



# Monroe **BUSINESS NEWSLETTER**

City of Monroe, Washington

## April 2025



### **7 SECONDS TO IMPACT - CREATE EXTRAORDINARY ELEVATOR PITCHES ZOOM WORKSHOP**

At your next networking event you might only have 7 seconds to make an impression - MAKE IT COUNT!!!

Learn how to craft and deliver a compelling pitch. You'll gain critical awareness and tools you can use immediately to improve the quality of your message.

- Stand up and out with poise and deliver dynamic messages to decision makers
- Talk so people will listen and want to hear more
- Find the core of your message and learn to vary the content and length in order to meet the demands of your audience

FREE ZOOM Workshop

- Session #1: **Workshop Prep**, 4/15/25, 9:30 AM- 9:45 AM PDT (only 15 min)

- Session #2: **Full Workshop**, 4/16/25, 9:00 AM- 11:30 AM (PDT)

Sign up by calling Cara Buckingham at (425) 248-4223

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## Wealth of Small Business Resources Available

### **Get Access to Capital**

Are you a small business owner with fewer than 50 employees and an annual revenue of less than \$5 million? Are you looking to take your business to the next level? We may have a great solution for you — The Small Business Flex Fund 2. **Learn more.**

### **Food Biz Academy**

Through the Food Biz Academy, **Washington's Small Business Training & Education Center** offers you a competitive advantage. It's FREE, and available **online and on-demand** 24/7! Food Biz Academy just might help you whip up a recipe for success. **Learn more.**

### **Web Academy**

Your 24/7 Storefront: Build Lasting Customer Connections Online! A website is like having a second storefront, one that is open 24/7. With a well-designed online presence, you can build deeper relationships with your customers. Check out the listing of **FREE online on-demand training**, including **Web Academy**.

### **Partners In Exporting 2025 Series**

The Export Finance Assistance Center of Washington (EFACW) provides tailored export training programs developed through strategic partnerships, led by nationally recognized experts in export and international trade. **Learn more.**

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## WA Small Business Development Center FREE Training Events for Small Business Owners

### Monthly "Start Simple" Course

The FREE monthly "Start Simple" Business Course will help you quickly test the feasibility of your business idea. In just four two-hour group sessions, you will learn how to apply business fundamentals to assess the feasibility of your business goals. The course includes FREE access to one of our Business Advisors for one-on-one homework assistance and a final assessment of your completed Start Simple Plan. [Register by emailing Fauzia.Davis@cie-nw.org](mailto:Fauzia.Davis@cie-nw.org)

- [May 7, 4-6pm.](#) **Foundation:** Orientation, Readiness Mindset, Personal Finance
- [May 14, 4-6pm.](#) **Opportunity Discovery:** Bring Value to Your Target Marketing
- [May 21, 4-6pm.](#) **Money In & Money Out:** Projecting Sales & Costs
- [May 28, 4-6pm.](#) **Bottom Line:** Projecting Cash Flow & Break Even

***Curso en español - comienza 6 de mayo, 6 - 8 pm. [Regístrate aquí](#)***

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## Promote Your Business in MONROE Magazine

**Act now! Deadline for ads - 4/4/25!**

This year the City of Monroe is relaunching the former *Choose Monroe* twice-yearly magazine as once-yearly *MONROE Magazine*, highlighting local experiences, shopping, services, events, and more -- all of which make Monroe a special place to live.

15,000 copies are mailed to Monroe residents, with an additional 2,000 distributed locally. Plus, the content is shared online through Facebook and the City's website.

The publication is funded by the City of Monroe and local business owners like yourself through ad sales. Help support the project and **promote your business** by advertising in MONROE.

Contact publisher Colibri Northwest sales director Katie Higgins to craft an advertising plan to meet your goals and stay in budget! Reach Katie directly via email or phone: [Katie@ColibriNW.com](mailto:Katie@ColibriNW.com) or (206) 914-4248.

SHOP LOCAL | PLAY LOCAL | DINE LOCAL

# MONROE

Magazine

**BREWING  
INSIGHTS FOR  
ECONOMIC  
GROWTH IN  
SNOHOMISH  
COUNTY.**

**Coffee Chats**

Free Monthly Interactive Virtual Event!



**EASC Monthly Online Coffee Chat**  
*Navigating Tariff Impacts on Washington Businesses*

Join EASC for the April Coffee Chat, presented by **Herald Media**, featuring an insightful discussion on how clean energy initiatives, sustainable business practices, and emerging technologies are shaping Snohomish County's economic landscape.

**8:30 - 9:30AM, 29 April**

**Reserve your spot.**

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**Business Training Center**

StartUp Washington provides a FREE On-Demand Training Center administered by the Washington State Department of Commerce. It offers no-cost education that entrepreneurs can use to build a successful enterprise. **Training for your needs - on your schedule!**

**Learn more and sign up here.**

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## Business Resource Navigator

### Evergreen BizLink Resource Navigator

The Evergreen BizLink Resource Navigator will connect you and your business with nonprofit resources in your area to help you **grow and thrive**. Use the search tool on their website to search for **customized resources** by location, area of assistance, business stage, business type, industry, demographics, and key words.

For more information or to get started, check out: [EvergreenBizLink.com](https://www.EvergreenBizLink.com)

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## Adopt-a-Planter on Main Street

Join "early adopters" and sponsor a planter on Main Street to ensure flowers, greenery, and seasonal color in our Historic Downtown Monroe. Thanks go out to:

- A Different Path
- Better Built Masonry
- SugarBelle Photography
- Garden In Situ
- Monroe Chevron
- Monroe Laundry
- Fairway Mortgage
- EC Gardens

- Dianne and Richard Forth
- Mayor Geoffrey Thomas

Sign up soon - **there are 20 planters left for "adoption"!** To sponsor, send a check for \$100 to: City of Monroe, Parks & Rec. Dept., ATTN: Shelley Rowe, 806 W. Main St, Monroe 98272. Questions? Email Economic Development Coordinator Patrick Doherty at [pdoherty@monroewa.gov](mailto:pdoherty@monroewa.gov)

Cranes on Main -- Monroe Historical Museum -- VFW Post 7511/Veterans Arts Council -- Maria Isabel Beauty Salon -- SharinaBeans -- Sky River Bakery -- Main St Mountain Sports -- Black Barrel Vintage -- SugarBelle Photography -- Main St Books -- Medusa Tattoo -- Monroe Floral

**DOWNTOWN MONROE**

**Flower Crawl**

**APRIL 12TH | 11AM TILL 3PM**

**CRAWL ALONG MAIN & LEWIS STREETS TO GATHER BLOOMS FOR A FULL SPRING BOUQUET!**

**TICKET: \$30 BY 4/5/25.**

**[MONROEFLOWERCRAWL.EVENTBEE.COM](http://MONROEFLOWERCRAWL.EVENTBEE.COM)**

**Join The Downtown Monroe Flower Crawl  
Saturday April 12**

"Crawl" through Historic Downtown Monroe Saturday, April 12th, and

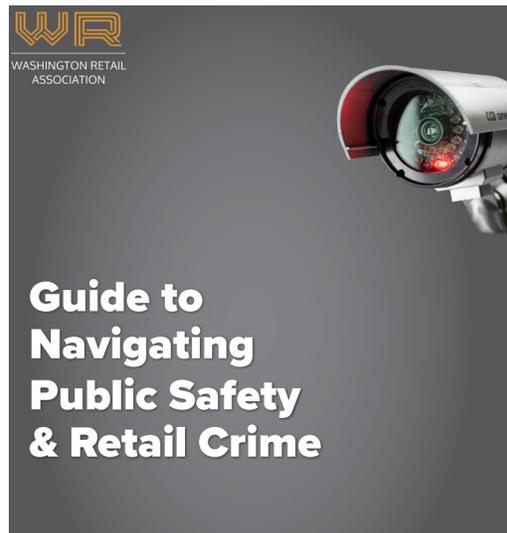
visit up to 12 local businesses to gather floral items to make a lovely Spring bouquet for yourself or a loved one. Enjoy the shops, businesses, and ambience of our historic downtown. Buy your tickets [here](#) by April 5th!

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## Useful Guide for Dealing with Retail Crime and Safety

The Washington Retail Association has compiled a useful *Guide to Navigating Public Safety & Retail Crime*.

[Peruse the Guide!](#)



## Main Street America Offers Series of Insightful Podcasts for Small Businesses

### Latest in the series: Selling a Small Business

In this episode, host Matt Wagner sits down with Dottie Lange and Dottie McQuade of The Monogram Shoppe in Woodbury, New Jersey to discuss the process and considerations that come with selling a small business.

Listen to the episode [here](#).

[Follow the series.](#)

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*Katy Woods, Manager, Coastal Community Branch Manager*

## **Boost Your Business with Coastal Business Coaching**

**Starting April 22nd!**

Ready to take your business to the next level? Sign up for the FREE Coastal Business Coaching program -- designed to take your business to new heights. The 6-month program offers small-group, in-person coaching sessions **once a month** at the Monroe Coastal Community Bank Branch, led by experienced Branch Manager and Certified Coach, Katy Woods. These sessions provide the essential tools and strategies needed to succeed in today's competitive market.

Subjects covered will include:

- Creating a Legacy Plan
- Succession Planning
- Time Management
- Cash Flow Planning
- Business Growth
- Business Plan Development
- Overcoming Challenges
- Achievable Goals

**Apply now** to join Coastal Community Bank's Business Coaching Program and take the first step towards achieving your business goals.

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**Monthly Business Profiles**  
**- North Kelsey District -**



## Monroe Smiles

Located at 14650 North Kelsey St, Suites 104-105, in the Kelsey Station commercial center, Monroe Smiles is a general dentistry practice focusing on family, restorative, cosmetic and emergency dentistry.

Doctor-Owner and Monroe resident Jeremy L. Johnson, DDS, has practiced in Monroe for over 20 years, first on Main Street, and over 8 years at the current location. In addition to general family practice, they offer same-day crowns, Zoom in-office whitening, tooth-colored fillings, veneers and Xeomin (a Botox-like substance) often used to relieve the pain of headaches and migraines, reduce tension in the jaw, or to help with TMJ discomfort.



## Jones Family Orthodontics

Also in the Kelsey Station commercial center, at Suite 109, Jones Family Orthodontics provides family orthodontics services to the greater Monroe community, led by local Monroe resident Dr. Graham Jones, together with his team.

Started in October 2007, the Jones Family Orthodontics team provides braces, clear aligners, and complete orthodontia services for all ages.

While they often accept referrals from neighboring Monroe Smiles, they require no dentist referral for most orthodontics services. New patient consultations are free, and they encourage folks to visit their [website](#) for more information.

With Dr. Johnson at the helm, they have two practicing dentists, plus three dental hygienists. Patients requiring orthodontia are regularly referred to neighboring Dr. Jones's practice. Monroe Smiles is open Monday-Friday from 7am - 6pm.

Dr. Johnson and his team are active members of the greater Monroe community and have provided services to many in need over the years.

The Jones Family Orthodontics team is very engaged in the local Monroe community, participating in National Night Out activities, sponsoring local teams, clubs and events, including the upcoming, community Easter Egg Hunt.



No matter what phase your business is in -- from starting up or growing, to down-sizing -- the **Small Business Guide**, created by the State Commerce Department, is an invaluable resource for your business.

The **Guide** covers:

- Planning -- Start-Up
- Payroll -- Opening
- Management -- Growth
- Closure -- Loan Programs
- And more

The State also offers an array of knowledgeable **Small Business Liaisons** who can help you with specialized



Owning a business is both exciting and intimidating.

If you're looking for local resources, free business templates, e-guides, check-lists, and other helpful resources for **starting or growing** your enterprise, SCORE Greater Seattle is your destination. SCORE's mentors can assist in putting your ideas into action.

**Tools and resources to**

resources and information.

Plus, **FREE workshops** are available, providing essential information and resources to help start and grow your business.

**help your small business grow - SCORE**



Membership in the Chamber brings many advantages for member business. It may include networking opportunities, member benefits and discounts, business support and advice, and the chance to have your views represented at county, state, and national levels through the Chamber's on-going lobbying activity. [Learn more.](#)

### **Upcoming Events**

Chamber Luncheon - Second Tuesday of each month, 11:30am - 1pm. **April 8 - featuring City of Monroe "State of the City Address" by Mayor Geoffrey Thomas.**

**Engage Monroe**, Networking at Tuscano's Italian Kitchen - Apr 22, 5pm - 7pm

**Monday Morning Mingle** - Apr 28, 8:30am - 9:30am, Monroe Coffee Co.

*And more...*

[\*\*More information and events here\*\*](#)

**Monroe Listens**

## Report Your Issue!

The City offers a direct and easy way to send your questions, concerns, requests, and compliments directly to the City staff person who can help you. Potholes, graffiti, fallen tree limbs, drainage problems, etc. Please let us know at [Monroe Listens](#).



### MAYOR



Geoffrey Thomas

Have a question or comment for Mayor Thomas?  
Contact him at [GThomas@MonroeWA.gov](mailto:GThomas@MonroeWA.gov)



Councilmember  
Kevin Hanford



Councilmember  
Jacob Walker



Councilmember  
Jason Gamble



Councilmember  
Kirk Scarboro



Councilmember  
Heather Fulcher



Councilmember  
Tami Beaumont



Councilmember  
Kyle Fisher

Have a question or comment for your Councilmembers?  
Contact them at [Councilmembers@MonroeWA.gov](mailto:Councilmembers@MonroeWA.gov)

[Council  
Agendas/Minutes](#)



City of Monroe | (360) 794-7400 | 806 West Main Street | Monroe, WA 98272 US

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