Business Connections

FEBRUARY 2024

Centralia - Chehalis

Chamber of Commerce

Promote • Protect • Inform

Inside This Edition: February features The Silver Agency, The Refined Man, and Lewis County Historical Musuem as well as the insider scoop of what's happening in Olympia by Representative Abbarno

Silver Agency provides one-stop-shop for business advertising

By Emily Fitzgerald

For the C-C Chamber of Commerce

Whatever your business' advertising needs are, The Silver Agency is ready and able to help businesses build their audiences.

"Our goal is to offer a one-stop solution for all your advertising and marketing needs, ensuring that your brand gets the attention and recognition it deserves," said Coralee Taylor, who co-owns The Silver Agency with her husband, Chad Taylor.

Chad and Coralee Taylor, who have been married for 25 years, took full ownership of The Silver Agency in 2007, purchasing the company from Ted and Alesha Shannon, who founded it in 1998.

The company initially specialized in traditional marketing and advertising, but over the years, the company has evolved into the digital world and business development, coaching, training, and process implementation. The Taylors have become soughtafter presenters and speakers focused on digital marketing and business development at national conferences and trade shows

Chad and Coralee's son, Franklin Taylor, is vice president and director of social media for the company, while



From left, Melynn Taylor, Franklin Taylor, Coralee Taylor, Chad Taylor and Amber Taylor pose for a family photograph in 2020.

his wife, Melynn Taylor, leads a social media team. Chad Taylor's mother, Karen, also works for the company on the accounting side.

The Taylors have said Kyle Mckerricher, general manager for The Silver Agency, where he has worked for more than a decade, Tara Watson, Shawn Murphy, and Ryan Arlint are also considered part of the family.

Several members of The Silver Agency's leadership are involved in boards within the community, with Franklin Taylor serving on the Boys and Girls Club of Chehalis, McKerricher serving on the Chehalis planning commission, Chad Taylor serving on the board for the Economic Alliance of Lewis County, and

Coralee Taylor serving on the boards for the Hope Alliance, Community Health Care, and Centralia-Chehalis Chamber of Commerce.

Chad Taylor served on the Chehalis City Council from 2002 to 2021, resigning after Chad and Coralee Taylor purchased The Chronicle in late 2020.

While originally based in Centralia, The Silver Agency's office moved to Chehalis about five years ago.

The Silver Agency's comprehensive suite of services includes creative advertising, strategic brand identity initiatives, digital marketing, print and outdoor advertising, video production, web design and development, market research, public relations, event



The Silver Agency office in Chehalis.

marketing, and analytics and reporting.

"It's not uncommon for new businesses to be uncertain about their marketing needs, and that's perfectly normal," Coralee Taylor said when asked what advice The Silver Agency would offer new businesses who are uncertain about their marketing needs.

As far as specific advice, Coralee Taylor recommended that businesses define and understand their target audience, set clear goals, seek professional guidance, start small and test different strategies, build a strong online presence, focus on building informative and engaging content, monitor the performance of their marketing efforts and adapt as needed, network, budget, and be patient.

"Remember that marketing is not a one-size-fits-all approach, and what works for one business

may not work for another. The key is to be open to experimentation, learn from your

experiences, and adapt your strategy as you gain more insights into your target audience and market," Coralee Taylor said.

For more information on The Silver Agency, visit https://silveragency.com/.

The People have spoken; What's Next?

By Peter Abbarno

20th District Rep. R-Centralia

The Washington State Legislature just completed the first month of its 60-day legislative session that began on January 8th. Soon after the House of Representatives 'gaveled in' the session started with a flurry of activity, including Governor Jay Inslee's last state of the state address.

In his final address after more than a decade in office, Governor Inslee shared that he believes the state of our state is strong. Like many, I disagreed. During the past 12 years, Washington state has experienced increases in crime, the cost of fuel,

homelessness, and drug addiction. At the same time, Washington is struggling with the fewest number of law



Peter Abbarno

enforcement officers per capita in the nation, low student scores in reading and mathematics, childcare deserts, and lack of housing inventory.

All these issues have ignited historic public participation with the most initiatives to the Legislature in history. Over 420,000 registered voters signed each of the six initiatives to the Legislature expressing their displeasure with the polices passed by the majority party in Olympia. A majority that has been in control of the

executive branch for 40 years, the House of Representatives for over 20 years and the Senate for the past 6 years.

The Initiatives to the Legislature include:

Initiative 2081 concerning allowing parents and legal guardians to review their student's public-school record and instructional materials;

Initiative-2109 concerning prohibiting the implementation of an income tax at the state and local level.

tax at the state and local level; Initiative-2111 concerning

repealing the capital gains tax; Initiative-2113 concerning allowing vehicular pursuits by

Initiative-2117 concerning repealing the Climate Commitment Act carbon trading program that increased the cost of fuel; and

police officers;

Initiative-2124 concerning allowing working Washingtonians to opt-out of the Long-Term Care Payroll Tax program.

The Legislature has decisions to make once each initiative is certified by the Secretary of State. Pass the initiatives, ignore the initiatives, or pass an alternative.

The initiatives become law if the Legislature passes the certified initiatives. The initiatives will appear at the top of your 2024 general election ballot if the Legislature does not act on the initiatives. The initiatives, and any alternatives, will appear on your 2024 general election ballot if the Legislature passes an alternative to the initiative.

Thus far, the certified initiatives to the Legislature have each been referred to a committee; however, the majority has voted against having any hearings on the initiatives to allow the public to testify and share their reasoning for why the Legislature should just pass

The pace of the 2024 legislative session is very fast and there are a lot of policies coming through our committees. I encourage constituents to stay informed and engaged at RepresentativePeterAbbarno. com and contact me about the issues important to you and your family.

Rep. Peter Abbarno represents the 20th Legislative District and is an attorney with Althauser Rayan Abbarno, LLP.





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The Silver Agency, Social Media/ **Web Development**

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Julie Pendleton Secretary Dick's Brewing & Deli

Julie Shaffley Treasurer Good Health and Nutrition Center

Lindy Waring Past Chair KELA/KMNT Radio

Chris Thomas, **At-Large Providence Hospital**

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The Chamber @ Chamber Way.com







The newly-restored Yard Birds statue sits in the background of the annual ChehalisFest Blueberry Breakfast outside the Lewis County Historical Museum in Chehalis in July 2023.

Lewis County Historical Museum celebrates and preserves local history

By Emily Fitzgerald

For the C-C Chamber of Commerce

Lewis County has an eclectic history, and there's no better place to explore all that history has to offer than the Lewis County Historical Museum.

Founded in 1966, the Lewis County Historical Museum started out in a house up on a hill in Chehalis and moved to the rail depot building after the railroad closed in 1976, according to museum Executive Director Jason Mattson.

Before he took the museum executive director position in July of 2017, Mattson was the facilities manager for the Yard Birds Mall & Flea Market, according to reporting by The Chronicle. Mattson spearheaded efforts from 2010 onward to restore the formerly decaying large Yard Bird structure on the property and, after Yard Birds closed in late 2022, Mattson acquired the Yard Bird statue from a private owner on behalf of the museum.

"We were able to purchase it from someone from Yard Birds who kind of rescued it

from demolition," Mattson said. "It may have taken a fall on its face, so the beak was just smashed ... I was able to go in and remove all the broken bits and reshape the framework and redo the fiberglass on the beak and give it a whole new paint job."

The Yard Bird statue now

Permanent displays inside the Lewis County Historical Museum include a turn-ofthe-century model kitchen, a vintage barber salon, a display on the Cowlitz and Chehalis tribes, and a model railroad.

An interactive exhibit that's popular amongst all ages, the model railroad highlights the major train stops in Lewis County in the '70s, Mattson

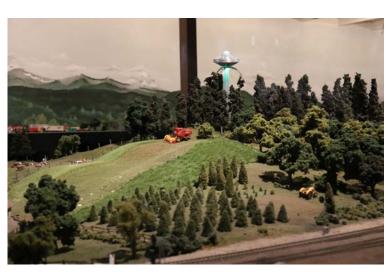
"It's just fun for everyone to check out," Mattson said of the model railroad.

sits proudly just outside the entrance to the Lewis County Historical Museum, a fitting opener to the large Yard Birds exhibit the museum currently has in its rotating exhibit sec-

The museum also has a



Lewis County Historical Museum Executive Director Jason Mattson presents at an event titled "Bigfoot: Real or Hoax" in Chehalis in April 2023.



UFOs descended upon the Lewis County Historical Museum's model train exhibit during the Chehalis Flying Saucer Party in September 2022.

kids area with a wooden train set and other toys kids can play with. The museum is currently working on a scavenger hunt for kids, "so that'll be coming out soon," Mattson said.

In addition to pursuing displays, museum attendees are invited to dig into the Lewis County Historical Museum's research library, which includes thousands of obituaries, high school annuals, biographies, town histories, and historic photographs.

"It's pretty extensive," Mattson said of the library.

In the winter, the Lewis County Historical Museum is open 10 a.m. to 4 p.m. Tuesday through Friday and 10 a.m. to 2 p.m. on Saturdays. Summertime hours, which are in effect from Memorial Day to Labor

Day, the museum is open 10 a.m. to 5 p.m. Tuesday through Friday and 10 a.m. to 4 p.m. Saturday. General admission is \$5 for adults, \$4 for senior, student or military. Kids 8 and under can enter for free.

Outside of its regular museum hours, the Lewis County Historical Museum hosts a wide variety of events, ranging from regular author meetand-greets, to the popular Blueberry Pancake Breakfast during ChehalisFest in July, to the alien-packed Flying Saucer Party in September.

For more information about the Lewis County Historical Museum, including memberships and upcoming events, visit https://lewiscountymuseum.org/.



Shawna Charboneau and Sheri Karl pose for a photo at The Refined Man's Centralia shop on Thursday, Jan. 11.



Barber stations set up at The Refined Man's Centralia shop.

The Refined Man offers upscale luxury with a unique vibe

By Emily Fitzgerald

For the C-C Chamber of Commerce

Though the shop itself is just over a year old, the four master barbers at The Refined Man's Centralia location have roughly 80 years' experience between them.

Manager Sheri Karl herself has 35 years' experience. Everyone else has at least 10 years of individual experience.

"I don't think there's another shop anywhere around that can say that," Karl said.

The Refined Man's owner, Shawna Charboneau, herself has about 20 years of barbershop experience. She first opened The Refined Man in Nashville, Tennessee in 2015, with the vision of establishing an upscale barbershop with a

unique vibe.

The shop was successful, and Charboneau opened a location in Olympia when she moved to the area in 2016.

"I tried to keep it open there, but I couldn't find people to manage it that far away," Charboneau said of the Nashville location.

After a few years of building up a clientele in Olympia, Charboneau opened The Refined Man's second location, located at 217 N. Tower Ave. in Centralia, in the fall of 2022.

"We came down to Lewis County to help our clients who are already down here so they didn't have to come to Olympia," Charboneau said, adding, "We found a lot of new clients that didn't even know that we

existed in Olympia."



A mural and pool table at The Refined Man's Centralia shop.

Since opening the Centralia shop, The Refined Man has opened a third branch in Seabrook.

Even though The Refined Man is an upscale barbershop, the shop maintains a "chill environment" that welcomes all customers to just be themselves.

"You could walk in here and just be you, no matter what," Karl said.

Clients often come in ear-

ly for their appointments to just enjoy The Refined Man's atmosphere, hanging out on the couches, enjoying complimentary drinks and playing pool. For more information on

The Refined Man's services and upcoming events, including its monthly beard contest, visit https://www.therefinedman.club/centralia/index.html or https://www.facebook.com/ therefinedman.





THE BUZZ?



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Almost, Maine

Last weekend February 2 & 3 & 4th Welcome to Almost, Maine, a place that's so far north, it's almost not in the United States. It's almost in Canada. And it's not quite a town, because its residents never got around to getting organized. So it almost doesn't exist. One cold, clear, winter night, as the northern lights hover in the star-filled sky above, the residents of Almost, Maine, find themselves falling in and out of love in unexpected and hilarious ways. Knees are bruised. Hearts are broken. But the bruises heal, and the hearts mend—almost—in this delightful midwinter night's dream. The Evergreen Playhouse



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APD Plumbing and Mechanical Inc., is growing and it's because of you! Recently with opening our new office on Lacey Boulevard we have added two new members to our family from our community. Recently hitting 10,000 miles on the new fully electric van, every mile saves our environment. We are here for all your plumbing needs. Our plumbers are licensed, bonded and insured. We can service, repair or replace that tankless heater or on demand water heater to gas water heaters. We offer a full range of plumbing services including toilet repair, drain cleaning, leak detection, or even just solving low water pressure. Clogged drains no problem! We have the best plumbers, with the best plumbing company. We are standing by at 8884-plumber.

The Bizzbuzz of The Year

In skies of azure, where dreams take flight, A love story soars, both bold and bright. Not roses nor chocolates, but a drone's embrace,

Bringing joy and wonder, a love in open space. With propellers humming, a sweet serenade, Our hearts entwined in a mesmerizing cascade. Silent whispers carried on wings of grace, As the drone dances, leaving a trace. Aerial kisses in the twilight air, Capturing moments

beyond compare. In the language of circuits, love is conveyed, A union of souls in the vast

arcade. No boundaries above, just endless blue, A love unfettered, strong and true. The drone, our cupid, flying high,

Mapping our love against the sky. So, on this day of love, let us celebrate, A connection formed in a futuristic state. In the realm of drones, where love takes flight,



Happy Valentine's Day,

my heart's delight.

www.blueskiesdroneshop.com

Centralia Community Church of God is Hiring!

Centralia Community Church is looking for a full-time Daycare/ Preschool Director for their ministry, Happy Day Learning Center. The HDLC Director is responsible for overseeing all staffing, programming, and operations. Go to cccog.com/ work-with-us for job description and to apply.

WSU Lewis County Master Gardeners

Pre-Registration is required by 3pm on the Thursday before the workshop.

Propagating with Seeds, February 17th, 10am, Fort Borst Park Kitchen #1, Centralia Come join us for a discussion about which seeds are best for

saving and the methods for saving them, including drying, storing, and planting. For more information, contact Jason Adams, Program Coordinator, WSU Lewis County Gardeners at 360-740-1216 or Jason.Adams@

Enjoy Great Savings Every Day at the Centralia Outlets

lewiscountywa.gov

Shop the Centralia Outlets for a huge selection of name brands this season. With Valentine's just around the corner, we know you will find something to put a smile on that special someone's face.

Looking for something that piques the senses? Find a variety of perfumes, colognes, candles, and many more gift ideas to indulge in at Bath and Body Works.

Shop beautiful and fashionable jewelry at our Kay Jewelers Outlet for great gift ideas to fit every budget.

Find a great selection of highquality bags and accessories for him and her at Coach.

Wondering what to buy for him? Shop Pendleton, DXL, and Polo Ralph Lauren for stylish shirts, cufflinks, wallets, belts, and ties. Don't forget to shop President's Day weekend for great sales on the perfect sleepwear, robes, and slippers at Aeropostale, The Children's Place, Gap Factory, and more.

New merchandise arrives daily at the Centralia Outlets. Be sure to visit often to find the best selection at even better discounts every day.

Visit our website at wwww. centraliaoutlets.com to see a full list of stores, or follow us



on Facebook for great giftgiving ideas and updates on new merchandise.

Best Glasses Cleaning Method!

We've all been there — you notice your glasses are dirty right before an important meeting, and you reach for your sleeve to clean them. Why is this cleaning practice discouraged for eyeglasses?

The number one thing to remember when cleaning your glasses is that small particles and dust get onto the surface of your lenses, and rubbing off the dust, especially with the strong cloth or paper tissue, will scratch the lenses. The good news is that cleaning your lenses doesn't have to be complicated. With the following simple cleaning steps, best care practices, you can enjoy

Step 1: Wash your hands with lotion-free soap.

clear lenses longer.

Step 2: Clean your lenses and frame regularly with water and a drop of mild liquid, lotion-free soap. Wash gently and rinse. Step 3: Gently shake off water drops — dry your lenses with a soft, clean microfiber lens or lint- free cotton cloth. You don't even have to rub; the drops will be transferred to the cloth in contact with the lens surface. Ask our optician for one!



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Along with our amazing Print Savings Event, our stores new Tech Experience is the best way to explore and shop the latest and greatest from Apple, Bose, Nintendo and more, all powered up and ready to try. Freshly remodeled and stocked up to sell check out the new layout. Find out more at StaplesConnect.com

Pro Tech Painting is in full swing for 2024

What will the new year bring and far as color trends in painting?

Tone on Tone themes- Tone on Tone palettes are about to take over the homes inside and outside. When spaces play with colors within one family, they look sophisticated and effortlessly chic.

Shades of Green-A really dark

forest green can read black while light mint green could read white depending on the lighting. Bold Hues as Neutrals-Bolder hues can act as a neutral as well, khakis, marigold and rich purples like eggplant and plum. Warm, Earthy color Palettes-Moody yet cozy neutrals

complement the outdoor landscapes moving towards creams, browns, rusts and muted greens.

Moody Black- Expect to see kitchens and smaller bathrooms using this strong accent color as the main hue. Black is being more embraced by Homeowners because of the moodiness and appeal.

before, sophisticated shades of pink are making their way into contemporary styles.

Alluring Pinks-We mentioned it

Soothing Blues-Calm and cool blues never go out of style. Blue rooms are both serene and energized.

When you are ready for a change, we are here to help. Pro Tech Painting 360-643-9773



New Format for The Monthly Chamber Forum!

Upcoming Forum speakers feature **Publisher and Editor-In-Chief for** The Chronicle

The first Forum for 2024

offers an interesting morning with speakers Chad Taylor, Publisher, and Eric Schwartz, Editor-In-Chief for The Chronicle. Join us for the new morning format at The Station located at 120 S. Tower Avenue in Centralia.



Chad Taylor



Eric Schwartz Editor-In-Chief

Time is available for Chamber Members to share announcements. The February Forum is Thursday, February 8 with the doors opening at 7:30 am for those wanting coffee and to network. The program begins at 8 am and ends by 9.

The new format includes a mini-spotlight for members interested in a five-minute slot early in the program. To be considered email director@chamberway.com

Save the date for future forums:

- March 14
- April 11
- May 9
- June 13

- July 11
- August 8
- September 12 -- NOON This is the Chamber's Annual BBO at Dick's Brewing.
- October 10
- November 14
- December -- Happy Holidays! No Forum.

Business After Hours for February

The Refined Man

5 pm 217 N. Tower, Suite 101 Centralia

The Refined Man is hosting February's BAH. This is a great opportunity to network while experiencing their amazing salon.



Shawna Charboneau and Sheri Karl of The Refined Man.

Upcoming BAHs

- March 21: Centralia School District
- April 18: Dick's Brewing 30th Anniversary
- May 16: The Boys and Girls Club
- June 20: Althauser,
- Rayan, Abbarno
- July 19 (Friday): Visiting Nurses Golf Tournament
- August 15: Centralia Point Assisted Living & Memory Care
- September 19: ToledoTel
- October 17: Chehalis School District
- November 21: Annual Turkey Bowl!
- December 19: Annual **Ugly Sweater Contest!**

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Centralia-Chehalis Chamber of Commerce Annual Banquet Honors Three Individuals

Each year the Chamber honors the Business of the Year. New this year is naming the Evergreen Award recipient on an annual basis and Ambassador of the Year.

2023 Business of the Year: Lewis County Coffee Company

• Article excerpted from speech given by Chamber President, Coralee Taylor

In just seven remarkable years, Samantha and Spike Magnuson, along with their daughter Angie, have transformed a humble coffee stand on State Avenue into an inspiring success story. From a single location, they've expanded to an astonishing 10 coffee stations, including a unique coffee lounge called The Station.

But their journey is not just about numbers; it's about heart and community. LC

Coffee operates with love and compassion, embodying the spirit of giving back to our community that has wholeheartedly supported

them. From their familybased beginnings to their commitment to Lewis County, their story is a testament to the power of dedication and community pride.

Their dedication to excellence, community, and the transformation of coffee culture makes them a true gem. Lewis County Coffee Company is a shining example of success and community support.



Chamber President Coralee Taylor (far left) is joined by Chamber Executive Director Cynthia Mudge to present Lewis County Coffee Company with Business of the Year at the Annual Banquet.



The Evergreen Award honors a person or organization for outstanding public service. This award used to be given every other year, but the Chamber board decided that there are so many

worthy people in the Chamber community that someone should be honored each year.

This year's awardee is very deserving. They have lived in the community for more than 50 years, graduated from a local high school, have served on numerous boards, and been elected to office.

The Evergreen honoree believes in unifying the community. In their own words from an article:

"My goal is to get all the communities in Lewis County



Mayor Tony Ketchum (left) with Chamber Board member Chris Thomas and Chamber President Coralee Taylor after presenting the Evergreen award at the Annual Chamber Banquet.

working together as one. None of us can be an island - we need all of us to succeed."

That is why it was easy to choose Mayor Tony Ketchum this year's Evergreen Award recipient.

A Lewis County resident of 50 years, Tony is dedicated to helping our community thrive. He's live in Chehalis since 1971 and is a WF West graduate.

Tony has served on the Chehalis City Council for

nearly 30 years, currently serving as Mayor. He joined the Twin Transit Board in 2021 and has been on numerous other boards demonstrating his commitment to the community, including: Visiting Nurses, Experience Chehalis, Hope Alliance, Sister Cities, Chehalis Clean Team, Special Olympics, Lewis County Historical Museum, and, of course, our Centralia-Chehalis Chamber of



Chamber Board member Chris Thomas (right) announces Mayor Tony Ketchum (left) as the 2023 Evergreen Award recipient.

Commerce Board of Directors. In addition, he has been volunteering for the Seattleto-Portland ride each year managing the luggage station, bravely agreeing to be dunked at 3-on-3 basketball on a cold wet August day, and is one of the biggest cheerleaders of new businesses at our ribbon cuttings, business after hours. and other Chamber events.

He has also spent a great deal of time volunteering

as a coach for youth soccer, baseball, and basketball, and giving back through his local church.

Tony believes in unifying and helping. He demonstrates this often as the first to raise his hand to help set up for an event, can be seen cleaning up (he's known as the oneman graffiti removal crew), whatever it takes ... and he believes strongly in working together for the benefit of all.



Here is is (far right) at the Historic Barber Shop along with fellow Chamber Ambassador (far left) Alicia Blum.

Ambassador of the Year: Christine Brower

At the Annual Banquet Board member Trent Henning honored the Chamber Ambassadors who support the mission and efforts of the Chamber in an official capacity by connecting with members, new businesses, and assisting with key Chamber events and activities. They volunteer their time, skills, and resources to assist the Centralia-Chehalis Chamber of Commerce in its endeavors.

Christine Brower is a recognized smiling face and welcoming presence at many of our Ribbon Cutting Ceremonies, Business After Hours, and other Chamber events. She has been an active Ambassador for more than fourteen years during which time the Chamber can always count on her to help and be a champion of other Chamber businesses.

Becoming an Ambassador

In addition to serving our community, Chamber Ambassadors have the unique opportunity to promote themselves, their businesses, and make valuable contacts with leaders throughout the Lewis County Area. Being an Ambassador provides opportunities to network with representatives from a wide variety of businesses and organizations while being recognized among peers as a community leader, both individually and for the business or organization an ambassador represents.

We would love nothing more than for our Ambassador team to grow in 2024! If you think joining our Ambassador program sounds like a worthwhile venture; Being part of helping our business



Christine spreading holiday cheer at the Ugly Sweater Contest in December. She was a snow globe.

community grow and prosper, OR if you as business owner or operator believe one or more of vour team members could benefit professionally and personally from serving as an ambassador, please reach out to myself, any board member, or any member of the Chamber office for more information and next steps.

2024 Ambassadors Christine Brower -

Community Member

Amanda Curry – Sticklin Funeral Home

LeeAnn Craig -Great Northwest Federal Credit Jessica Quezada - Holiday Inn Express & Best Western

Cara Legg - Live 95 & KITI Heidi MacDonald -Lady MacDonald's Gourmet Foods Shari McFarland -

The Paula Burrows Team

Cory Moses - Zen Events & **Entertainment & ACG**

Diane Dorey - Retired, Community Member

Thank you Ambassadors!

Elijah White -The Chronicle

Michelle Davis -City of Napavine

NEW MEMBERS! Please join us in welcoming our

WELCOME

February new members! All Phase Construction Interstate Honda Jason King Photography JJ's To Go King Rancho Napavine School District



February Forum

Thursday, February 8 • 8 am (networking begins at 7:30 am) The Station

120 S. Tower, Centralia Speakers: Chad Taylor, Publisher, and Eric Schwartz, Editor In Chief, The Chronicle

Business After Hours

Thursday, February 15 5 - 7 pmThe Refined Man 217 N. Tower, Centralia



John Braun

Legislative

Updates

Thursday,

7:30 am

February 22

Zoom session

with District

20 Legislators

Senator John

Representatives

Braun and





Ed Orcutt and Peter Abbarno.