes a new focus. Past chairs have focused on issues such as rebuilding the Chamber following a change in leadership, or on sustaining it through a pandemic. My "why" is a little bit different. With the benefit of a healthier financial position, strong leadership, a great staff and high-level community partnerships and influence, we can look inward and focus on getting our house in order. We aren't in survival mode from rebuilding or hanging on through the pandemic. We can take care of the little things, fine tune our procedures, analyze, strategize and strengthen.

I'm no longer the skeptic I was 20 years ago. I'm incredibly grateful to be a part of this organization and I'm grateful for the opportunity to help shape its future, 20 years from now and beyond.

Shaun Brobak

Board Chair, Puyallup/Sumner Chamber of Commerce

Owner, Crockett's Restaurant Group

(Crockett's Public House, Trackside Pizza, Meridian Cafe)



Mission

Our mission is to be the champion of business; promoting an economically vibrant and competitive region where community, family, and business prosper.

NEW EVENTS, NEW PROGRAMS AND HIGHLIGHTS

CITY 2 CITY TOUR

Our first City 2 City Tour brought together community stakeholders from our area on an in-depth, guided visit to Gilbert, Arizona last October. Formerly a farming community, Gilbert in recent years has seen its stock rise with regular appearances on national lists of best places to live. We've presented our findings at both Sumner and Puyallup City Council study sessions to date. We're planning our 2023 City 2 City Tour for October, and we'll visit Boise and Caldwell, Idaho.

Learn more on page 15 of this report and at puyallupsumnerchamber.com/city2city.



C-SWEET CHAMBER LIFE PODCAST

The C-Suite is Sweet! Tune in to the C-Sweet Chamber Life video podcast that candidly (and humorously) explores the journey of executives to the C-Suite. Find out what challenges and inspires them, learn about their leadership styles, and gain an understanding of the unique moments and mentors that have shaped their respective careers.

The C-Sweet Chamber Life video podcast is available on Podbean, Apple Podcasts, Google Podcasts, and many other platforms. We invite you to listen, laugh and learn with us! The series launched in 2022 and we are releasing new episodes in May 2023.



Learn more at puyallupsumnerchamber.com/podcast.

STATE OF THE CITIES

Debuted in January 2023, this new, annual event allows city leaders to provide relevant updates to all who live or work in the cities of Puyallup and Sumner. As our annual Economic Forecast Luncheon has evolved, we saw the need to move city updates to a separate, dedicated event. City officials, police, fire, school superintendents, and both mayors participated.







Learn more at puyallupsumnerchamber.com/state-of-the-cities.

PROMOTING OUR REGION AS A GREAT PLACE TO LIVE, WORK AND PLAY

We partnered with Livability Media to create an emerging, high-impact campaign on why our region is a great place to visit, live and work. We also published a community map and events guide with Town Square Publications. Both of these publications, made possible by generous sponsors and advertisers, will be distributed throughout the year in a variety of ways, including our visitor center, at hotels and at the Washington State Fair.





12@12 CEO CHAT

We kicked off this monthly event in early 2022, bringing together 12 members for a noon roundtable & lunch with our CEO. What issues keep you up at night? What challenges can the Chamber can help you solve? We've discussed a variety of topics including crime, supply chain issues, traffic and more, and we love watching our members connect with one another and help each other out as well.





A MESSAGE FROM THE PRESIDENT & CEO

A community that **aspires** together **inspires** and **thrive**s together.

What are your aspirations? In 2020, a pandemic set-back offered me a new perspective. I didn't know what I didn't know and was eager to know more. I embarked on my M.B.A. Executive Leadership journey graduating in November 2022. That experience reminded me that challenges are real and relationships matter. As a student I was brought to a level of empathy and understanding of what many business owners, managers, and those employees that are striving to climb the ladder feel on a regular basis. The stress, sleepless nights, and disconnectedness because of the solitude one must maintain to stay focused on achieving your goals did not feel healthy. I am not saying that my current role at the Chamber is stress-free, and without its set of challenges; however, pursuing my M.B.A. on top of it nearly had a tipping point.

What I am grateful for is the poignant reminder that many of you often experience this level of stress facing the challenge of balancing your career, family and all that goes into being the CEO of your business and your household. Without support and the benefit of nurturing relationships it's a grind that may not seem worth it in the end. As I think about the challenges our businesses face, often out of their control, I am grateful to be serving in a role that strives to ease these challenges and provide a community of support and services that make a difference.

Your aspirations are carefully guarded and supported by our Chamber staff and its members. Our board has cast a vision that places us in the critical role of advocating on your behalf, proactively anticipating the resources and services you need to grow your business and develop your leaders. Our community is not unlike a cohort in graduate school. Our aspirations are similar as we strive to make a name for ourselves, our business, and our community.

Let the Chamber be the welcome distraction you need to get out of your head, and sometimes out of your office. There are so many inspiring stories in our community if you listen and we are happy to be the storytellers. Lean into the Chamber relationships around you and you will find support. Join us at our events as you are sure to feel a surge of energy and a buzz about the room. Leverage the resources made available to you to grow your business and know that a community that aspires together, inspires, and THRIVES together.















ELVINS HERITAGE AWARDS

Recognizing our longtime **Chamber members**

In February 2022 we started a new yearly tradition, the Elvins Heritage Awards, named for the first president of the Commercial Club, William H. Elvins.

The following organizations were recognized at our **Champions of Commerce** event in February 2023.

60+ YEARS

Korum Ford-Lincoln-Hyundai

50+ YEARS

MultiCare Good Samaritan Hospital **Knutson Farms** Washington State Fair City of Puyallup **Absher Construction Puget Sound Energy** Hammermaster Law Heritage Bank

NETWORKING OPPORTUNITIES

Looking to grow your network? Whether you like to connect over coffee or prefer to network in a happy hour environment, the Chamber has you covered with multiple opportunities to mix and mingle.

WAKE UP

Our weekly networking offering allows members and prospective members to connect in a casual atmosphere over coffee & conversation. It is free and open to Chamber members, no RSVP required. Prospective members are welcome to attend and learn more about Chamber membership.



Thursdays from 9:00am - 10:00am New location each week

WINE DOWN WEDNESDAY

New this year, Wine Down Wednesday is a happy hour networking event, and a great way to connect with your fellow Chamber members while supporting local restaurants, bars and taprooms. Live music brings the crowds to our downtown venues on a weeknight.



Fourth Wednesday each month 5:00pm - 8:00pm Monthly













MultiCare 👪 Good Samaritan Hospital STATE FAIR



























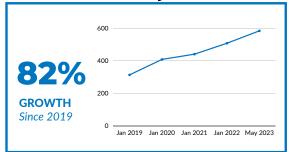


MEMBERS
583

As of May 1, 2023



Membership Growth









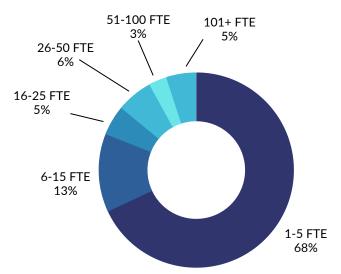
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RIBBON CUTTINGS & GROUNDBREAKINGS Since May 1, 2022

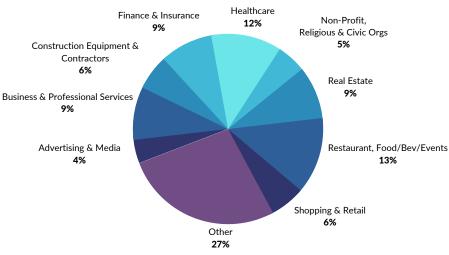


MEMBERS BY SIZE

(Full time employees)



MEMBERS BY INDUSTRY



EVENTS



Our Champions of Commerce Gala was held on February 24, 2023, celebrating excellence among our local businesses and organizations. Here are our Champions of Commerce:

FUTURE FRANCHISOR Accessibath

COMPANY CULTURE HERO F45 Training

MAGNIFICENT MARKETER Sumner Veterinary Hospital

EXCEPTIONAL BUSINESS ADVOCATE

COMMUNITY BUILDER Ashley Krebs

NEWSWORTHY NEWCOMER Fika By Farm 12

MASTER OF INNOVATION Renew Aesthetics and Regenerative Medicine

AREA ICON Daffodil Bowl

OUTSTANDING NON-PROFIT Washington State Fair Foundation

FAVORITE DRINKING DESTINATION Top Down Brewing Co.

BEST OFFICE OUT OF THE OFFICE CRAFT.19

SUSTAINABILITY STEWARD Murrey's Disposal and Pacific Northwest Bin Blasters (tie)

EQUITY ADVOCATE JMarie Johnson-Kola

CHAMPION OF RESILIENCE Sumner's North Main Street Businesses

PUBLIC OFFICIAL PARTNERS Mayor Dean Johnson, City of Puyallup Chief Scott Engle, Puyallup Police Department

CHAMBER CHAMPION OF COMMERCE Robert Kaelin

AMBASSADOR OF THE YEAR Scott Armstrong

JOHN PORTER MEMORIAL AWARD Shawn Manley

VIEW ALL OF OUR CHAMPIONS OF COMMERCE WINNERS

BLUE SCARF SOCIETY

Established in 2021, this dynamic group for professional women is built around the four cornerstones of leadership, learning, networking and mentorship.

- Four cohorts have completed our 2-day Women's Leadership Academy.
- We've matched up a second group of mentors and mentees for a guided mentorship program.
 - We've participated in group outings, including wine tasting, paint & sip night, self-defense course, a golf workshop and more.

Please join us! Learn more at puyallupsumnerchamber.com/blue-scarf-society.







Blue Scarf Society is sponsored by:

Good Samaritan Hospital

MultiCare 🕰



LEADERSHIP INSTITUTE



Leadership Institute, sponsored by the Puyallup Sumner Chamber of Commerce, is a premier leadership development program designed to identify, educate and motivate a network of community leaders and increase each individual's capacity to serve the Puyallup and Sumner communities. Our 2023 cohort will complete the program in July.

Learn more at puyallupsumnerchamber.com/leadership-institute.









Chamber Signature Events

State of the Cities

Our first annual State of the Cities event was held in January 2023, with updates from City of Puyallup and City of Sumner.







Champions of Commerce Gala

Celebrate excellence in our business community at our annual gala! We gathered at Pioneer Pavilion in February 2023 for this year's gala (see winners on opposite page).









Economic Forecast Luncheon & Annual Membership Meeting

This annual event provides relevant information and economic data on what is happening with business, development and other growth opportunities in our area. This event also serves as our Chamber's annual membership meeting.









Women



Our annual
Women in
Business
Reception
features a happy
hour format with
dynamic speakers,
a women-owned
business expo, and
scholarship
giveaways.





Join us for our fifth annual Women in Business Reception on September 28, 2023!

Learn more at puyallupsumnerchamber.com/women-in-business.



SIGNATURE EVENTS

COMMUNITY EVENTS

Our annual 4th of July event brings the community together as we celebrate Independence Day! Join us July 3rd and 4th, 2023, for a pair of events as we continue the tradition.











Chamber Signature Events

Our 5th Annual Moonshine and Mulligans Chamber Golf Classic is coming August 15, 2023 at Linden Golf & Country Club!

This annual event features a Roaring 20s and prohibition theme and is a whole lot of fun. Buy a ticket to the banquet and your happy hour plans are set: Enjoy a scrumptious buffet, adult beverages, and a live auction.



Learn more at puyallupsumnerchamber.com/golf.







Our Second Annual **Spring Hopper Business Expo + Mixer** was held in April 2023, with 40+ vendor businesses, adult beverages, food trucks, prizes and more. This happy hour event is a great way to connect and network with like-minded professionals, local businesses and employers.



Learn more at puyallupsumnerchamber.com/spring-hopper.







A beloved Chamber tradition, the annual **Mingle & Jingle Public Officials Holiday Reception** brings together public & elected officials to mix & mingle with our Chamber members & community partners.

Enjoy festive hors d'oeuvres and spirits, door prizes, a visit from Santa and more.





CELEBRATING OUR REGION'S

Agricultural Heritage

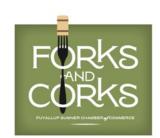


Our fourth annual Culinary Classic is coming in November!

This premier South Sound foodie event spans multiple days, and will feature two distinctive wine events and a craft beer festival.

Forks and Corks

New this year, Forks and Corks is an elevated culinary experience held at Farm 12 on November 10, 2023. Celebrity broadcast journalist and cooking show host Jen Mueller is our guide for the evening, featuring culinary pairings of wine from featured celebrity winemakers and a decadent fivecourse meal brought to you by Farm 12.



The Great Grape Taste

A South Sound wine festival with over 20 winemakers and small bite offerings is being held at the Pioneer Park Pavilion on November 11, 2023. The Great Grape Taste will introduce you to many new varietals to tantalize your palate. Take advantage of The Great Grape Escape and book your special hotel stay for the two-day event, Forks and Corks on Friday evening and The Great Grape Taste on Saturday.









More details coming soon!

CulinaryClassicWA.com



Don't miss out on Brewallup, our third annual craft beer festival!

A homage to the Puyallup Valley's hops heritage, Brewallup brings folks from all over to sample craft beer, munch on mouth-watering food truck fare, and enjoy live music.

Once again, we're joining forces with Puyallup's CaskCades to bring you one of the fastestgrowing craft beer events in the Pacific Northwest.

Join us Saturday, November 4, 2023, at the Showplex on the Washington State Fairgrounds.

Learn more at Brewallup.com.





LEGISLATIVE COALITION

We are members of the South Sound Chambers of Commerce Legislative Coalition (SSCCLC), collectively advocating for business and business-related policies impacting the South Sound region. Our shared lobbyist in Olympia, Carolyn Logue of Logue Public Affairs, keeps us informed with weekly sessions during the legislative session, as well as frequent updates at our Government Affairs Council meetings.

The Coalition enables our members to speak with a unified voice and it develops annual, unified legislative positions and associated legislative events and activities.



STAY IN THE KNOW

In addition to our Chamber Chatter newsletter, we periodically send our Chamber Advocate newsletter, with updates and calls to action for pending legislation that may affect your business. Text PSCHAMBER to 22828 to subscribe to our email newsletters.



BUSINESS ADVOCACY

The Puyallup/Sumner Chamber of Commerce advocates for businesses at the local, state, and federal levels to ensure a thriving business community and strong economic environment in our region.

Via the South Sound Chambers of Commerce Legislative Coalition (SSCCLC), we tracked 119 bills during the 2023 Legislative Session. We registered our support and opposition to various bills, signed on to letters with our coalition partners and Association of Washington Business (AWB), submitted testimony, and sent calls to action to our members.

For a summary of 2023 Legislative Session, with highlights, missed opportunities, and links to our local legislators' summaries, visit

puyallupsumnerchamber.com/advocacy

Chamber board director Kyle Hardtke provided testimony in support of HB 1363, police vehicular pursuits. Public Safety is one of our legislative priorities, particularly with more and more of our member businesses experiencing theft.

BILLS TRACKED

119

BILLS SUPPORTED

D 27

BILLS OPPOSED

12



LEGISLATIVE PRIORITIES

Our 2023 Legislative Priorities reflect what we believe are the most pressing issues at this time.

Transportation
Budget and Taxes
Support Small Business
Ensure Continued Investments in Workers/Education
Housing Attainability
Energy and Climate Change
Public Safety
Health Care

Learn more at puyallupsumnerchamber.com/legislative-priorities.



The Puyallup/Sumner Chamber of Commerce is a champion of business, advocating to ensure a thriving business community in Puyallup, Sumner and East Pierce County.



We work closely with public and elected officials in a variety of ways. Join us at our monthly Government Affairs Council meetings, held the first Tuesday every month via Zoom. Learn more at puyallupsumnerchamber.com/gac.





In March 2023 we partnered with NFIB Washington for an impactful day at our state's capitol. In addition to NFIB's speakers and panels, we were able to meet with our 25th District legislators, who took time out of their busy schedules to spend an hour talking to our members about what issues are affecting their businesses.







In the fall, we hold our Candidate Forum, allowing members of our community to learn more about candidates running for local office in Puyallup and Sumner.



Our annual Legislative Breakfast is held in December to preview the upcoming Legislative Session. Our panelists include our state legislators and Pierce County Council members.



ECONOMIC DEVELOPMENT



Making Key Connections

I've spent the past 26 years completely focused on raising my 7 daughters and growing Step By Step and Farm 12. I didn't really know anything else, until I joined the Chamber. Since then, my world has completely opened up to the powerful economic engines around me, the connections to like minded people, and the encouragement and support needed to stay the course. Thank you to the Chamber for being a friend!

Krista Linden

Farm 12 and Step By Step Puyallup, WA 77



"

There were a few surprises along the way before construction began. We needed to be connected with key people at the city level to keep our project moving forward. The Chamber was integral to this process.

Chad Cray & Greg Burd Top Down Brewing Co. Sumner, WA --

"

When I asked the Chamber for help, the next day I received emails and phone calls from the right people. We built our building because of the connections I made from the Chamber.

> **Brad Swartz** Fitness Quest



The Chamber's Economic & Workforce Development Committee works with our municipalities and other agencies to create resources for our members to aid them through the various aspects of doing business in Puyallup & Sumner.

ECONOMIC & WORKFORCE DEVELOPMENT COMMITTEE

The economic development managers for City of Puyallup and City of Sumner both regularly attend our committee meetings. Additionally, we've developed partnerships with WorkForce Central in order to connect our member businesses with workforce business solutions.





The Puyallup Sumner Chamber Foundation was established to promote education and training programs for area youth and professionals with the goal of enhancing the future of economic growth, leadership development, and to provide work source solutions and resources to the Puyallup/Sumner region.



CITY 2 CITY TOUR

Our first City 2 City Tour brought community stakeholders from our area on an indepth, guided visit to Gilbert, Arizona last October. Formerly a farming community, Gilbert in recent years has seen its stock rise with regular appearances on national lists of best places to live.

Going from the hay shipping capital of the world into a sought-after community to visit, live, work and play didn't happen overnight. There was a deliberate plan and process that began in the early 1980s.

Redevelopment of the town's Heritage District required collaboration among a variety of stakeholders, including the city, the Chamber, private investors, the business community.

The town bought in early, acquiring strategically selected parcels and working with developers and community leaders to actively recruit the right types of businesses to fit with the plan. The Heritage District offers ample dining and nightlife options, with plenty of walkable areas, streetscape lighting, artwork, outdoor dining and more.



























AMBASSADORS

HEAD AMBASSADOR **Dave Robbs** Poyeho Project

BOARD/AMBASSADOR LIAISON **Robert Kaelin**Elements

BOARD/AMBASSADOR LIAISON **Karissa Thompson** Red Canoe Credit Union

David Alexander 1st Security Bank

Sheri Anderson Global Credit Union

Scott Armstrong Sharp Business Systems

John Bankson F45 South Hill

John Bick Bick Insurance Agency

Cindy Corier Homewatch Care Givers

Grace Cambra Edward Jones

Rebecca Cresswell Heritage Bank

Michael Dwyer Keller Williams Real Estate

Ben Edwards Care Net of Puget Sound

Aaron Kruger Minuteman Press

Patty McPhee Legal Shield

David Martindale Clover

Tracy Misener The Misener Group

Dustin Parker Red Safety and Security

Wyatt Wheeler P3 Cost Analysts

Bekah Wolken Brookdale Courtyard Puyallup

Scott Armstrong

Ambassador of the Year

Chamber Staff



Tara Doyle-Enneking President & CEO exec@puyallupsumnerchamber.com



Lori Waltier VP Communications & Culture lori@puyallupsumnerchamber.com



Sheila Elwell
Director of Membership Engagement & Events sheila@puyallupsumnerchamber.com



DeAnna LargentDirector of Business Development
deanna@puyallupsumnerchamber.com



Hannah Elwell Chamber Services Coordinator hannah@puyallupsumnerchamber.com



Bethanie Peterson Bookkeeper and Director of Member Operations bethanie@puyallupsumnerchamber.com

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in linkedin.com/company/puyallup-sumner-chamber







Our office is your one-stop shop for visitor information and Chamber business!

323 N Meridian, Suite A Puyallup, WA 98373 (253) 845-6755

CHAMBER WEBSITE

Our events calendar, business directory, and much more is available at puyallupsumnerchamber.com.

EMAIL NEWSLETTERS

Text PSCHAMBER to 22828 to subscribe to our latest news, delivered right to your inbox.

MOBILE APP

Download our Chamber mobile app to access our event listings, Chamber directory and more.





ORGANIZATIONAL VALUES

IMPACTFUL: We are passionately people-focused and dedicated to empowering them to become high-performance leaders of their organizations.

INFLUENTIAL: Driven to achieve extraordinary outcomes to advance commerce and community.

INNOVATIVE: Relentlessly resourceful, we strive to understand our community's unique issues and apply creative solutions to problem-solve and grow with our partners.

INSPIRING: We aspire for excellence as we lead with our head and heart.

INDIVIDUALS UNITED AS ONE TEAM: Exceptional teams are made of exceptional teammates. We recognize our unique individual contributions to the team and aspire to create a supportive environment where all of us can thrive.

IN: We are bold, transparent, and ALL IN.

View our State of the Chamber report online or download a copy: