It’s time to spring into action and sow your marketing seeds. Make plans to attend the Business Connections networking lunch, which continues to blossom as more and more members take advantage of this fast-paced event.

RSVP for the Business Connections Lunch on Thursday, April 10th at 11:30 am at the Anacortes Lutheran Church (2100 O Ave). This event is designed to help you better know your fellow members. The networking is $10 and lunch (catered by Westside Pizza) is free. Bring your marketing materials, prepare your one-minute infomercial and get ready for speed dating business style. Donate a door prize to further promote your business.

Also, if you bring a colleague who is not from your business and who has not attended an Anacortes Chamber event in the past, your lunch is two for one! The Business Connections Lunch is sponsored by Jean Groesbeck and Associates.

**Business After Hours**

This month’s Business After Hours celebrates our member businesses located in the Keystone Center. The evening will begin with a ribbon cutting to kick off the opening of Captain Jack’s Eats and Treats — a fun new pirate-themed bistro. Earth Bound Used Books, which is filled with over 15,000 books in all categories with lots of plants and chairs — is also participating. Elisabeth’s Cottage by the Sea — a gift shop with wine, wine tasting, beads, jewelry, beach, nautical, kitchen, garden, kids, and vacation rentals — is the third host of the evening.

Mark your calendars for Thursday, April 24th 5:30 — 7:00 pm and remember to RSVP. PLEASE NOTE THIS AFTER HOURS IS ONE WEEK LATER THAN USUAL due to the EDASC Schmooze Fair (April 17, call EDASC for more information).

**Legislative Update**

The short session in Olympia ended on time and was relatively uneventful. The primary area of interest was the budget. While there are a number of positive items, for the most part funding was punted to the next session in 2009. Additional reserves were set aside, including an increased “rainy day” fund that
A Message from the President

We’ve changed clocks, Easter is over, cherry trees are in blossom, Earth Day will be celebrated, the Tulip Festival is approaching, so it must be spring.

It is business as usual at the Chamber. In March we had a very informative luncheon with Mayor Dean Maxwell telling us the exciting happenings in the city. It is good to know that Anacortes is in such an enviable condition. Trident Seafoods Corporation opened their warehouse door to host the Business After Hours and Waterfront Festival Poster Unveiling in March and offered a bounty of their products for guests to sample. It is wonderful to have Ed Tostenrud and an international business such as Trident here in Anacortes. ALLDATA Shredding, Inc. co-sponsored that event and we thank that wonderful company (ahmm) and Courtney Pestarino Orrock for their help in making it a terrific evening.

The current membership stands at 434; our goal is 500 by December 31, 2008. I am sure we will be able to meet our goal and have an even stronger Chamber of Commerce.

Our Futures Project Taskforce met with industrial leaders; this was the second of three meetings. We are seeing progress continuing in this very important project thanks to Curtis Payne of Farmer’s Insurance Agency, chair of the Economic Development/Governmental Affairs Division and to Mike Trafton of The Bank of the Pacific, chair of the Anacortes Futures Project. I’ve talked with several merchants and they are telling me that people are spending, although cautiously.

The restaurants are enjoying brisk business, as are our hotels. I am seeing many of our “I love Loonies” decals around town. They look terrific and if you want one for your business, call our Chamber office at 293-7911. The new Retail Trades Division, headed by Heather Miller of Read Me A Story, is developing a number of new initiatives aimed at promoting the City. Start looking for a set of ten planned videos on Anacortes that will be on our Web site in the next month—special thanks to the Utedas from member KWLE radio for this exciting project. Jim Clarke of John L. Scott Real Estate, chair of the Marketing & Promotions Divisions, has his committee getting closer to “branding” Anacortes for use in attracting new businesses and tourists. The Membership Division under the able watch of Zee Hogan, Maison et Jardin & Boudoir, is finalizing the concept of a Chamber Ball.

There is one date in April to put on your calendars to make sure to attend – the Ferry Advisory Committee, at City Hall, April 1 (no joke) from 6:30 – 8:30 p.m. Please, plan on being there, this one is important.

Thank you to everyone who is calling the office and volunteering for our many activities and Divisions. This is a challenging year and we welcome your help in keeping the Chamber on the leading edge.

by Steve Berentson

The growing number of sailboats plying local waters serves as evidence that a large, seasonal wave is building offshore. Waves of tourists will soon be drawn to the area by interests ranging from tulip watching to whale watching; from boating to beachcombing.

So it is we invest a substantial percentage of our marketing budget in “waving the flag” on behalf of Anacortes and the important tourism “industry.”

On a state level, we advertise in the state tourism magazine, and have started distribution of 110,000 new color brochures. A 30-second TV spot begins a six-week run this week on KOMO-TV, and we are partnering with Washington State Ferries to promote the spring route on the Anacortes/Sidney, B.C. international ferry. We also partner with the San Juans, Whidbey and Camano islands under the “Treasured Islands” label.

Closer to home we invest in valuable partnerships, advertising in conjunction with MacGregor Publishing Yellow Book USA and in Skagit Valley Publishing Company magazines promoting the Skagit Valley Tulip Festival; the San Juan Islands; the North Cascades and Skagit Valley.

(Continued on page 4)
Unite is a center that combines major cosmetic breakthroughs of science and medicine with the art of vision, creativity, and skill to bring you a results oriented treatment. Our passion, driven by knowledge and skill, is to unveil the most beautiful, youthful and radiant you.

When you visit Unite, a health care professional will work with you to design a prescription for rejuvenation based on your own unique cosmetic goals. The therapists of Unite artfully blend scientifically proven rejuvenation procedures with spa therapies to give you the ultimate in anti-aging medicine.

Board-certified Medical Doctors and plastic surgeons visit the premises regularly along with a staff of specialty trained Euro Institute graduates who administer advanced skin treatments and licensed Estheticians who provide specialty spa services. Unite offers an environment staffed with dedicated medical authorities, assuring the most quality care is administered to each and every client.

Unite is proud to offer:
- Unparalleled Client Care and Satisfaction
- Customized Facials
- Stratum Corneum Reduction Therapy
- UV Free Body Bronzing
- SkinCeuticicals Skin Care Products
- Award Winning ALL NATURAL...

Unite is located at 1101 8th Street, Suite B or call 293-5500.

Tulip Festival

The Tulip Festival, which runs all of April, is also being celebrated here in Anacortes with the 26th Annual Quilt Show, “Garden Party of Quilts,” on April 4th and 5th at the Anacortes Middle School, 2202 M Avenue. Hours are Friday 10 am to 6 pm, and Saturday 10 am to 5 pm. There will be over 300 quilts on display along with vendors, demos and a fashion show on Saturday at 1:00.

Anacortes also hosts the Fidalgo Island Quilt Guild Quilt Walk from April 1st to the 30th. This year 29 businesses are participating. Quilt Guild members host and display quilts and wearables in each business. See over 250 quilted items on display at this month-long event.
First to come is the MacGregor Publishing Newcomer and Visitor guides for Skagit County, Anacortes and LaConner. There will be 100,000 copies of the county-wide publication and 45,000 copies of the Anacortes publication (pages of which also appear in the county edition). These are distributed among more than 200 outlets in the greater Skagit County area. They are also distributed at events such as trade shows and fairs.

Next on schedule is the Skagit Valley Tulip Festival Guide: 70,000 copies inserted into the Skagit Valley Herald; the Sedro-Woolley Courier Times; the Argus; and the Anacortes American. It is also distributed widely among Chambers of Commerce, hotels, restaurants, shops, the Victoria Clipper and at sanctioned Festival events.

Next, 45,000 copies of the San Juanderer will be distributed not only locally, but up and down the I-5 corridor, including the Sea-Tac Airport and the Seattle Convention Center. It will also be inserted into the Skagit Valley Herald and the Anacortes American. Other locations include retail shops; restaurants and hotels; and Chambers of Commerce.

Fourth on the list of Skagit Valley Publishing magazines is the Travelers Guide/North Cascades and Skagit Valley: 45,000 copies distributed throughout the state and into British Columbia.

They’re coming, ready or not — and we are working hard on your behalf to try to carve as big a slice of the tourism pie as possible. Still held in reserve are plans for a fall campaign, details of which will be outlined in newsletters to come.

Two of our members were recently profiled in Northwest Business Monthly.

Burton Jewelers has been a “local icon” for many years. The business was opened in 1930 by Doug Burton’s father. Given the Depression and war years, the business grew slowly. As the economy improved and consumers were able to purchase more high-end wares, Burton’s began to flourish. The firm bought their present building in 1955 and the floor space was expanded several years later. Doug Burton and his wife, Laura, took over the business in 1959. Now their son, Philip, plays an integral part, handling the jewelry side while his father manages the business.

According to Doug Burton, the modern jewelry business is challenging. Lifestyles are changing rapidly and most people aren’t looking for quality, either in jewelry or dinnerware. “People consider not value, but price, now” said Burton. China has also fallen out of favor. Today, the biggest sales are all jewelry—diamonds specifically—and the biggest sales have all been made to out-of-towners, often Bellingham and the Islands. The business, however, remains a focus for both Burtons. “I’ll retire as my father died—in the store”, Doug says. “I enjoy it and I still have new ideas, but it’s more the fun of it. I have people in the business that I’ve known for 40 years. Why retire when you’re having fun?”

On the other end of the spectrum, Deception Pass Tours began operations just last year. Using a boat leased from Island Adventures, Captain Brett Ginther began offering guided tours of Deception Pass in April, 2007. Typically Ginther drives the boat and one of his employees acts as an interpretive guide, talking on a microphone and answering passengers’ questions. Deception Pass Tours is a six-month business, from April 1, with tours every hour from 11:00-6:00. The boat, a catamaran, is ideal for the Pass—stable and of adequate size.

The business has established great synergy with Park personnel, who have commented “Deception Pass Tours is an obvious, value-added thing for the Park. It gives visitors a chance to see it from a whole other level and gives them a different perspective.” Wildlife, beautiful scenery, and a great ride—all in under an hour and at affordable cost.

To contact the company, please call 360-914-0096.
I was born at West Beach Guemes on Oct. 3, 1922. Strangely enough, the physician who delivered me didn’t fill out the birth certificate until the following day—so officially I’m a day younger. My parents were berry growers, shipping produce to Bellingham. My parents eventually sold the farm and we moved to Anacortes, where I graduated from high school in 1940. I attended Mount Vernon Junior College (now Skagit Valley) for two years, U of W for a year, then went into the military from 1943-46.

For most of my adult life in Anacortes, I worked as a dentist. I received my degree from U of W in 1951 and shared an office with Dr. Raymond Pinson. I married Jeri Borseth and raised a wonderful family.

I attended my first Chamber meeting at the Empire Café in 1951 during my first week in town. In fact, the Chamber director (Gordon Woodland) was my housemate at the time. I served on the Planning Commission from 1953-57, during which time we wrote the original Sub-Division ordinance. It was also during this time that the two refineries came to town.

I served on the City Council for nine years. In 1962, we were designated an “All American” city. I was Mayor that year so it was a great honor to win that award. After leaving the Council, I served for fifteen years on the Port Commission.

I was involved in a number of important developments, including water fluoridation, street improvement (55 miles of paving), the purchase of waterfront property for what is now Dakota Creek, and the bond issue that funded the Island Hospital surgery wing.

I remain devoted to the Chamber of Commerce and its good works. It is truly the “Heartbeat” of our City.
New Members

FRONTIER FORD
12610 Thompson Road
Anacortes, WA 98221
Contact: David Sommerville
Phone: (360) 293-3105
Fax: (360) 299-9315
E-mail: davids@frontierfordusa.com
www.frontierfordusa.com
New and used vehicle sales and service. Ford and Saleen Mustang.

FUNK, WALLIE
11633 Pointe Place
Anacortes, WA 98221
Phone: (360) 293-6208
Individual Member

KIESKY PUBLISHING, INC.
213 V Avenue
Anacortes, WA 98221
Contact: David Kiersky
Phone: (360) 588-9181
Fax: (360) 588-9003
E-mail: d.kiersky@verizon.net
www.seniorguidebook.com
Publishing

LYKE, INK
14351 Jura Drive
Anacortes, WA 98221
Contact: Mary Lynn Lyke
Phone: (360) 299-2588
E-mail: marylynn@wavecable.com
Writing, editing, story doctoring, project consultation, coaching on writing techniques.

NANTUCKET INN — PREMIERE VACATION RENTAL
3402 Commercial Avenue
Anacortes, WA 98221
Phone: (360) 333-5282
Vacation rental, event facilities.

PIONEER TREE SERVICE & LANDSCAPING, INC.
4641 N-Felix Lane
Oak Harbor, WA 98277
Contact: Denice Walton
Phone: (360) 675-1371
Fax: (360) 675-5670
E-mail: pioneertree@verizon.net
www.pioneertreeandland.com
Tree service, landscaping, Dream Turf, site preps, stump grinding, brush hogging, chipping, field mowing.

SEA KAYAK SHOP LLC/ISLAND OUTFITTERS
2515 Commercial Avenue
Anacortes, WA 98221
Contact: Matthew Ross
Phone: (360) 299-2300
Fax: (360) 299-2300
E-mail: gopaddle@seakayakshop.com
www.seakayakshop.com
Professional Instruction, Quality Rentals, Pro Shop, Excursions for all Ages and Abilities, Uses 100% Green & Renewable Energy

WESTSIDE PIZZA
1010 14th Street
Anacortes, WA 98221
Contact: Christopher Kendall
Phone: (360) 293-8866
E-mail: chris@westsidepizza.com
www.westsidepizza.com
Pizza Delivery: all business hours available. Pick-up and Dine in

Thank You!

The following members promoted their businesses by donating to the February Sunnyside Up Breakfast Meeting:

• Island Medical Spa
• Johnny Picasso’s
• Opulence Hair Salon

Thanks also to these members for donating to the February Business After Hours:

• Anacortes Family Medicine
• Art Shotwell Web Design
• Berry Entertainment
• HomePlace Special Care Center
• Island Hospital
• Mark Nilson Mortgage
• Olympic Communications
• Read Me A Story

Member Renewals

• Alice Bohner Insurance Services, LLC
• Anacortes Animal Hospital
• Anacortes Construction Services LLC
• Anacortes Diving & Supply, Inc.
• Birch Equipment
• BrandStrategy, Inc.
• Cap Sante Heated Mini-Storage
• Cheesecake Cafe
• Digital Art Moments
• FunEfficient Dog Training
• Grady, Vicky
• Harper, Steve
• Holiday Motel
• Irishman Inc.
• Island Electric & Supply, Inc.
• Jacobson, Gary Attorney
• Johnny Picasso’s
• Kennedy, Kirk
• Law Firm of David Jolly
• Lighthouse R.V. Park & Mini Storage
• Lopez Islander Resort & Marina
• McGregor Benefits
• Pacific Design
• Pioneer Trails
• Read Me A Story
• San Juan Rehab and Care Center
• Star Bar
• Steam Interactive, LLC
• Strandberg Construction, INC
• Susie’s Moped Rentals, Inc.
• Teriyaki Time
• Tokyo Japanese Restaurant

Bayshore OFFICE PRODUCTS, INC.
FULL-SERVICE DOCUMENT CENTER
Come see our remodeled copy center and showroom! Copies, prints, scans, faxes, blueprints, artistic giclee prints, and much more!

603 Commercial Avenue
293-4669
printshop@bayshoreoffice.com
can practically be accessed only via a 2/3 vote of the legislature. Interestingly the current forecast is for a $2.4 billion shortfall next year, yet very few cuts were made. The prevailing view is that economic conditions will improve with subsequent forecasts (the next one is in June).

Under Transportation, there was some shuttling of funds between various projects. There is serious talk of implementing tolls on some major State arterials. This will likely be a focus next year, with the potential establishment of a tolling commission. There continues to be a lot of discussion on healthcare, with a number of competing interests. This will also likely be a major effort in 2009.

With regard to Human Resources, AWB will be conducting a number of regional seminars over the next several months, updating small business on legislative developments and impacts, such as the recently passed (and unfunded) family leave bill, as well as two other leaves (military and domestic violence). We will let Membership know when a local session is scheduled.

The staff and board of the Anacortes Chamber of Commerce would like to thank our generous sponsors for contributing to the Waterfront Festival.

OVERALL/POSTER SPONSOR: Shell Puget Sound Refinery
FLEET SPONSORS: Skagit Valley Herald Trident Seafoods, Inc.
ADMIRALTY SPONSORS: Dakota Creek Industries Island Hospital Mark Nilson Mortgage Consultant Samish Indian Nation Tesoro Refining & Marketing Co.
VICE ADMIRALTY SPONSORS: Anacortes Family Medicine March Point Cogeneration Viking Moving Services, Inc.
COMMODORE SPONSORS: Anacortes American Anacortes Yacht Charters Gere a Deli MacGregor Publishing Company Pacific Party Canopies Puget Sound Energy RiverCity Screenprinting Sebo’s Skagit State Bank Whidbey Island Bank
CAPTAIN SPONSORS: Anacortes Marine Electronics Camelot Coffee Horizon Bank People’s Bank Upstage Boutique & Men’s Store Williams & Nulle CPA, PLLC FRIEND OF THE FESTIVAL: Anaco Bay Inn Calico Cupboard Cap Sante Inn

Free Spring Clean Up

On April 12 (9:00-3:00), the City will resume their annual “Free Spring Clean-Up,” accepting the disposal of residential only refuse and yard waste at the City Operations Facility (37th and D) at no charge. Included in this service: household garbage, furniture items, and yard waste. They will not accept large appliances, propane tanks, tires, large vehicle parts, hazardous waste, or construction/demolition waste. Loads are restricted to one “pickup” per customer and may be regulated at the discretion of City staff. Verification of residence is required—please bring a drivers license and a current copy of your utility bill.

ALLDATA SHREDDING & BUSINESS BANK TO HOST 2ND ANNUAL SHRED DAY 4/18/08

Join ALLDATA SHREDDING & Business Bank for the 2nd Annual Shred Day! The event will be on Friday 4/18/08 from 9am-2pm at Business Bank’s Burlington Branch at 1854 South Burlington Blvd. Each person is welcome to bring one bankers box (15”Lx12”Wx10”H) of materials to be securely destroyed. In addition, representatives from the WA State Attorney General’s office & the Mount Vernon Police Department will be on hand to discuss information security. We look forward to seeing you there!

A crowd of Chamber members, along with Mayor Dean Maxwell and City Councilmen Nick Petrish, celebrated the opening of the new Westside Pizza in March. Owner Chris Kendell (standing next to the Mayor) is excited to be a part of our business community.
VIC Statistics

THANK YOU VOLUNTEERS!
Visitor Information Center
VISITORS 603 603
PHONE CALLS 221 197
INFORMATION REQUESTS 88 127
RELOCATIONS REQUESTS 20 25
WEB VISITS 7,210
WEB PAGE VIEWS 22,357

Chamber Officers

Executive Board
President
Robin Pestarino/ALLDATA SHREDDING
President-Elect
Zee Hogan/Maison Et Jardin & Boudoir
Secretary
Mark Lione/Cap Sante Inn
Treasurer
Patti Anderson/Williams & Nulle
Past President
Vince Oliver/Island Hospital

Board of Directors
Jim Clarke / John L. Scott Real Estate
Pat Meyer / Viking Moving Services
Heather Miller / Read Me A Story
Curtis Payne / Farmer’s Insurance Agency
John Pope / Texoro Refinery & Marketing Co.
Joe Schlundt / Shell Puget Sound Refinery
Rick Star / Rockfish Grill
Mike Trafton / Bank of the Pacific

Staff
Executive Director
Mitch Everton
Program & Events Director
Stephanie Hamilton
Visitor Information & Operations Director
Mary Talosi
Licensing Sub-Agents
Kristi Daniels/Kathleen Mitchell
Newsletter Editor
Sheila Powell/Graphic Concepts

Left & center: Chamber Board President Robin Pestarino and Board member, Joe Schlundt, from Shell Puget Sound Refinery unveil the 2008 Waterfront Festival Poster. Shell is once again the poster sponsor.

Right: Chamber President Robin Pestarino and the event host, Ed Tostenrud, from Trident Seafoods.

Anacortes Chamber of Commerce
819 Commercial Ave., Suite F
Anacortes, WA 98221