Candidates Forum

The chamber will once again be hosting our annual Candidates Forum on August 7th, 11:30 am-1:00 pm at the Lutheran Church (22nd and O streets). We should have a good representation of candidates for various races, including U.S. representative, governor, attorney general, the district 10 and 40 state races (senate and representative), and Skagit County commissioner. At press time, the following candidates (or a representative “R”) were scheduled to appear:

Christine Gregoire (R)  Hue Beattie  Glen Johnson
Sarah Hart  Steve Van Luven  Bill Turner
Linda Haddon  Kevin Ranker  Leo Jacobs
Mary Margaret Haugen  Ken Henderson  Ron Wesen
Norma Smith  Paul Gonzales  Barbara Bailey
Tim Knue  Dave Quall  Rick Bart
Patricia Terry  Howard Pellett  Doug Schaffer
Ann McDonald  Rick Larsen (R)

Business After Hours

This month’s Business After Hours is at Rosario Assisted Living and Fidalgo Care Center on August 21, 5:30–7:00 pm, 1105 27th Street. The staff of the center is praised by residents and family members for their caring spirit and willingness to give a little extra. The campus provides skilled rehabilitation services as well as assisted living and specialized dementia care. Please RSVP to the chamber at 293-7911.

Anacortes Featured in Sunset Magazine

An article in the current issue of Sunset Magazine highlights the chamber’s focus on public relations.

The following members were mentioned: Adrift, Island Adventures, La Vie en Rose, Maison et Jardin, Marine Supply and Hardware, Read Me A Story, and The Majestic Inn & Spa.

Also featured were the Anacortes Arts Festival, Anacortes Jazz Festival, and our crown jewel, Washington Park. (See “Tourism Marketing” on page 3.)
A Message from the President

Happy, sunny days are here again! Of course, we all know that after July 4th the summer truly is upon us and I see many of you out and about enjoying this beautiful island. But now I would like to bring you up to date on chamber activities:

We have 457 members (keep in mind our goal is 500 by December 31) and Zee Hogan of Maison et Jardin & Boudoir, who chairs the membership division, would love to see all of our members at the dinner/dance on November 15, which is being chaired by Carrie Tisinger of The Bank of the Pacific. We have added new members to our dept. of licensing staff – Amanda Murdock is full time and Geri McKinley is our FTE employee that we share with Burlington. The governmental affairs division chaired by Curtis Payne of Curtis Payne Insurance & Financial Services, Inc., has a new Web page thanks to Pam Allen of Anaco Bay Inn and chamber executive director, Mitch Everton. Please review the important information provided. The AFP, chaired by Mike Trafton of The Bank of the Pacific, has completed the taxable retail sales analysis; Jim Clark of John L. Scott, chairs the marketing & promotions division and has presented an RFP to develop concepts for a future multi-media campaign. He is particularly interested in cooperative marketing plans for members. Heather Miller of Read Me A Story, chairs the retail trades division and will be presenting the “Buy Local” program in August. John Pope of Tesoro Refining & Marketing Company gave the board of directors his analysis of the PSE Merger and we have decided to look further into the situation, perhaps by bringing the PUD and the PSE together for a forum-style discussion open to members and the public. Shipwreck Day was a huge success and everyone seemed to have enjoyed themselves. Our staff members, Stephanie Hamilton and Mary Talosi, did a fabulous job organizing the event. The Jazz Festival is coming up and Rick Star of the Rockfish Grill/Anacortes Brewery has done a fine job of chairing that event. The banners are up and look wonderful and a big “thank you” goes out to Steven Felts of Anchor Signs for hanging them at a “chamber rate.” The video project is nearing completion and can be found on the chamber Web site under the Visitor tab. The candidates forum is on August 7 at the president’s luncheon, and we will have 33 candidates and their staff, so mark this on your calendars. Mitch attended the Institute last month and came back with many new ideas and ways to help your board of directors to do an even better job for you.

I encourage you to attend one chamber function a month to keep you in the loop of what is going on, increase your networking scope, acquaint you with fellow business owners and improve the overall strength of the chamber. Thank you for your continued support of the Anacortes Chamber of Commerce.

Marketing & Promotions Division

This division is responsible for the marketing and promotion of Anacortes to both tourists and future residents. Their 2008 goals, briefly:

- Initiating an effective branding strategy
- Enhancing public relations
- Optimizing Trawler Fest
- Analyzing/minimizing the winter retail “slump”
- Designing/implementing a video upgrade for the VIC and Web site
- Revisiting/updating key collateral and Web site

A key element of the division’s efforts is in understanding the city’s strengths and incorporating those assets into an effective message that resonates with potential visitors. The current focus is to take an initial branding statement and to develop a creative brief and storyboard that can be used to facilitate a full campaign. This will be completed by the end of September and will be a topic for board discussion at the annual retreat. The division is also engaged in implementing an effective cooperative marketing campaign.

Jim Clarke (John L. Scott Real Estate) is leading this effort, ably supported by Jan Hersey (Biz Point Communications), Cory Hunter (James T. Hunter & Associates), David Kiersky (Kiersky Publishing), Suzanne Knutson (Bunnies by the Bay), Mark Lione (Cap Sante Inn), John Ripley (Banana Belt Boats), and Carrie Tisinger (Bank of the Pacific). The division meets on the second Monday of each month at 3:30 in the chamber conference room.
Donatello Flowers and Gifts

Donatello was established in 1997 as an Italian-inspired floral and gift shop. Offering only the finest arrangements and giftware, we support our products with service that is both friendly and prompt. Because all of our customers are important to us, we are dedicated to making your shopping a productive and fun experience.

We offer:
- Unique floral arrangements
- Giftware with flair
- Lamps for any décor
- Pottery from Italy, Spain and local artists
- Rosanna, exclusive dealer
- Wedding invitations and social stationery
- Monogrammed jewelry
- A variety of bath and body products
- Upholstered furniture to fit any space
- Specialty wood furniture
- Baby clothing and accessories
- Art, including local artists
- Seasonal decorations and giftware

Our services:
- Open six days a week: 9:00 am – 6:00 pm
- Superb customer service with complimentary personal shopping
- Local delivery for flowers and gifts
- Complimentary gift wrap
- Interior design consultations
- Bettis Events™ on site coordinator for all-size events
- Online shopping for flowers—www.donatelloflowersandgifts.com
- Frequent buyer card

Jean Fantini (center) and the employees of Donatello

Member Profile: Donatello Flowers and Gifts

TOURISM MARKETING

by Steve Berentson

It was exciting late last month to see the name “Anacortes” featured on the front cover of Sunset magazine’s “Living in the West” edition. Even more gratifying was the message of the article, which described our port community as an “easy mini escape.”

A front page “teaser” is a real blessing, and the inside article includes visitor tips, a locator map and several photographs. I love the headline: “Anacortes: Forget the ferry – there’s plenty of family fun in this Washington port town.” This is the message we have been sharing in recent months – a message made even more timely as we and our neighbors experience the financial ramifications of high fuel prices. One of our marketing efforts, a three-month contract with KIRO-TV, promotes “Trips on a Tankful.” It is our hope this campaign has inspired people in the greater Puget Sound region to come our way.

Those who respond to the KIRO campaign find themselves at the KIRO Web site, which features information (and in our case, a 30-second video clip) about campaign participants. There are also banner ads and a brief editorial section with invitations to link to our Web site at www.anacortes.org.

As you can imagine, the chamber of commerce has been busy promoting events, including Shipwreck Day, the Arts Festival and Labor Day Weekend’s Anacortes Jazz Festival. In addition to display advertising and radio spots, promotional efforts include press releases. As always, our Web site serves as a tremendous tool. Our opening page includes seasonal photographs and links to special sections that include festival details. The chamber “Press Room” provides artist bios and high resolution photographs.

It seems hard to believe, but August and September also mean review of 2009 tourism marketing options, especially annual publications that require contracts and preparation of ads before the end of the year. Plans are also underway to continue some “shoulder season” advertising in the Vancouver, B.C., area.
Enhance Your Web Site Listing

Using the ChamberMaster Software

As part of the new image and more user-friendly features of our Web site, we have invested in the ChamberMaster database program during the past year. You now have the ability to update your contact information – ensuring that your business is listed exactly how you want it.

Available to all members are the following features:

• Business Directory Listing – search by category, keyword or alphabetically.
• Business Member Webpage – input your business description, hours of operation, location, and keywords that will identify your business when using the business directory search.
• Job Postings – add your own postings to the chamber’s site.
• Hot Deals – include store coupons and special offers.
• Events - post your business events on the chamber’s events calendar.

Although many chambers charge a fee to their members to upgrade to the enhanced package, we felt that should be included as part of your membership benefits. As a result, you have more space to describe your business as well as upload images and logos.

To access your member portal, go to the chamber Web site at www.anacortes.org and click on the green “Member Login” button. If you don’t know your login or password, please call the office. Once you have logged on, you may change your password and update your business information.

Please take the time to log in and verify that the information we have is accurate and up to date. We hope you will find the process user friendly. If you have any questions please feel free to contact Mary.

The Skagit County Fair is hosting an All Chamber night on August 6th at 5:00 pm.

Members from all local chambers of commerce will get a chance to network and enjoy the fair.

A designated area located close to the main entertainment stage and wine tasting booth will be cordoned off as a gathering location. There will be drawings for great door prizes. If you would like to attend, please RSVP to the chamber.

Help Prevent Identity Theft

by Lauri Sowa of Wise Owl Opportunities

How much of your personal information is stored on your computer or on someone else’s? Do you feel safe? How well are you protecting your customer’s and employee’s data? Should they feel safe?

In the last two years, 85% of businesses have experienced a data breach that compromised customer and/or employee data. It’s estimated that more than 150 million records were exposed.

These breaches include compromised email accounts, unsecured networks or databases, along with stolen laptops and other devices. There are also the more traditional methods of theft by employees and those who use your employees to steal information – sometimes unwittingly. Another, often overlooked, issue is through our own Web sites.

As a small business owner, we are particularly at risk because we don’t have the resources to protect our information. Just last week, I heard of three separate incidents locally, in which data may have been compromised.

(Continued on page 7)
Thank you, Jazz Festival Sponsors!

We are grateful for the many businesses and individuals that sponsor the Anacortes Jazz Festival

**ANACORTES JAZZ FESTIVAL**

**STAGE SPONSOR**
Tesoro Refining & Marketing Co

**VENUE SPONSOR**
Port of Anacortes

**ORCAS SPONSORS**
Dakota Creek Industries
Island Hospital
Majestic Inn & Spa

**LOPEZ SPONSORS**
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Chandler’s Square Retirement Community
Mark Nilson Mortgage Consultant
RiverCity Screenprinting
Skagit Valley Herald

**CYPRESS SPONSORS**
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Anacortes Noon Kiwanis
MacGregor Publishing
Pacific Party Canopies
Ponte Vecchio Corporation
Shell Puget Sound Refinery
Swinomish Northern Lights
Whidbey Island Bank

**GUEMES SPONSORS**
Adrift
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Gere-A-Deli
Hampton Inn & Suites
Horizon Bank
Marina Inn
People’s Bank
Reisner Distributor
Sebo’s
Skagit State Bank
Star Bar

**FRIENDS OF THE FESTIVAL**
Cap Sante Inn
Epicure
Upstage Boutique & Men’s Store
Don Wick
Steve & Linda Wilhoit

In order to produce an event the magnitude of the Anacortes Jazz Festival, it takes a group of dedicated individuals to plan and execute. Thanks to the following individuals for their contributions, creativity and enthusiasm:

Rick Star, Rockfish Grill, Chairman
Bill Berry, Chairman Emeritus
Steve Berenson, Berenson Public Relations
John Gilbreath, Earshot Jazz
John Hachey, Port of Anacortes
Meredith Laws, Laws/Craig Real Estate
Christine Mathes
Matt McKay, Human Resources, Inc.
Robin Pestarino, Ponte Vecchio Corporation
Steve Wood, TrueTone Audio

**ARTS FESTIVAL**

With responsibility for three festivals of our own, we take our hats off to the Anacortes Arts Festival, both for its longevity and for the scope of the event. Whether you are into vendor booths, public art, or great concerts, the festival is a one-stop shop. We appreciate our partnership—the festival is featured on our Web video page and we serve as booth judges. Our congratulations on another excellent year!

**Member Announcement**

Whether you’re searching for space for that all-day business meeting, planning a reunion or special celebration, Hampton Inn & Suites Burlington can help you, alleviating the amount of time and energy spent on organizing small social and business functions with the introduction of its enhanced e-Events online group booking tool, available at www.burlingtonsuites.hamptoninn.com.

**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
**FACE TO FACE DAY SPA**
1005 8th Street
Anacortes, WA 98221
Contact: Dana Overman
Phone: (360) 293-8989
E-mail: danamoverman@comcast.net
http://www.danasfacetofacedayspa.mas-

Day Spa. Facials, massage, therapeutic
massage, pedicures, manicures, body work,
hot stone massage and body wraps.

**MARILEE MARICICH —**
**ARBONNE INTERNATIONAL,**
**INDEPENDENT CONSULTANT**
PO Box 528
Anacortes, WA 98221
Phone: (360) 588-3161
E-mail: marileemaricich@myarbonne.com
http://www.marilee.myarbonne.com
Health and wellness products formulated in
Switzerland. Herbal and botanically based.

**New Members**

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<thead>
<tr>
<th>FACE TO FACE DAY SPA</th>
<th><a href="mailto:Marileemaricich@myarbonne.com">Marileemaricich@myarbonne.com</a></th>
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<tr>
<td>1005 8th Street</td>
<td>Anacortes, WA 98221</td>
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<tr>
<td>Contact: Dana Overman</td>
<td>Phone: (360) 293-8989</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:danamoverman@comcast.net">danamoverman@comcast.net</a></td>
<td>Day Spa. Facials, massage, therapeutic</td>
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<td>massage, pedicures, manicures, body work, hot stone massage and body wraps.</td>
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**Member Renewals**

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<tr>
<th>@ The Quarry</th>
<th>Anacortes Family Center</th>
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<tr>
<td>Autumn Leaves Bed &amp; Breakfast</td>
<td>Ballow, Rich &amp; Gail / John L. Scott</td>
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<tr>
<td>Real Estate</td>
<td>Best Western Inner Harbour</td>
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<tr>
<td>Cap Sante Inn</td>
<td>Comcast</td>
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<td>Compass Wines LLC</td>
<td>Countrywide Home Loans</td>
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<tr>
<td>Diversified Systems</td>
<td>Experts Know! LLC</td>
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<tr>
<td>Express Employment Professionals</td>
<td>Fidalgo Care Center</td>
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<tr>
<td>Frontier Building Supply</td>
<td>Gardner’s Northwest, Inc.</td>
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<tr>
<td>Human Resources Inc.</td>
<td>John L. Scott R.E./Anacortes</td>
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<tr>
<td>Lake Campbell Lodging</td>
<td>Piston Service Parts Plus</td>
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<tr>
<td>Prudential Skagit Realtors</td>
<td>San Juan Safaris</td>
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<tr>
<td>Sebo’s Hardware &amp; Equipment Rentals</td>
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**VIC Volunteer: Jan Vigre**

I am a native of Great Falls, Montana, where I grew up and graduated from high school.

I graduated from Montana State University in Bozeman, where I majored in Chemistry and Bacteriology. After graduation, I moved to Seattle where I completed a 12-month internship at Swedish Hospital Medical Center and became a registered Medical Technologist. For 17 years, I was employed in various departments at Swedish Hospital and UC Medical Center in San Francisco. I also completed course work for my MBA degree at Seattle University during this time.

I met my first husband, Don, in Seattle and we were married in 1981 and resided the next 11 years in Helena, Montana. I was a hospital volunteer, president of St. Peter’s Community Hospital Association, and also served on the Board of Shodair Hospital.

We relocated to Anacortes in 1992. During the next six years we traveled to the UK, Hawaii, Mexico, Spain, Portugal, Germany, Switzerland, Holland, and the Panama Canal. Don passed away in 1998. At that time I was going to stay in Anacortes and try and make a new life for myself.

In 2000, I became a VIC Volunteer and look forward to my Wednesdays at the VIC. There are always new visitors to meet and it is so exciting to tell them about Anacortes and assist them in their travels in the area. The other volunteers and the chamber staff are like family and provide much happiness in my life.

In 2005 I married Norm Vigre, a retired “meat stylist,” who was a widower and my next door neighbor. We built a new home and are enjoying every minute of our new life together. We both enjoy traveling, and we have been to New Zealand, Mexico, Panama Canal, New York City, Prague, and Norway to visit Norm’s relatives. Our son, his wife, and 3-year-old son live in Lynden, WA, and we love spending time with them.

I am an active member of the Fidalgo Island Rotary Club, where I serve on the board of directors. I also belong to the Dr. Samuel G. Brooks Children’s Hospital Guild. I have served on the Anacortes Waterfront Festival Committee since 2000 and belong to the DASH group. I am a former Anacortes-San Juan Red Cross Chapter Board Member.
BUSINESS LICENSING

Updated information on business licensing has been received and is summarized below. Detail is also available at www.cityofanacortes.org.

All business license fees are now collected at the state level. Cost of the license is $30. For new businesses needing a state UBI number, there is an additional $15 charge. Final approval for a city license is two weeks (six weeks for a UBI number).

Applications are routed through the relevant department (planning, building, fire, etc.) for review. If certain requirements are not met, city staff will work with the applicant to bring the premises into compliance. If that can’t be done, the license will not be approved.

For home-based businesses, the zoning administrator can approve those that obviously have minimal neighborhood impact. For higher impact businesses, a comment period may be provided. Occasionally, the administrator’s decision is appealed, in which case the city council makes the final decision.

The state waits for final approval from the city before issuing a business license. Should a business operate without a proper license, the city can compel compliance by requiring the license or ultimately by shutting down the business.

Identity Theft

(Continued from page 4)

mised. So, you’re thinking this doesn’t affect you — you’re too small. Let’s take a quick quiz to see if that’s true.

* Do you collect personal information about your customers or employees?
* Are you storing this information for any length of time?
* Do you accept credit or debit cards?
* Do you exchange this information with other organizations?
* Do you perform business on the Internet?

If you answered yes to any these, you need to safeguard your data. Start by developing guidelines that outline your procedures. Locking the file cabinet and office is not enough. Here are some other steps we can take:

* Always log off your computer or have a screen saver that locks out access whenever you are not at your desk.
* Safeguard all files with permissions and secure all passwords.
* Ensure all company computers have the most up-to-date anti-virus, spyware and firewall software.
* Adopt a clean desk attitude. Don’t leave paperwork in areas visible to passers-by or visitors.
* Shred your sensitive and proprietary information. You may wish to consider an outside firm that specializes in properly shredding your documents.

Your personal data, games, and pictures should not be intertwined with business files. Businesses often underestimate the extent to which consumers value the privacy of their personal data. In a June issue of Privacy & American Business, 64% of consumers surveyed said they decided not to buy a company’s product or service because they did not know how the company would use their personal information.

Regulations are now being passed to ensure that all business comply with basic safeguards. Make sure your business is on the cutting edge and enforces internal procedures today — this is truly a case of “better safe than sorry.”

Island Hospital board of commissioners, administration and local dignitaries join Dorothy “Ho” Taylor in cutting the ribbon to the renovated main entrance to the hospital. Taylor was instrumental in establishing a local hospital district that resulted in the construction of the original Island Hospital in 1962. The opening on July 1st marked the completion of the Island Hospital renovation and expansion project that began in 2006.
JAZZ FESTIVAL—SCHEDULE OF EVENTS

FRIDAY, AUGUST 29, 2008
6:00 pm........................................... Gala & Concert at the Port Warehouse featuring Kevin Mahogany
9:00 pm - midnight............................ Jazz Walk

SATURDAY, AUGUST 30, 2008
11:30 am - 12:30 pm......................... Trish Hatley
1:00 pm - 2:00 pm ......................... Doug Wamble Group
2:30 pm - 4:00 pm ......................... SRJO “Kansas City Suite”
4:30 pm - 6:00 pm ......................... Kevin Mahogany
6:30 pm - 8:00 pm ......................... Community Swing Dance
Pony Boy All-Star Mini Big Band
Playing the breaks on the food court stage Curtis Wharf: Dillinger’s Clambake
9:00 pm - midnight............................ Jazz Walk

SUNDAY, AUGUST 31, 2008
11:30 am - 12:30 pm......................... Pocket Change
1:00 - 2:00 pm ................................. Clarence Acox
2:30 - 4:00 pm ................................. Jeanie Bryson
4:30 - 6:00 pm ................................. Dr. Lonnie Smith
Playing the breaks on the food court stage on Curtis Wharf: Gadjo Gypsies
9:00 pm to midnight......................... Jazz Walk

MONDAY, SEPTEMBER 1, 2008
11:30 am - 12:30 pm......................... The Tiptons
1:00 pm - 2:00 pm ............................. Kellylee Evans
2:30 - 4:00 pm................................. Pearl Django
Playing the breaks on the food court stage on Curtis Wharf: Mike Allen Trio

For tickets and more information, go to www.anacortes.org