Cheesecake Café to Host Business After Hours

Cheesecake Café, at 704 Commercial, will be hosting April's Business After Hours (BAH) event. The staff is excited to show off their remodeled café and new menu, which has been expanded from mouth-watering desserts to a healthy lunch menu featuring deli sandwiches, fresh-made salads and a delicious variety of soups. As always, they offer a variety of wonderful homemade cheesecakes to accent any meal, either on premises or take-out.

The BAH is April 19th from 5:30-7:00 pm. Please RSVP to the Chamber office @ 293-7911 if you wish to attend. This will allow the Chamber staff to prepare nametags for each attendee, as well as obtain an accurate headcount for catering purposes.

Zach Butler and Christina Taylor

Business Connections Luncheon

Thursday, April 12th – 11:30 a.m., Salvation Army Building

Some of the most tangible benefits your Chamber membership provides are networking and promotional opportunities. The Business Connections Lunch was created as purely a networking event. Members come prepared to learn about each other's business and perhaps gain new clients for themselves. This was certainly true in January, when the connections luncheon resulted in several members conducting business with one another after the event. Example: connections made by new Chamber member Steven Felts from Anchor Signs and Awnings resulted in orders from ALLDATA SHREDDING, Mark Nilson Mortgage Consultant and Read Me A Story... and how much did Steven invest to obtain these new clients? $10 and 1.5 hours!

The moral to the story: register for the Connections Lunch today and prepare your one-minute marketing pitch. As always the networking is $10 and lunch is on us! Please call Stephanie at the Chamber if you would like more details.

Save the Date

The Waterfront Festival Kick-off is Friday, May 18 at the port warehouse. This celebration is a joint venture of the Port of Anacortes, the Economic Development Association of Skagit County (EDASC) and the Anacortes Chamber of Commerce. Tickets are $47/person or $360 for a table of 8 and can be purchased by contacting EDASC at 360.336.6114.

2007 Anacortes Garden Fair

The 2007 Anacortes Garden Fair on May 5 in the Majestic Inn Courtyard raises funds for planting and maintaining the downtown planter pots. Once again there will be premium stock roses for $5, which were donated by Christianson’s Nursery, as well as plants of all varieties and garden art for sale.

Garden artists wishing to vend at the fair should contact BethAnn Smith at bethannsea@aol.com. There is also a silent auction to help the fundraiser. Chamber members who would like to promote their business by donating to the auction can contact Stephanie at the chamber.

Community members enjoy bountifully planted pots along Commercial Avenue in historic downtown, because of the money raised at past Garden Fairs.
A Message from the Executive Director

As I write this in early March, the weather bears a hint of Spring—I suspect when you read this, we will be in the midst of seasonal change. In the meantime, your Chamber has been busy on a number of fronts, specifically:

- **Traffic** is already starting to build on Commercial Avenue, a clear sign that the tourist season has begun. Recent weeks have drawn hundreds of folks to Anacortes for the 2007 Salmon Derby and the Floating Boat Show. In both cases, crowds “spill over” into local businesses.

- Such will be the case in April as the Skagit Valley Tulip Festival works its magic, drawing tens of thousands of people to see the beautiful daffodils and tulips. Anacortes, a partner with the Tulip Festival, sponsors the month-long Quilt Walk. The Quilt Show is scheduled April 6 and 7.

- Tourism marketing activity is in full swing, too. A new tourism brochure will hit the racks in a couple of weeks, delivering a “Visit Anacortes” message all across the state. Work also continues on an eye-grabbing, user-friendly website redesign with our friends at How It Works. Thanks to a committed group of volunteers who are following both brochure and website projects through to completion.

- Look for your MacGregor Newcomer and Visitors’ guides, making their splash this month. Once again, Anacortes will be advertised in the popular LaConner guide and in a pullout Activities Map, as well as a stand-alone piece. These are wonderful publications, useful for local residents and tourists alike.

We are now working to encourage final resolution between WA State Ferries and their BC counterparts for next year’s run. In addition, we will work to actively educate tourists through our collateral and the website on the need for passports, beginning next January. I suspect this new requirement will have an initial negative effect on Ferry rider-ship. We will do what we can to minimize this impact.

We have implemented new software on our system (ChamberMaster). Among a variety of benefits, this tool will allow members to update their own information, post “hot deals” (a member-to-member discount program), list job openings, and sign up for events. We are currently in a beta-test environment and will be releasing these features once they are fully up and tested in the next couple of months.

The tourism brochure has been totally revamped with larger typeface, vibrant graphics, and an events calendar. In my view, the result is a significant improvement—it’s readable and will quickly capture a tourist’s attention, hopefully leading them to our website for further exploration. On that subject, the website has also been redeveloped, making it more intuitive and easier to maneuver. The site is aimed at tourists, folks looking to relocate, and residents. It continues to be a powerful tool on all fronts.

Finally, Thank You to Jay Field and his anglers association for a fantastic inaugural Salmon Derby! Over 750 tickets were sold, bringing a large group of fisherman to Anacortes for a wonderful event. I look forward to continuing to promote the Derby in years to come.

Thank you for your continued support of the Chamber of Commerce. Any comments or questions, I can always be reached at the Chamber office (293-7911) or via cell phone (333-4754).

Tourism Marketing

By Steve Berentson

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Chamber Executive Director Mitch Everton and I met recently with our Washington State Ferries partners, agreeing once again to launch a campaign promoting international ferry travel between Sidney/Victoria, B.C. and Anacortes. This campaign will include print ads, posters and television spots through Belo TV. The spring season kicked off April 1 when an Anacortes contingent including Mayor Dean Maxwell and Chamber board members boarded the ferry and made an inaugural run to Sidney.

This year’s tourism marketing plan will once again feature advertising on radio, TV, the internet and numerous print publications. Just out is the State Tourism Guide, where Anacortes is featured on a two-page spread in the Islands section. We also partnered once again with the Skagit County Chamber Executive Directors Association (SCCEDA) with a page in the regional section including the Skagit Valley. Not to be forgotten are upcoming events, including the Waterfront Festival (May 19 & 20). Work is under way to invite families and friends to this ever-popular celebration of the city’s maritime heritage.

The tourists are coming. Let’s do everything to make them feel welcome and encourage them to make Anacortes a regular stop on their recreation itinerary.
Member Profile

Left Bank Antiques

Left Bank is “the antiques shop you always hoped to find.” For over 25 years, owners Ron and Donna Radtke have traveled to Europe twice a year roaming through quaint village shops, antique fagres, flea markets, private homes and barns, in search of things that make their shop unique. With 40’ containers to fill, no piece is too large or too small.

Donna’s life-long passion for interior design and Ron’s wonderful talent for display makes time spent in the large, converted church a fun experience. People are always exclaiming that the shop is so much bigger on the inside.

Ron and Donna keep a sharp eye on current trends, always considering how a piece might be used in some unique way, whether it be a nostalgic collectible, an interesting architectural fragment or rare antique. With the present interest in landscape and gardens, they seek architectural and garden pieces from France and England and even gates from Egypt.

Many of their customers are building a new home and are looking for unique features such as old doors for a wine cellar, a French sideboard for a bathroom vanity or a large armoire for an entry closet. They also carry a large selection of furnishings such as tables, chairs and cupboards.

Their business has come a long way since it began in an old bank building at 402 Commercial, with a subsequent move to 820 Commercial. In 1995 they bought the Nazarene Church at 1904 Commercial Avenue and began the long process of turning it into a great place to spend some time. “People wander around here for hours,” says Donna. “It’s like spending time in a European market.”

Meet Your Board

By Michelle West

William “Bill” Berry

From the moment you enter the offices of Mr. William “Bill” Berry and KLKI AM 1340 Radio, you know you’ve entered a special place in Anacortes history.

Bill Berry was working for KING Broadcasting in Seattle when KLKI (KAGT at the time) fell into bankruptcy for the 6th time in recent memory. He decided to take a 90 day leave of absence “to turn the place around” with the intention of returning to KING. Well, that was in 1962 and Mr. Berry is still at the station’s helm as General Manager. He is quick to credit others in the community who were instrumental in helping ensure the station’s success, for without their commitment, he would have become victim #7.

Knowing that a Chamber of Commerce is the backbone of the local business community, Mr. Berry joined the Anacortes Chamber upon purchasing the station. His role within the Chamber has ranged from general member to Secretary and currently as past-President. He feels that “Anacortes has a very strong Executive Director in Mitch Everton and the Chamber has come of age as an organization. Many issues, such as offering health plans to Chamber members and completing a member directory are coming to fruition and will provide enormous benefit to our members.”

“One of my reasons for getting involved with the Chamber was purely selfish. Friday Harbor had a very successful jazz festival but the business community said they had as many tourists as they could handle. Anacortes offered the setting, the facilities and the talent to showcase a world class event, so I gathered a group of volunteers and established a 5 year plan. Critics said it would be a losing event, but even with questionable weather, the Anacortes Jazz Festival has been profitable every year,” said Mr. Berry.

Being a contributing member of the Anacortes community for over 45 years, Mr. Berry has a wealth of memories to draw upon. Those most fond, however, are recalling the lengths the citizens of Anacortes will go to provide for the needs and dreams of others. Bill Berry is a personification of that ideal. We are fortunate to have his services in both the Chamber and our community.
Garden Art Fair at the Depot

Garden, mind, body and soul will find sustenance at the 4th annual Depot Art Center’s Garden Art Fair, April 28th and 29th. This year, three display gardens will greet visitors to the Depot, thanks to Proscapes, Simply Yards and Lasting Impressions. Hanging baskets filled with floral designs will envelop the Depot entry, with oil-on-canvas paintings by Mt. Vernon artist Ron Farrell in the gallery. His “Landscape Perspectives” is an aerial perspective of the Skagit River and surrounding farmland.

New to the marketplace this year are vendors selling outdoor furniture, birdhouses, hammocks, rain barrels, and handcrafted metal garden trellises & stakes. Plants, bulbs, garden art, bamboo and bamboo water fountains return this year along with other Garden Art Fair favorites. An espresso stand will be onsite to quench both hunger and thirst!

Business Plan Basics

A business plan, the foundation for any enterprise, should map out a company’s strategy for making money. While such written plans can take many forms, they generally include these six fundamental components:

- A Mission Statement: An overview of the basic business model and strategy.
- Background: A review of the company’s history, finances, form of ownership and key personnel.
- Marketing: A key component that looks at the company’s competitive environment, its customers and its strategies in pricing, promotion and distribution.
- Production and Marketing: A rundown of the processes that will be used to make a product and develop a service. This list should include inventory, equipment, and supply chain requirements, and fixed-cost allocations.
- Finances: An examination of the anticipated funding sources, projected sales and costs, expected returns and regular cash flow. It should include a break-even analysis, as well.
- Human Resources: A list of who will hand which jobs at the company and how each will be compensated.

-Seattle Business Monthly March 2007

Theatre News

Anacortes Community Theatre (ACT) presents: “Once Upon a Mattress”, a musical comedy by Mary Rodgers, directed by Marilyn Pinquoch.

Performances
March 30 – April 28
Thursdays 7:30
Fridays, Saturdays 8pm
Sunday Matinees 2pm: April 1, 15, 22
TICKETS: $16 each

Anacortes Community Theatre
10th and M
INFO 293-6829
Day Phone 293-3478
www.acttheatre.com

SCORE

The Chamber continues to offer FREE consulting sessions through the Service Corps of Retired Executives Association (SCORE). Sessions are one-on-one, completely confidential, and are held in the Chamber conference room. If you have questions about running a business, accessing resources, writing a business plan, or other general business questions, this is a great service. Please contact the Chamber office for further information.

Expanded Hours

As a further benefit to the community, the Chamber-operated Department of Licensing office will be open on Saturdays. Beginning April 7 community members will be able to obtain vehicle and vessel licenses from 9:00 a.m. until 1:00 p.m. at 819 Commercial Avenue.
Waterfront Festival

The official Waterfront Festival poster was unveiled at the March Business After Hours by Joe Schlundt of Shell Puget Sound Refinery. This year the festival is celebrating the working history of Anacortes, which was once called the salmon canning capital of the world, boasting eleven working canneries in the 1910s and 20s. The salmon label poster was inspired by the salmon trash cans that Bill Mitchell and Gary Robinson have designed for downtown. “We decided that 2007 is the year of the salmon,” said chamber program and events director, Stephanie Hamilton. “With the inaugural Salmon Derby and the salmon trash cans, we wanted to keep the theme.” To that end, the Chamber has commissioned a Bill Mitchell mural for the Chamber builder. We hope to unveil the mural the week of the festival.

Waterfront Festival sponsors received posters at the unveiling event and also viewed the other merchandise that will be available, such as t-shirts, mugs and shopping bags.

Volunteers Needed

The Waterfront Festival is just around the corner and we are looking for a few volunteers. Members can take advantage of this great opportunity to meet and greet and passively promote their business (such as a name tag, or an article of clothing with member business name on it!). Please call Stephanie with your availability.

On-Hold Messaging Service

The Chamber's on-hold messaging service is now up and running. In concert with one of our Chamber members, McCary Creative, we are offering advertising on our telephone system to callers placed on hold. Ward McCary will conduct a short interview and create your personalized message. Participation is limited to four subscribers per quarter at a cost of $200. If you interested and would like to hear a sample of the product, please contact the Chamber at 293-7911 and ask Mary to put you on hold.

Waterfront Festival Sponsors

We would like to thank our sponsors of the 2007 Waterfront Festival for their contribution and commitment to this great community event:

Shell Puget Sound Refinery
Port of Anacortes
Skagit Valley Herald
Trident Seafoods, Inc.
Dakota Creek Industries
Island Hospital
KLKI Radio
Mark Nilson Mortgage Consultant
Tesoror Refining & Marketing Co.
Anacortes Family Medicine
March Point Cogeneration
Anacortes Kiwanis Club
Anacortes American
Anacortes Yacht Charters
Cap Sante Marine
Pacific Party Canopies
Puget Sound Energy
Skagit State Bank
Viking Moving Services, Inc.
ABC Yacht Charters
First American Title Company
Gere a Deli
Horizon Bank
MacGregor Publishing Company
People’s Bank
Sebo’s
Whidbey Island Bank
Williams & Nulle
American Gold Seafood
Anacortes Inn
Anaco Bay Inn
Anders Sign Company
Calico Cupboard
Cap Sante Inn
Fidalgo Country Inn
Fidalgo Island Walk In Clinic
Hampton Inn & Suites
Island Transport
Jean Groesbeck, Windermere Real Estate
Laws/Craig Real Estate Group
Marine Supply and Hardware
Scott Mile Gallery
Strawberry Bay Coffee Company
Teriyaki Time
Viking Moving Services
Thank You

Thanks for donating to the February Business After Hours at Bayshore:

- ALLDATA SHREDDING
- Anacortes Community Shelter Project / Family Center
- Bayshore Office Products
- Buer’s Floral & Gifts
- Gracious Living
- Maison et Jardin
- Mark Nilson Mortgage Consultant
- Mortgage Master
- Read Me a Story
- Upstage Boutique & Men’s Store

Thanks for donating to the Sunnyside Up Breakfast Meeting:

- Jennings Chiropractic
- Mark Nilson Mortgage Consultant
- Read Me a Story
- Star Bar

Ambassadors Corner

Lisa R. Helm-Murrow

I’ve lived in Anacortes for most of my life. I moved here when I was about two years old and have ventured out and lived in Mount Vernon and La Conner here and there but have always called Anacortes home.

I enjoy being involved in the community and working with the public, that’s why I always seem to find myself in a job surrounded by lots of people. I currently work at Whidbey Island Bank in Anacortes as Customer Service Manager and plan on being here for a long time. It’s a job I really enjoy.

Even though I enjoy my job, my real loves are my husband Kent, and my daughter Kiley (3 years old), along with my two step-daughters Anna (6 years old) and Serena (3 years old). My husband and I have fun playing with our three little girls, lots of pink around our house, as well as traveling whenever and wherever we can.

Salmon Derby

Every year the Chamber has strongly supported the local Relay for Life campaign, providing support to the American Cancer Society. We invite members to get involved.

Shelly Hoffman is the team captain for this year’s event scheduled for July 20-21, 2007. She is anxious to get things underway and needs your help with a number of fundraising projects, including raffle baskets.

“Cancer is a growing issue that must be addressed. It does not matter if your life has been directly or indirectly touched by this disease, we can all make a difference in the fight. Please join me for this wonderful fundraiser,” encouraged Shelly.

Call Shelly Hoffman today at 589.9853 or email her at shellyhof@gmail.com as soon as possible to see what you can do to be a part of this great community event. Thank you!

Winner of the $5,000 prize for biggest fish in the Anacortes Salmon Derby was Ronald Henning, pictured here with plaque and a 22-pound, 8-ounce beauty. Presentations were made by Jay Field (right), president of the Fidalgo Island Chapter of the Puget Sound Anglers organization. This two-day event was a great success, drawing over 750 ticket holders. More than 160 fish were caught between Saturday and noon Sunday.

FULL-SERVICE DOCUMENT CENTER

Come see our remodeled copy center and showroom! Copies, prints, scans, faxes, blueprints and much more!

603 Commercial Avenue
293-4669
printshop@bayshoreoffice.com
New Members

Anaco Appliance
1820 Commercial Avenue
Anacortes, WA 98221
Contact: Dave Evans/Vikki Mascho
Phone: 360-293-5129
Fax: 360-299-3667
anacovikki@verizon.net
Appliance repair, service, refrigerator, washer & dryer, cooktops, dishwasher, microhoods, small refrigeration.

House Doctors Handyman Services
4912 MacBeth Drive
Anacortes, WA 98221
Contact: Shawn & Serina Colley
Phone: 888-293-3991
Phone: 360-293-3435
Fax: 360-293-5342
h4477@housedoctors.com
housedoctors.com
Home repairs, licensed, bonded, insured, carpentry, plumbing, light electrical, fencing, landscaping, painting, doors, windows, gutters.

Law Firm of David Jolly
802 7th Street
Anacortes, WA 98221
Contact: David Jolly
Phone: 360.293.2275
Fax: 425.645.5713
janean@davidjollylaw.com
davidjollylaw.com
Legal office specializing in business organizations, estate planning, criminal & DUI defense.

Big Dog Painting, LLC
PO Box 1141
Anacortes, WA 98221
Contact: Lynn Singer
Phone: 360-293-2636
Fax: 360-293-6886
info@bigdogpainting.com
bigdogpainting.com
Painting, residential, commercial, new construction, interior & exterior.

MCS Bi-Coastal Construction
2326 11th Street
Anacortes, WA 98221
Contact: Mike Sawyer
Phone: 425-345-0565
Fax: 360-293-9041
michaelsayer71@hotmail.com
All phase construction company. Remodeling, additions, loghome chinking, design, project management, commercial/residential work.

BrandStrategy, Inc.
2415 T Avenue, Suite 210
Anacortes, WA 98221
Contact: Dana Kirschbaum
Phone: 360-293-8810
Fax: 360-293-8811
info@brandstrategy.com
brandstrategy.com
Brand, brand strategies, business strategies.

Island Electric & Supply, Inc.
PO Box 2000
Anacortes, WA 98221
Contact: John & Denise Tibbles
Phone: 360-293-9275
Fax: 360-588-8913
denisetibbles@myway.com
Design & wiring of residential & commercial buildings. Home entertainment, phone systems, networks including home theatre.

Irishman Enterprises
900 Meridian E #19-163
Milton, WA 98354
Contact: Jim C. Amtram IV
Phone: 253-606-5952
irishman0023@yahoo.com
Festival food vendor specializing in lemonade & soft-serve ice cream & various foods.

Island Retreat Personal Concierge Services
374 Comet Bay Road
Oak Harbor, WA 98277
Contact: Laura Velarde
Phone: 210-269-5002
info@myislandretreat.com
myislandretreat.com
Personal concierge services to include courier services, home cleaning and vacation home management.

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Thank you Volunteers!

Visitor Information Center


Visitors 603 611
Phone Calls 197 302
Information Requests 127 159
Relocation Requests 25 15

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President-Elect
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Michelle West

Phil Burton addressing Chamber guests at March’s Business After Hours and Waterfront Festival poster unveiling, along with his father, Doug Burton.

Krista Ngo and Sarah LeMaistert from Horizon Bank and Kim Streit from the Anacortes American preview jewelry from the Estate Collection with Doug Burton.