

ZENA NEWS

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SEPTEMBER 2025

ZENA CONSULTING

Celebrating Seattle- Quirks and All



Zena Consulting
Founder / Owner

While I love Seattle, the culture shift from east to west coast wasn't easy. At first, I was delighted to find so many friendly and polite people. This was a stark contrast to New Yorker's abrasive style and intensity. Yet, making friends here was frustratingly slow and confusing. Getting to know Seattleites below the surface was hard. I expected "chill" but this was a different temperature.

The Culture Here is a Bit Different

I wasn't imagining things. The phenomenon is called *Seattle Freeze*. And I had plenty of company, since Seattle consistently ranks as one of the fastest-growing large U.S. cities. According to Axios nearly 17,000 new residents moved here between July 2023 and July 2024. But there's no reason to struggle like I did. Former Brooklyn resident Aaron Hurst had the same experience and decided to do something about it.

Melting the Seattle Freeze—with Real Conversations

Hurst founded and is currently CEO of the **Seattle Chamber of Connection**, a free civic movement dedicated to melting the freeze. The organization's ultimate mission is reversing the decline in social connections and trust within communities. It also aims to encourage civic engagement and volunteering, and provide resources and support for individuals seeking to connect with others. To this end, the Chamber regularly hosts events at Town Hall Seattle; including a *Welcome Day* and *Community Builder Dinners*. These activities invite deeper, small-group conversations that can help new residents make friends and integrate into the local culture and combat loneliness. Most events include a small fee.



After three decades I have many deep friendships here. And I still go out of my way to warmly welcome strangers. New in town? Visit the Chamber's FAQ page [here](#) to learn more and view this month's schedule.

EVENTS



9/6

**Seattle Waterfront
Park Grand Opening**
11 am-9 pm

The *Downtown Assoc.* is just one of many collaborators that worked for 20+ years to create this exciting new community space. Join the day-long celebration. It's FREE to the public!



9/12

**Mayor's Lunch
Leadership Eastside**
11:15- 1:00 pm

Join 9 Eastside Mayors at Cascadia College as they discuss cross-sector collaboration and its impact on our communities. Cost: \$75. Get tickets [here](#).

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