Anacortes Arts Festival

Come out and enjoy the fun and sun, August 7–9 at the 47th annual Anacortes Arts Festival. During that weekend, the streets will fill with 250 outstanding juried booth artisans, first class fine art exhibitions at the Port, an international selection of fine foods, a full lineup of entertainment with free music on three stages during festival hours and $15 concerts in the evenings, and a creative youth activities area for the youngest artists.

This Anacortes tradition, begun in 1962 and still going strong, runs Friday and Saturday from 10:00-6:00 and on Sunday from 10:00–5:00. Proceeds from the festival funnel back into the community—funding public art, education in the schools, and live performances throughout the year. Organizers request that you come out and enjoy the festivities, but leave your dog at home. Additional information is available at the Festival office at 293-6211.

business after hours

Please join us at Sound Health Chiropractic at 1218 29th Street for the August 20 business after hours. Dr. David and Patti Cox are excited for you to see their new office and give you a tour.

Our goal at Sound Health Chiropractic is to help every patient achieve an active and fulfilling lifestyle in which activities can be enjoyed without the fear of re-injury or recurrent pain. To accomplish this, Dr. Cox uses a variety of treatment methods including manual adjustments, exercise programs and lifestyle advice.

Here’s to your SOUND HEALTH! Dr. David Cox, 360.299.4500
Please RSVP to the chamber.

invitation to tour NAS

Commander Matt Miller of NAS Whidbey (and owner of Read Me A Story) has invited fellow chamber members to tour the Naval Base facilities and enjoy lunch. The event is on Tuesday, August 11. The tour is limited to 40 people and you must RSVP to the chamber by Friday, August 7. See NAS Tour Schedule on page 2.
a message from the president

“The future we may face, now we have proved the past.”

This was my graduating class motto many years ago. It rings true today as we move forward with the **Anacortes Futures Project**. We are ready to face the future…. united as a community, bound by the strength of numbers and, most importantly, with our committed leaders dedicated to this purpose. The project’s Temporary Taskforce is now in place and is organizing the next steps towards a process that will involve the community in the second stage of this monumental project. City, port and business leaders are charting the course, and uniting the citizens of Anacortes as they work towards common ground and a future that builds on our strengths and preserves our precious quality of life in this beautiful place.

The initial 100 page **Anacortes Futures Project—Economic Analysis** report has opened doors of discovery for many in commerce who will find the information extremely valuable as they build their business plans for Anacortes.

Mike Trafton, Kirk Kennedy, Mark Bunzel, Pam Allen, and the rest of the AFP team are dedicating long hours to moving this project forward. Mayor Dean Maxwell and Port Director Bob Hyde along with their support staffs are on board and we are all rowing in the same direction. This project will energize Anacortes and lead to an exciting and sustainable future.

At the board level we’ve started a progress report on a six-month evaluation of the goals of each chamber division. Mike Trafton, as President-Elect, will host the upcoming Board of Directors retreat in October as we move forward setting goals for the coming year and beyond. I am inspired by the talent, enthusiasm, and energy that generates in the room when like-minded, positive-thinking members, who believe in this community, share vision and ideas.

Anacortes is experiencing summer weather beyond our expectations, in fact, a little rain on the crops and gardens would be most welcome. Enjoy yourselves, take some time to hit the beach, enjoy the concerts at the Cap Sante Boat Haven and remember to Buy Close Buy.

Hope to see you at our next President’s Luncheon.

—Zee Hogan

### Successful Shipwreck Day

**Shipwreck Day** was a great success this year—much in part to the help from the Fidalgo Island Rotary. Next year the Rotary will be taking over the management of Shipwreck Day. Pictured are Rotarians and Ambassadors enjoying a victory meal after marking the streets. Thanks to Village Pizza for providing some scrumptious pizza and a wonderful atmosphere. (More photos on page 7.)

### NAS Tour Schedule

(continued from page 1)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 - 10:00 am</td>
<td>Electronic Attack Squadron VAQ-131 (EA-6B Prowler)</td>
</tr>
<tr>
<td>10:00 - 11:00 am</td>
<td>Center (Watch fliers undergo water survival training in state-of-the-art pool complex geared for aviation training)</td>
</tr>
<tr>
<td>11:00 am - 12:30 pm</td>
<td>Lunch and State of the Station presentation at Officers’ Club</td>
</tr>
</tbody>
</table>

### Tourism Committee studies effective use of marketing funds

The chamber recently brought together a county-wide steering committee to review Skagit marketing and what might be done to increase effectiveness. The county provided 2% funding last year to pay for a marketing study and to determine tourism trends. The steering committee intends to use this study to investigate the form, structure, and funding that a county marketing effort might take. This might include the hiring of a tourism executive, enhancement and maintenance of a county tourism Web site, branding, and marketing coordination. Key to the effort would also be effective coordination with various chamber marketing initiatives.

Ongoing discussion will occur throughout the summer and fall, ideally in concert with the county commissioners to guide provision of 2% funding. This funding might augment other sources of revenue, allowing Skagit County to better compete with our neighbors.
**member profile**

**Islands Inn**

Welcoming you as you enter Anacortes with a warm fire burning in the hearth is the **Islands Inn**, an inn with a personal friendliness that only comes from a family run business. Islands Inn was originally purchased in 1979 by the owner’s mother Fien Hulscher, a Dutch woman that had run a bed and breakfast in Holland and wanted to have something similar here in the United States. Her daughter, Bela Berghuys, now runs the Inn and maintains the personal attentions that are normally associated with a small B&B, as well as a few quaint Dutch treats. Today the Islands Inn has grown from 15 rooms to 36 rooms, with modern amenities such as hi-speed Internet and 32-inch LCD TVs. The past couple of years have seen significant updating and remodeling of the rooms while still maintaining their European charm. Many rooms have gorgeous views of Mt. Baker and the bay, as well as freestanding fireplaces and some have private bedrooms en-suite. The outdoor pool is a favorite among families, inviting guest to cool off on hot summer days; and the hot-tub is available to soak tired bodies year-round. In the morning a complimentary breakfast greets guest with home-made granola, warm eggs and chocolate sprinkles—a Dutch tradition enjoyed by children of all ages. We like to send our customers off well-fed and happy. On premises is Cameron's Living Room Dining, which is operated by David Burdette and Cameron Morris. Their cuisine offers southern-style comfort food.

Helping clients in Anacortes to get the best accommodation to suit their needs is part of customer service. Keeping customers happy is good business for all our businesses and families in Anacortes.

Feel free to come by and visit The Islands Inn, even if it is just to look around and see what we have to offer.

**ana-courtesy award**

Brent Robin recognized for excellent customer service

This month marks the start of a new customer service excellence award – AnaCourtesy. Each month chamber members can nominate a fellow member who has gone above and beyond their normal duties and are caught in the act of providing superior service.

**Brent Robin from Ace Hardware** was the June award winner. Brent was nominated by two separate people for exhibiting exceptional work behavior. In one instance, Brent helped a customer by paying for a fishing license out of his own pocket (the customer came in later to pay him back), in the other instance, Brent helped a young lady who was an inexperienced painter. She left with the proper tools and a better understanding of the job in front of her.

Brent was given a small token of appreciation: two tickets to the Anacortes Cinema and Anacortes Jazz Festival (if you would like to help congratulate the winner by offering a prize, let us know).

Congratulations to Brent!
Mix and Mingle Summer Barbeque

Chris Terrell and his staff at How it Works opened up their yard for a chamber summer barbeque. Members mixed and mingled while enjoying burgers and hot dogs provided by Deception Café and Catering and a shared potluck.

Right: Kae Eagling, Arbonne and Mark Nilson, Mortgage Consultant.

Below: Keith Rubin, Port of Anacortes Commissioner and Peter Whiting, Northwest Trawlers, Chamber Board Member.

Candy Cooper, Allied Realtors and Leah Hines, Skagit Publishing.

Chamber board member, Rick Star, Rockfish Grill and Beth Baker, Barrett Financial, Ltd.
Business Ownership: How to avoid Fraud

The idea that an employee could be stealing company funds is not one that many business owners want to consider. However, small businesses are the most vulnerable to occupational fraud and abuse, according to the Association for Certified Fraud Examiners (ACFE). In a 2002 report, the ACFE cites that small businesses losses due to fraud averaged $127,500.

Research has indicated that three conditions are necessary for fraud to occur: an external pressure, an opportunity, and a rationalization. So, whether you are a trusting person or just haven’t yet given it much thought, here are a few easy steps to help mitigate that risk.

- Watch for changes in employee attitude, performance, and efficacy. Most fraud starts due to external pressures in the employee’s life (financial, lifestyle, or emotional).
- Take away the opportunity by maintaining a separation of duties regarding authorization, recording, or custody of assets. NEVER give the person in charge of your books signatory access to your accounts or signed blank checks. The owner should approve all expenses. Control your cash by collecting and counting it regularly and always make your deposits daily.
- Create and maintain a control environment so that employees know that you are watching for theft and that it won’t be tolerated. Have a reward system in place that promotes employee tips. This can easily be done via a simple email. It is much more difficult for an employee to rationalize fraud when a strict environment has been established.

—Todd Wiersum, CPA Encompass Financial & Accounting Services

NAS Whidbey Update

In follow-up to a successful luncheon event involving NAS Whidbey spouses, the chamber will continue to forge closer ties with this important constituency. On an ongoing basis, the user group will personally contact personnel transferring to the base and highlight the assets of Anacortes living. The hope is that this will create interest in investigating our community and might bring a variety of young families to town. In addition to the welcoming effort, there is now information being sent out with the base relocation packets on Anacortes, the school district, and the chamber. We have also created a relocation Web site (www.movetoanacortes.org) that transfers can refer to for additional information. Unlike our primary Web site, which is focused on tourism, this resource provides data on housing, youth programs, the schools, and a number of other aspects.

Bayshore Office Products
603 Commercial Avenue 293-4669 www.bayshoreoffice.com
printshop@bayshoreoffice.com

Sixth Annual SWEET DEAL
Free bag of Jelly Bellys with every $50 calendar order!
Details on the Bayshore flyer in this issue.
CLOSEOUT ON VINYL
3’ wide (about 10’ left on roll), one 2’ wide, adhesive-backed (30’–40’ left on roll)
Vinyl will not be stocked when this is gone!
FULL SERVICE COPY CENTER
29¢ letter size Color Copies

Buy local programming continues. Buy Close By discount cards are available through the chamber and various retailers around town. Cost is $15, which goes toward marketing the program. There are currently 55 locations that honor the card, with a variety of incentives. We have also run ads in the American highlighting the card and encouraging its use.

We will also be running an ad campaign on KWLE over the next month, continuing to educate locals on the importance of using local companies. Thanks to the Utedas for their assistance in developing this program.

For a complete list of participating businesses, follow the link on the chamber Web site.

www.anacortes.org
Lauri arrived in Anacortes in 2006 and immediately hung her shingle and got to work. She was thrilled to find such a warm and friendly town, noting, “there’s simply no better place to be.”

She started Wise Owl in 1995 in Nipomo, CA. Her husband, Rick, joined her in 2000 and together they offer both computer and accounting services. After moving here, rebuilding the business became priority #1.

Educating is Lauri’s true passion. She strives to share as much as she can, to empower and to inspire. “I’m eager to do whatever it takes to make my clients successful,” states Lauri. “I’m a believer in teaching business owners how to be in command of their business by understanding their financials.”

Along with offering computer and accounting services, Wise Owl offers classes and consulting on a variety of computer programs, including QuickBooks and just about every Microsoft Program that is out.

Lauri has also taught on a national and international basis and has served as a CFO for an international concern. She has trained staff at every level for a variety of Fortune 500 companies, midsized organizations, and small businesses. Locally, she teaches through the Skagit Valley College Business Resource Center.

Along with her strong administrative and accounting background, Lauri is known for her caring disposition. Her passion for education comes out in everything she does from analyzing financials to reconciling accounts. Bottom line, if you give her an inch, she’ll go a mile... the extra mile, that is.

save the date

chamber cheers

Chamber Cheers is scheduled for Saturday, November 21.

Ambassador Profile

Lauri Sowa Matson

Thanks to the following members for donating to the door prizes at our June Events:

**Sunnyside Up Breakfast:**
- Alice Bohnker Insurance
- Bayside Specialties
- Fidalgo DanceWorks
- Opulence Hair Salon

**Business After Hours:**
- Anacortes Clean!
- ABC Yacht Charters
- Horizon Bank
- The Boeing Company
- Fidalgo Pool and Fitness

Kate Moena
U.S. Bank New Branch Manager

Kate has been with US Bank for the past seven years; starting in Anacortes as a teller, and then working at the Mount Vernon branches as the sales and service manager. Customer service is their number one priority at US Bank, and they look forward to serving all of you!

new members

SOUND HEALTH CHIROPRACTIC, LLC
(360) 299-4500
drcrox@sounhealthchiropractic.com
1218 29th Street, Suite B
Anacortes, WA 98221
Dr. David Cox—Chiropractor
Referred by Barbara Perusse, Olympic Communications

member renewals

Anacortes Family Shelter
Autumn Leaves Bed & Breakfast
Rich & Gail Ballow (John L. Scott Real Estate)
Cap Sante Inn
Compass Wines LLC
Countrywide Bank
Diversified Systems
Express Employment Professionals
Frontier Building Supply
Garner’s Northwest, Inc.
John L. Scott Real Estate/Anacortes
Lake Campbell Lodging
Majestic Inn and Spa
Marine Guard Yacht Security
Northwest Rigging
San Juan Airlines
San Juan Safaris
Sebo’s Hardware & Equipment Rentals
2009 Shipwreck Day

The 30th Annual Shipwreck Day was held on July 18. The beautiful weather brought thousands of treasure hunters to downtown.

Photos courtesy of Berentson Public Relations

The first annual Anacortes Workboat Races was a huge success.
vic statistics

Visitor Information Center

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</table>

Thank you, volunteers!
Visit us on the web at www.anacortes.org

chamber officers

Executive Board
PRESIDENT
Zee Hogan Maison Group
PRESIDENT ELECT
Mike Trafton Bank of the Pacific
SECRETARY
Jim Clarke John L. Scott R/E
TREASURER
Patti Anderson, CPA Williams & Nulle
PAST PRESIDENT
Robin Pestarino Ponte Vecchio Corp

Board of Directors
Kristi Gabrielse Ana-Cross Stitch
Suzanne Knutson Bunnies By The Bay
Mark Lione Cap Sante Inn
Heather Miller Read Me A Story
Curtis Payne Curtis Payne Ins. & Financial Services
John Pope Tesoro Refining
Joe Schlundt Shell Puget Sound Refinery
Erik Schorr Anacortes Kayak Tours
Rick Star Rockfish Grill
Peter Whiting Northwest Trawlers

Chamber Staff
Mitch Everton Executive Director
Stephanie Hamilton Program & Events Director
Mary Talosi Visitor Information & Operations Director
Kristi Daniels & Crystal Johnson Licensing Sub-Agents

Mark your calendars for the 6th Annual Anacortes Jazz & Blues Festival

Friday night dinner and concert with the Dena DeRose Trio ($50)
Saturday evening concert with Kim Field & the Mighty Titans of Tone and the Allen Toussaint Band ($25)
Sunday afternoon concert with Stephanie Porter and the Seattle Repertory Jazz Orchestra. ($20)
Friday and Saturday Jazz Walks will be in seven downtown venues. ($10)
Tickets will be available in late August. More information will be available on our Web site in a few weeks.

Thank you, volunteers!
Visit us on the web at www.anacortes.org

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

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