The Beach House & Northwest Catch to host August Business After Hours

Join fellow Chamber members for a beach party on The Avenue!

Make plans now to attend the popular Business After Hours, scheduled this month on Thursday, August 17 at the Beach House Party Patio – located at 2216 Commercial Avenue.

The event will be co-hosted by the Beach House and new Chamber member Northwest Catch.

Cheryl Kuhn’s Beach House offers decorating items for your entire home. Among shop treasures are ultra soft clothing and towels, yummy candles, soaps, kitchen items, glassware, furniture, lamps, and great decorating ideas.

Northwest Catch, 1007 6th Street, is a fresh local seafood market also marketing on the Internet. Locally, there is fresh barbecued seafood for dine-in or take-out.

Call the Chamber at 293-7911 to make reservations for this After Hours event.

Reservations are an important courtesy to provide our hosts with the information they need regarding crowd-pleasers such as hors d’oeuvres and liquid refreshments.

There will also be door prizes and as always, an opportunity to meet other business people and exchange business cards.

2006 Anacortes Jazz Festival opens
opens with Friday dinner performance

Join fellow jazz enthusiasts, local and “imported,” for the Anacortes Jazz Festival’s Opening Gala Concert and Dinner at the Port Warehouse on Friday, September 15.

The evening celebrates the weekend’s first jazz notes, featuring Dina DeRose.

DeRose is a dynamic vocalist and assertive, swinging pianist whose talents and style have pushed her to a position of international acclaim in the jazz world.

Tickets to the Friday evening event are $45 and are available at www.anacortes.org or the Chamber of Commerce office, 819 Commercial Avenue, Suite F. See more Jazz Festival information on page 4.
A Message from the Executive Director

Member survey pending; goal is foundation for future

I want to thank the membership for making me feel so welcome in my new job. I deeply appreciate the expressions of support and encouragement that I have received over the past several weeks.

As I stated in the interview process, my goal is for the community to look up in a year’s time and be able to say: “The Chamber has never worked better.” I am committed to making this happen, and look forward to keeping you updated on our progress.

As you might imagine, my initial efforts have been in getting a handle on Chamber operations, becoming acquainted with our great staff, preparing for Shipwreck Day, and familiarizing myself with Board goals. My plan for August is to ensure that the Chamber office is running as effectively and efficiently as possible, with optimal reporting and financial visibility, providing a foundation for long-term growth.

I am a firm proponent of MBWA—“Management by Wandering Around.” One of the most important aspects of a Chamber Director’s responsibility is in representing your interests, concerns, and priorities.

It is vital that this position by a “face on the street” and not an administrator sitting in an office. To that end, the Chamber will be issuing a survey in the next few months, sent to all members, seeking input on a variety of topics related to economic development and Chamber operations.

Please take the time to complete the survey and let me know what you think. Over the next several months, I will be following up with you personally, at your location, allowing me to get to know both you and your business.

The ultimate strength of your Chamber is in membership, and in melding a cohesive vision with our combined voice. With that in mind, I urge you to support Chamber events—come to luncheons, attend after-hours gatherings, and support local business whenever possible.

If you have ideas on how your Chamber could better operate, I appreciate the input.

Finally, I am very focused on increasing the size of the Chamber as quickly as possible. We need to expose non-members to our events and to show them the benefits of a strong, dynamic, and relevant Chamber of Commerce. If you know of potential members that we can invite, please contact Stephanie Hamilton.

Thank you again for your warm welcome. I look forward to meeting with each of you in the months ahead. In the meantime, I can be reached directly at (360) 333-4754. Mitch

Tourism Marketing

Anacortes will make a splash in the coming weeks as our August and September tourism marketing plan incorporates television, magazine, Internet, radio and newspaper audiences.

With the Chamber’s major events in our rear view mirror, we will now focus efforts on promotion of the Anacortes/Sidney, B.C. Intermation Ferry Run and the 2006 Anacortes Jazz Festival.

Look for Anacortes promotions on regional television and on the Internet; on the pages of the Seattle Times and Seattle P-I weekend publications and the Times/P-I Travel section; in Northwest Magazine and Entertainment News Northwest magazine; in area community newspapers (including the Anacortes American); listen for details about the Jazz Festival on radio stations including KPLU and the island’s own KLKI AM 1340.

Washington State Ferries (WSF) has taken efforts to increase ridership on the International Route from Anacortes to Sidney/Victoria, B.C. with a 50 percent fare reduction for RV travelers.

All ferry, tourism and special event advertising directs audiences to the Chamber of Commerce website at www.anacortes.org, so remember to keep information about your business up to date. The number of website visits continues to grow.

Special Thanks to...

The following businesses added to the excitement of recent Chamber events with their generous donations of door prizes. Donors for the Business Connections Lunch and the Business After Hours at the Depot Arts Center:

- American Gold Seafood
- Anacortes Window and Door
- Anders Signs
- Depot Arts Center
- Farmer’s Market
- Glass Illusions
- Maison et Jardin
- Mark Nilson Mortgage Consultant

On another note, we express our gratitude to Mike Keller (Scott Richards Insurance) and Brian Geer for hanging colorful nautical flags up and down Commercial Avenue.
Member Profile

Shell Puget Sound Refinery

To some, the Shell Puget Sound Refinery is just a collection of mysterious equipment across the bay on March Point. A place where Dad or Mom or Uncle Jack might make a living. Or maybe the refinery is a customer for your products and services. For many, the refinery is a source of tax revenue to help propel Skagit County’s economy.

It’s all that and more. Certainly we make fuels and other essential products at the refinery. But Shell Puget Sound Refinery is basically people serving the needs of the community. And we play an important part in the life of Anacortes and the Skagit Valley.

It was on March 1, 2002 the Equilon Puget Sound Refining Company officially became Shell Puget Sound Refinery. We are now part of Shell Oil Products US and our name is Shell Puget Sound Refinery. This refinery was officially opened by Texaco in 1958. Today, the facility processes about 145,000 barrels of crude per day. More than 400 employees draw family-wage paychecks and a fluctuating number of contract workers do the same.

Shell employees, friends and family took part in the 2006 Fourth of July parade.

Art Festival will once again bring in huge crowds

The 45th annual Anacortes Arts Festival is Aug 4 - 6. Festival hours are 10 a.m. to 6 p.m. on Friday and Saturday; 10 a.m. to 5 p.m. Sunday, with extended hours at music venues Friday and Saturday nights.

250 Juried booth artisans
As always, juried booth artisans will display painting, photography, glass, ceramics, fiber art, jewelry, furniture, metals and more.

Art at the Port Fine Art Show
This show will be located at the Port of Anacortes on the waterfront. The Opening is Friday, July 28 from 7 - 9 p.m. with a $10 ticket price at the door. Rock Hushka from the Tacoma Art Museum juried The Art at the Port Open Competition, NuArt ‘06. It includes bodies of work by selected Northwest artists. The John L. Scott Focus Gallery features the unique ceramic artwork of Allen Moe of Anacortes. He was honored with a 2005 Artist Trust Fellowship from the Washington State Arts Commission. Finally, the Youth Art Show highlights two and three-dimensional art from kindergarten through high school.

Working artist area
This area gives visitors a chance to observe and interact with demonstrating artists on Saturday and Sunday. It features a group of Native artisans working in wood and basketry. Also represented in the area are metal forging, sculpting, basket weaving, performance art, ceramics, and mural painting.

Musical entertainment
This schedule includes free performances on two stages and evening entertainment in a number of locations. The Main Stage, located across from the beer garden on 3rd Street, features a variety of high-energy sounds including Latin, blues, country, reggae, Celtic and rock. Friday and Saturday evening entertainment will include Little Big Man and Freddy Pink. Sunday will highlight Bellingham musicians including Yambique, Banat Sahar and Andy O.

KPLU Jazz Stage
This stage has a new garden location at the outdoor courtyard of the Majestic Inn between 4th & 5th Streets. The KPLU stage features a variety of jazz and blues sounds. Hours are from noon - 5 p.m. Friday and Sunday; 11 - 5 on Saturday.

For more Festival information, visit www.AnacortesArtsFestival.com.
Make plans to capitalize on Jazz Fest

Artists are booked, commemorative shirts printed and tickets are available for the 2006 Anacortes Jazz Festival, September 15-17 at Curtis Wharf.

You’ll want to hop on this train early! Tickets are on sale now at www.anacortes.org. Just click on the Jazz Festival icon and then on “Purchase Tickets.” Ticket options range from single day passes to a $99 “Full Brass” package that includes everything: Friday Kickoff Dinner, a full day of Saturday performances, Sunday brunch and all-day Sunday performances.

Commemorative Jazz Festival shirts are on sale now, and Chamber members receive a discount. Please consider taking part in “Festival Fridays,” dressing your staff in Jazz Festival shirts to promote this exciting fall event.

Commemorative Anacortes Jazz Festival shirts are now available in all sizes and several styles at the Anacortes Chamber of Commerce, 819 Commercial Avenue, Suite F.
Caught in the Act of Doing Business

Recently at the Majestic Inn & Spa was Angela McKinney, greeting guests at the main lobby reception counter.

Attention: this space for sale

If you are reading this ad, so are hundreds of other Chamber of Commerce members.
Hello! They could be reading about your business!
Call the Chamber today regarding ad rates in the Anacortes Communicator:
293-7911

Way Cool...

“Duck Severinsen”
Look for this Cool Duck at www.anacortes.org to see how you can win free tickets to the 2006 Anacortes Jazz Festival.

See the Communicator in color at www.anacortes.org/chamber

Talk to fellow business people

Flyer insertions in the Chamber of Commerce Communicator represent a great vehicle for bringing your message to other business people. Please note that most of your audience is other Chamber members, possibly marketing merchandise or services like those you offer. Marketing claims should be accurate, so please take care with adjectives such as “biggest” and “only.” We appreciate your consideration.

Coming events

Coming events on the Chamber of Commerce calendar include a candidate’s forum at the September President’s Luncheon. A Business Connections networking lunch will be held in October. Those who bring two guests will get in free.

After Hours at the Depot Arts Center

Food, fellowship, fun and prizes played into the mix at the July Business After Hours, held at the Depot Arts Center. Maria Petrish represented the Center Board of Directors.

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By Duane Clark

Following a crowd-pleasing Shipwreck Day event on Saturday, July 15, were two other successful events in downtown Anacortes. On Sunday, July 16, the Anacortes Car Show and the associated Poker Walk both generated enthusiasm and downtown activity.

The Car Show and Poker Walk are events planned by Chamber Events Coordinator Stephanie Hamilton and the DDA Promotions Committee.

The task of the Promotions Committee is to raise awareness of, and market, and recognize the businesses in our downtown area. The National Trust Main Street Center, which provides the model for DDA, describes the work of the Promotions Committee as follows:

“Promotion sells a positive image of the commercial district and encourages consumers and investors to live, work, shop, play and invest in the Main Street district. By marketing a district’s unique characteristics to residents, investors, business owners, and visitors, an effective promotional strategy forges a positive image through advertising, retail promotional activity, special events, and marketing campaigns carried out by local volunteers. These activities improve consumer and investor confidence in the district and encourage commercial activity and investment in the area.”

The DDA Promotions Committee consists of Duane Clark, Jack Darnton, Zee Hogan, Curt Oppel, Stephanie Hamilton, and Cory Hunter.

Downtown streets were bustling, not only for Shipwreck Day but on the following Sunday for the annual Anacortes Car Show. This photograph of just one of several blocks filled with cars was taken from the Majestic Inn & Spa.

This year’s Car Show activities included a popular “Poker Walk,” with car owners collecting cards from participating businesses. A great way to “drive” traffic into a business! Photo courtesy of Tony Locke, Digital Art Moments.
**New Members**

**Days Gone By Antiques**
A cozy, eclectic antiques mall in historic downtown. Open every day!
Wendy Granville
220 Commercial Avenue
Anacortes, WA 98221
299-2222

**Anaco Realty**
Our main goal is to help find that perfect home, that piece of land or right investment property for our clients.
Jari or Bill Obrock
1015 14th Street
Anacortes, WA 98221
293-4434
www.anacorealty.com

**Simply Yards**
Creative landscape design and installation; yard maintenance, concrete, irrigation.
John Childs
1010-34th Street
Anacortes, WA 98221
293-3456
www.simplyyards.com

**Send names, ideas**
Each July, the Chamber of Commerce bylaws mandate that a nominating committee is convened for the purposes of identifying, interviewing and nominating individuals to serve as Chamber board members effective January of the new calendar year. Terms are three years, and this year we need to fill four seats.
The nominating committee consists of Vince Oliver, Pam Allen, Robin Pestarino and Mitch Everton and is responsible to submit a slate of new board members for a vote at the August 22 board meeting. We would appreciate recommendations, as well as any suggestions, concerns, or ideas you may have regarding your Chamber of Commerce.

**Member Renewals**

**American Gold Seafoods, LLC**
**Anacortes Community Shelter**
**Anacortes Telescope & Wild Bird, Inc.**
**Anderson’s General Store**
**Autumn Leaves Bed & Breakfast**
**Rich & Gail Ballow Realtors**
**Best Western Inner Harbor Hotel**
(Victoria B.C.)
**Cap Sante Inn**
**Chinook Enterprises**
**Domino’s Pizza Delivery**

**OASYS partners with Microsoft to present Windows Vista**
OASYS, Inc., in partnership with Microsoft, will be introducing the new Windows Vista technology to Skagit County on September 7. This business friendly Open House will give you the inside scoop to the new technology straight from the experts. Catering A’La King will be serving spectacular food along with amazing networking and special surprise activities. Door prize drawings will be held throughout the evening for those attending, including one 42” Plasma Flat Screen TV. If you need an invitation please contact OASYS at 360-755-0309.

**State names Tourism Advisory Committee Members for 2006-07**
Juli Wilkerson, Director of the Washington State Department of Community Trade and Economic Development, recently announced appointments to Washington’s Tourism Advisory Committee.
“Tourism is a vital part of Washington’s economy. As a $12 billion industry tourism employs over 100,000 residents and affects virtually every area of the state,” said Wilkerson.
The Tourism Advisory Committee, created by the legislature in 1998, consists of 15 members including four legislators.
Members include: Kimberly Bennett of Vancouver; Tammy Berg-Guil of Tacoma; Matt Engels of Spokane; Kirk Lanterman of Seattle; Chad Mackay of Seattle; Karl Ruether of Leavenworth; Sandy Ward of Everett; Kris Watkins of Richland; Bill Wright of Friday Harbor. Wright, a member of the Anacortes Chamber of Commerce, is owner of San Juan Safaris; Don Welsh of Seattle; Duane Wollmuth of Walla Walla; Walter Jackson of Auburn.
Larry Williams, assistant director of CTED’s trade and economic development division, will serve as an ex-officio co-chair of the committee. Legislative members of the Tourism Advisory Committee include Sen. Mark Doumit of Cathlamet; Rep. Jim Dunn of Battle Ground; Sen. Mike Hewitt of Walla Walla; Rep. Deb Wallace of Vancouver.

**Member News Notes**

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**Cap Sante Inn**
**Chinook Enterprises**
**Domino’s Pizza Delivery**

**Dr. David L Olausen, D.D.S., P.S.**
**Gere-A-Deli**
**Happy Valley Farms**
**Island Eclipse Charters, Inc.**
**Ken Markel**
**Northwest Catch Seafoods**
**Printwise, Inc.**
**Rockfish Grill/Anacortes Brewery**
**Sebo’s Hardware**
**Trident Seafoods Corporation**

**Send names, ideas**

**The lazy days of summer provide an opportunity to review and update information regarding your business.**

**Check our printed materials as well as the Chamber website at www.anacortes.org to confirm that information regarding your business is still current.**
VIC Statistics

Thank You, Volunteers!
June 2006
Visitors 1,989 (2,148 - 2005)
Phone Calls 526 (571 - 2005)
Information Request 221 (85 - 2005)
Relocation Request 35 (38 - 2005)
Web Sessions 35,250 (12,988 - 2005)

Chamber Officers

Executive Board
Acting President
Vince Oliver / Island Hospital
President-Elect
Robin Pestarino / AllData Shredding
Treasurer
Nate Scott / Windermere Real Estate
Immediate Past President
Pam Allen / Anaco Inn/Anaco Bay Inn

Board of Directors
Chris Borgen / Anacortes School District
Zee Hogan / Maison et Jardin
Mike King* / City of Anacortes
Pat Meyer / Viking Moving Services
John Pope / Tesoro Refining & Marketing Co.
Peter Steffen / ABC Yacht Charters
Bob Elsner* / Port of Anacortes
Dave Storkson / San Juan Lanes & Stork’s
Nels Strandberg / Strandberg Construction
Carol Van Iterson / Horizon Bank
Graeme Wilson / Cap Santa Marine
Thomas Wood* / Shell Puget Sound Refinery
Michael Stolmeier / Smugglers Villa Resort

* Ex-officio

Staff
Executive Director
Mitch Everton
Membership Services
Office/Visitor Center Coordinator
Sue Keller
Events Coordinator
Stephanie Hamilton
Licensing
Sub-agents
Kristi Daniels
Crystal Ashford
Sara Lindbo
Newsletter Editor
Steve Berentson

Hospital breaks ground on major expansion

In addition to Island Hospital CEO Vince Oliver (center), staff and project representatives, dignitaries at a recent groundbreaking event included County Commissioner Don Munks (right), former Anacortes American publisher Wallie Funk (2nd from right) and several Hospital Board commissioners.