Volume 18 / Issue 2
Calendar
FEBRUARY 2008

Thursday, February 7
AMBASSADOR LUNCH MEETING
Chamber Board Room
11:45 am – 1:00 pm

Monday, February 11
MARKETING & PROMOTIONS DIVISION MEETING
Chamber Office
3:00 pm

Tuesday, February 12
MEMBERSHIP DIVISION MEETING
Chamber Office
2:45 pm

Wednesday, February 13
FINANCE/EXECUTIVE MEETING
Chamber Office
10:30 am

Thursday, February 14
SUNNYSIDE UP BREAKFAST
Flounder Bay Restaurant
2201 Skyline Way
7:00 am – 8:30 am

Thursday, February 14
ECONOMIC DEVELOPMENT DIVISION MEETING
Chamber Office
3:45 pm

Tuesday, February 26
VIC MEETING
Chamber Office
9:00 am

Thursday, February 28
BUSINESS AFTER HOURS
Anacortes Family Medicine
5:30 pm – 7:00 pm

Sharpes Corner Survey

In November, Washington State Dept. of Transportation engineers invited drivers and residents to review and comment on six improvement options for the SR 20 Sharpes Corner intersection.

When respondents were asked which improvement option they preferred, the roundabout garnered 35% of the votes, while the west-to-south flyover ramp received 21%. The remaining four options received less than 10% of the votes.

When the respondents were asked if they would support the roundabout, 41% said yes and 39% said no. The flyover response was 39% yes and 32% no. “When compared against the other five options, the roundabout was favored by respondents,” said WSDOT Engineer Dawn Yankauskas. “However, when only asked if they would support the roundabout, the yes and no votes were nearly

Sunnyside Up

The Sunnyside Up Breakfast meeting is scheduled for Thursday, February 14 at 7:00 a.m. at Flounder Bay Restaurant. This month’s community update comes from Commander Matt Miller, Executive Officer of Naval Air Station Whidbey Island who will present a state of the station and its future role in national defense and the community. Matt is also a member of the Chamber through Read Me A Story, which he owns with his wife and Chamber Board member, Heather.

The second half of Sunnyside Up is set for networking—meet potential new customers before you even get to the office. Call the Chamber to reserve your spot... breakfast is $10 — networking is free!

Business After Hours

This month’s Business After Hours (BAH) is scheduled for Thursday, February 28 at 5:30 pm at Anacortes Family Medicine located at 2511 M Ave, Suite B.

The practice is opening its doors to chamber members to introduce staff and practitioners and show off their state-of-the-art facility. Several health screenings will be available as well as health care information. Please RSVP to the Chamber — and note this event is one week later than usually scheduled due to the EDASC Economic Forecast Dinner.
A Message from the President

Happy Valentine’s Day! This is a good time to slow down and reflect on how much our loved ones enhance our lives. My wish is that you have a fun and happy celebration.

The business of the Chamber is business. To that end, I am committed to doing everything I can to fulfill our Mission and Vision statements. They are the guidelines for the board of directors while it sets policy and for the staff to implement those policies. I have the good luck to have an energetic, professional, and committed board of directors who share my enthusiasm for the Anacortes community at large and the business community specifically. Our staff is second to none.

There should be no misunderstandings – the Chamber is made up of member businesses and those members are our first priority. If you hear of a business that wants or needs a service, please, let the staff or a board member know about that need. We will do everything we can to assist; the first action being to inquire if that business is a member of the Chamber of Commerce. With the country bracing for a potential economic hit, it is incumbent upon us to maintain the healthiest business community we possibly can. We have the board and the staff in place to help, call upon us.

There are many issues on the table: the Marine Trades Skill Center, waterfront accessibility, pocket cruise ships, Anacortes Futures Project, legislation, international and local ferries, and membership enhancement, just to name a few. My philosophy is to work the problem and in order to accomplish that, I will be making every effort to have the Chamber partner with school, city, port, county and state officials. If you have an interest in any of these issues, please let us know, we welcome your assistance.

Your board divisions and committees are hard at work with many projects that have been defined and explained in previous newsletters. I want to encourage all of you to find the time to donate an hour or two to volunteer to help us further the Vision and Mission of the Chamber. There will be many opportunities this year for you to be involved – Waterfront Festival, Trawler Fest, Shipwreck Day, and Jazz Festival to name a few of the public activities; we have committees you can work on as an on-going member or sign up for a specific activity on a short-lived project; we have education classes and you may have expertise in an area that we need – call our staff. The chamber is as strong as our members make it, we need and want your input. I would like to meet you and welcome you to this dynamic group of business people.

I will be building on the guidance and expertise of the Presidents and Boards of Directorship that preceded me. I would like to applaud and thank my immediate predecessor, Vince Oliver. He made it all look easy but believe me, there was a great deal of time and effort put into this past year with many accomplishments by Vince and his board. We all can be proud to have had him as our president.

The Chamber is initiating a street campaign, which we are supporting through Vancouver BC advertising, welcoming Canadian tourists to Anacortes. The tag line we have chosen is “We Love Loonies.”

Participating merchants will have an opportunity to place a decal on their front window, welcoming Canadians to town and letting them know that their currency is accepted. Our purpose in launching this campaign is two-fold: (1) Canadian currency is at its highest value relative to the American dollar in many years. This creates a real incentive for Canadians to come south to shop and, in fact, we are currently seeing a higher proportion of Canadian tourists in our hotel surveys; and (2) our proximity to the Canadian border. The Chamber’s view is that Vancouver represents a substantial, underserved market which we can profitably tap.

We Love Loonies

Please see Steve Berentson’s article on Page Four for marketing details.

PARTICIPATING MERCHANTS: Window decals are available in the Chamber office. Please come in for your copy.
Member Profile: Home Sweet Home Antiques

“Antiques are history recycled.” Everybody loves something. Bud and Karen Lewis found that a love for antiques was mutual.

Bud started selling antique furniture in his 20s. He was learning, buying, restoring and selling antiques at bargain prices. He sold at many Southern California Antique Fairs, yard sales and old barns. Karen met Bud while antique shopping during one of his sales. They shared a fondness for antiques and collectables, and were married in 1985.

On their visit to his sister’s home in Anacortes they found the beauty and serenity irresistible, so quickly decided to relocate to this little piece of Heaven and raise their family. After months of work to prepare, together they opened, “HOME SWEET HOME ANTIQUES” on the 4th of July, 1991.

Two years later they purchased a darling two-story cottage, The Anderson Home, built in 1927. It has become a modern landmark for visitors and locals to Anacortes, welcoming drivers by with a glimpse of the past, and inside with smiles and greetings.

As a family business the shop has always been blessed by the help of others. Together Karen and Bud do daily retail sales and redecorating, on-site appraisals, or purchasing anything from one treasure to an entire estate. Home Sweet Home has a library nook full of antique research books and price guides for sale. As a natural decorator Karen is always setting up shop with the ever changing inventory, or staging a house sale for friends and clients. Bud researches, repairs, restores and refinishes on a regular basis.

Each summer the Anacortes Shipwreck Days Sale and the Arts Festival enable them to hold two huge clearance sales in the yard (weather permitting!)

The Lewises greatly appreciate the Anacortes community and try to contribute wherever possible. Ever willing to help, they invite all to come visit and awaken a warm place in your hearts.

MEET YOUR BOARD

Rick Star

Rick Star, one of three owners of Rockfish Grill, brings a broad spectrum of expertise to the Board, from marketing to managing to music. Rick obtained a degree in Marketing from Loyola Marymount University in Los Angeles, then moved to Seattle where he worked for Boeing as a Manufacturing Engineer since 1981.

In 2000, Rick and two partners bought Rockfish Grill (for information about the food and entertainment they offer, go to www.anacortesrockfish.com). As Marketing Manager, he coordinated advertising, an electronic newsletter, labels, and entertainment bookings. He moved to Anacortes in 2006 after Rick and Allen Rhodes discussed having him take the position as full-time General Manager.

Rick is also a professional musician and performs with the group, Bobby Holland and the Breadline, two to three times a month (you can find out more about his musical talent at www.breadlineblues.com). He has two children, a daughter who graduated with a Marketing degree from Western University and is now working in the marketing department at Tully’s Coffee and a son who is attending United Technologies Trade School for diesel mechanics.

Rick has been very active in the Chamber and has served on a number of committees including the Waterfront Festival Committee and the Jazz Festival Committee. He is also the President of the Anacortes Restaurant Trade Association. He looks forward to bringing his experience and commitment to the Chamber Board.
Legislative Update

2008 is an election year and a shortened session. As such, relatively little of substance is expected from the Legislature. Items of interest:

**Budget:** The legislature will need to balance potential surpluses with a declining economic outlook. There is often an impulse to spend money on-hand for needed projects. There is also the need to save for a rainy day. It will be interesting to see which view prevails.

**Paid Family Leave Act:** Washington is one of two states that covers paid family leave. The WA law allows workers to take five weeks off with pay to care for a newborn or adopted child. Beginning in 2009, employees working 35 hours or more per week will receive $250/week for up to five weeks. The focus in the current session will be to determine how to pay for this program, i.e., through the general fund or via a tax on employees administered by the employer through payroll deduction.

**Property Tax:** There is a move to require an annual review, place the burden of proof for assessment increases on the governmental agency rather than the land owner, and to improve presentation of the property tax bill.

**Worker Privacy Act:** Currently the hottest item on AWB’s list, this legislation would remove an employer’s ability to convene their workforce, when considering unionization, in an attempt to influence that decision. During last year’s session this legislation was defeated (as the “Union Neutrality” bill).

According to AWB, there will be a lot of talk and little substance to universal health care, transportation, and climate change. There will substantial discussion on education, specifically exempting current high school students from the English and Writing WASL requirement. Chamber Board member, Curtis Payne (Insurance & Financial Services), is hosting a monthly conference call with AWB to help keep a pulse on Olympia.

For additional information, please visit the Association of Washington Business Web site (www.awb.org).

**TOURISM MARKETING**

By Steve Berentson

Even as we welcome Canadian guests with a “We Love Loonies” campaign, the Chamber of Commerce has partnered with local hoteliers to extend an invitation to residents of the greater Vancouver area.

Parity between U.S. and Canadian dollars has led to a surge in interest among Canadian shoppers searching for bargains in Washington State. Due in part to that surge, the Chamber launched a newspaper campaign to suggest overnight stays in Anacortes.

Once in November, once in December and for four consecutive weeks in January we ran display ads in the Vancouver Sun and The Province. The Sun, a traditional newspaper, has 332,400 subscribers. The Province, a tabloid newspaper with a younger, more suburban audience, has 343,000 subscribers. The newspapers reach more than 1.2 million adults, or 70 percent of the greater Vancouver market.

On another front directly related to Canada, Chamber Executive Director Mitch Everton meets this month with Washington State Ferries (WSF) officials regarding 2008 marketing of the international run between Anacortes and Sidney, B.C. While final decisions are pending in Olympia, the Chamber and WSF are proceeding with plans to partner once again in marketing the Anacortes/Sidney route re-opening in the spring.

Look to the Communicator for news regarding the Anacortes/Sidney ferry as funding developments unfold at the state level.

**EDUCATIONAL SERIES**

Lynne Lang will be teaching a taxation class on Feb 4, sharing a number of strategies for individuals and businesses. She will also present recent tax changes and a checklist for over twenty different deductions and credits.

Cory Hunter will present retail merchandising on Feb 5. This class is structured to explore “The Five Ps of Retailing.” With a wealth of past experience in this area, Cory will share strategies that directly impact your bottom line.

Allen Workman’s class on Feb 13—Computer Systems Management—is a survival course for non-technical managers of computer, applications, and networks.

Back by popular demand, there are two Web Development classes (Feb 18 and 20). Over two nights, students learn to optimize their web presence. The class is team-taught by several professional web designers and focuses on Web site aesthetics, search engine optimization, and useful techniques to enhance the look and feel of the site.

Cost: Members: $25
Non-members: $35
Class Location: CompuMatter
616 Commercial
Time: 6:30–8:00 pm
The Chamber is now offering our members and volunteers ChamberGear!!! Here's the scoop:

We have teamed up with Chamber member AIA/Impression Maker to offer quality products such as t-shirts, polo shirts, totes, coats and much more.

To use the site:

http://www.companycasuals.com/AnacortesChamber

• find item
• click “add to inquiries”

Your Written Word is a Reflection of You

Good writing makes for better business and improved communication. In today’s busy world, your customers have limited time to read, making effective writing increasingly important. Your goal in business writing: communicate effectively, while creating a favorable impression. A few tips:

• Edit. This is most effective if you have the time to put your memo aside and then come back to it. Regardless, make the effort to re-read what you have written prior to sending it out.

• Keep it simple. Use familiar words and phrases. Write in short sentences (no more than 15-20 words) and concise paragraphs. The more white space the better—make your correspondence visually appealing.

• Write in a conversational style.

• Prioritize. Identify salient points and get to them quickly. State the purpose of your letter/memo in the first sentence—this will capture the reader’s attention.

• Use software to check spelling/grammar. Use a ragged right margin (a justified margin makes your letters look mass-produced).

• Indicate action. At the end of your communication, indicate an action, i.e. “I will plan on following up with you in the next few days.”

• Remember three magic phrases: “Thank You,” “Congratulations,” and “Thinking of You.” Your letter is an extension of you. Convey a message that is genuine.

Lynn Guiliani, NW Business Monthly, Jan08 pp 52-53

Sharpes Corner

(Continued from page 1)
equal.” Similar results were tallied from e-mail responses.

“This doesn’t make the roundabout a slam dunk. We will do a value engineering study to make sure we are moving in the right direction,” said Todd Harrison, asst. regional administrator for WSDOT. “We want to be very thorough before we make the final decision.”

Later this month, WSDOT will assemble a group of engineering experts and local officials involved in transportation planning to scrutinize intersection designs.

The study should help WSDOT pick the best option for the intersection as well as offer ways to reduce costs, enhance safety, and reduce impacts on local communities and the environment. The comments received from the public will be incorporated into the study.

WSDOT will accept comments for the duration of the project. Visit the project Web page: www.wsdot.wa.gov/projects/sr20/sharpescornerintersection/.

ChamberGear

Anacortes Real Estate Expo
Visit the Booths of Real Estate Agents * Lenders * Inspectors * Appraiser Landscaper * Designer * Local Builder * Moving Company * Retailers * And More! Complimentary Classes, Refreshments, and Hundreds of Dollars of Raffle Items!
March 8, 2008 11 am - 4 pm
NW Educational Service District Building 1601 R Avenue Anacortes 98221 www.JeanGrosbeck.com Info@JeanGrosbeck.com (360) 941-3734
New Members

Marc L. Estvold, AIA
Anacortes, WA 98221
Phone: (360) 770-3994
Email: mestvold@comcast.net
Architecture and project management.

Fidalgo Care Center & Rosario Assisted Living
1105 27th Street
Anacortes, WA 98221
Contact: Joe Sladich
Phone: (360) 293-3174
Fax: (360) 293-4418
A skilled nursing rehab unit and assisted living facility campus.

Menard Electrical Services
3701 W. 3rd
Anacortes, WA 98221
Phone: (360) 293-1080
Contact: James Menard
Email: menard.electrical@comcast.net
Electrical Contracting

Colleen Sargent
Windermere Real Estate
3018 Commercial Avenue
Anacortes, WA 98221
Phone: (360) 202-2155
Fax: (360) 293-4049
Email: colleens@windermere.com
Web site: www.colleensargent.com
Real Estate

Take Shape For Life
1004 Commercial Avenue
Anacortes, WA 98221
Contact: Joanne Breuer
Phone: (360) 420-7367
Fax: (503) 812-5877
Email: weightbusterstsl@yahoo.com
Web site: www.weightbusterstsl.tsfl.com
Committed to helping individuals achieve optimal health with simple strategies for lifelong health with personal support of a health coach.

VISITOR INFORMATION CENTER VOLUNTEER: WILMA COOPER

My husband Blynn and I retired to Anacortes in 1990. We love this area as it has everything that we enjoy and find interesting. In May 1992 I became a volunteer at the Visitor Information Center (VIC) and have been the lead coordinator for a number of years.

My twin and I were born in Los Angeles, CA in 1928 and what a blessing to have a sister and friend. The love of my life and I will be married 62 years. What more can one ask for? We have three daughters, five grandchildren and two great-grandchildren. My husband was a Merchant Marine Officer in WWII and then a Seattle police officer. We then became private businessmen, dairy farmers, prawn fisherman in Australia, and salmon fisherman in Alaska and Washington. What adventures we’ve had. The latter part of our working lives: my husband was the supervisor of Fisherman’s Terminal for the Port of Seattle and I worked 20 years at Sears Roebuck.

Life has been fun, hard work and we’ve learned so much. Being a wife, mother, milking cows, delivering new born calves, shoveling manure, driving tractors and trucks. Learning to mend fish nets in Australia, cleaning sailboats and fish boats, bilges, 12 at last count, supervisor at Sears Roebuck in Seattle and finally volunteering at the VIC.

I love meeting people from all over the world and being able to promote Anacortes businesses, parks, trails and beautiful scenery. It’s a great life!

Member Renewals
- Anacortes Financial Associates
- Anchor Signs & Awnings
- Baker, Bob @ John L. Scott Real Estate
- Bayside Inn, LLC
- Fidalgo Island Walk-In Clinic
- Homeplace Special Care Center
- How It Works
- il Posto Ristorante
- Island Hospital Foundation
- Markel, Kenneth
- Masaoka, Samantha @ Windermere Real Estate
- Oppel, Curt @ John L. Scott Real Estate
- Piston Service Parts Plus
- Sea Quest Expedition
- Skagit Valley College Business Resource Center
- Thrive Community Fitness
- Tri-County Recycling
- Trust Accounting Center
- Wise Owl Opportunities

Thank You!

Thanks to the following members for donating to the door prizes at the December Business After Hours at Ana-Cross Stitch.
- Anne Martin McCool Studio/Gallery
- Art Shotwell Web Design
- Boudoir
- Cap Sante Inn
- Chandler’s Square Retirement Community
- Days Gone By Antique Mall
- Earth Bound Used Books
- Island Medical Spa
- Maison et Jardin
- Marina Inn
- Mark Nilson Mortgage Consultant
- Olympic Communications
- Read Me A Story
- Upstage Boutique & Men’s Store
These members are sponsoring the 18th Annual Waterfront Festival. Sponsorships are still available for members who are interested in promoting their business by partnering this great community festival.

**TITLE SPONSOR:**
Shell Puget Sound Refinery

**FLEET SPONSOR:**
Trident Seafoods, Inc.

**ADmiralty SPONSOR:**
Dakota Creek Industries
Island Hospital
Mark Nilson Mortgage Consultant
Tesoro Refining & Marketing Co.

**VICE ADMIRALTY:**
Anacortes Family Medicine
March Point Cogeneration
Viking Moving Services

**COMMODORE:**
Anacortes American
Anacortes Yacht Charters
Gere-A-Deli
Pacific Party Canopies
Sebo’s
Swinomish Northern Lights Casino/Restaurants

**CAPTAIN:**
Anacortes Marine Electronics
Camelot Coffee
Horizon Bank
People’s Bank
Upstage Boutique & Men’s Store

**MURAL PROJECT UPDATE**
Bill Mitchell launched his mural project in Anacortes 24 years ago. He has decided to solicit concepts for the next year, after which he will not accept additional requests. Any members contemplating a mural should submit their requests to Bill. If your business has empty wall space that would be appropriate for a mural, please let Bill know about your interest at 293-3328.
BrandPromise Seminar

Internationally recognized brand expert, noted author, and Chamber member Duane Knapp will be offering a BrandPromise Training seminar on March 26 from 9:30-3:30 at the Majestic. The cost is $200 per person, which includes all materials, a continental breakfast, and a gourmet lunch. These seminars are perfect for business owners, front-line associates, retail or corporate managers and executives. Space is limited to 25 attendees. Please contact the Chamber office at 293-7911.

Skagit County Chamber directors with Michael Schindler, featured speaker at the annual Chamber Installation dinner at McIntyre Hall on January 17.