The Newsletter of the Anacortes Chamber of Commerce

calendar

Wednesday, February 6  3:30 pm  
Marketing & Promotions Division Meeting  
Chamber Office

Thursday, February 7  11:45 am  
Ambassador Luncheon Meeting  
Chamber Office

Wednesday, February 13  3:00 pm  
Economic Development Division Meeting  
Chamber Office

Tuesday, February 12  4:00 pm  
Membership Division Meeting  
Chamber Office

Wednesday, February 14  11:30 am–1:00 pm  
Chamber Luncheon  
Anacortes Lutheran Church

Thursday, February 14  3:45 pm  
Governmental Affairs Division Meeting  
Chamber Office

Friday, February 15  10:30 am  
Finance/Executive Meeting  
Chamber Office

Tuesday, February 19  3:30 pm  
Board of Directors Meeting  
TBD

Thursday, February 21  5:30–7:00 pm  
Business After Hours  
Simply Yards Landscape & Design

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

State of the City Address

We are pleased to welcome Anacortes Mayor Dean Maxwell this month for his annual State of the City address. We are all stewards of the future, in order to keep Anacortes relevant and our community healthy and functional we will need to continue to create good jobs and we must all have an understanding of our upcoming economic needs in order to be able to create a desirable future for our grandchildren. More than 50 years ago, this community faced a similar time when the city’s longtime staple industries lumber and fish, were in serious decline. The need is particularly clear in this time of economic hardship, where people struggle to find work and small business owner’s struggle to keep their businesses viable.

Mayor Maxwell will address our water rights and our water utility and the relationship they hold to our economic future and the one we hope to create.

He will talk about the City of Anacortes’ most difficult budget year ever and will give an overview of the past years accomplishments by department and what we hope to accomplish in 2013 and beyond.

This luncheon is sponsored by Gary Jacobson, Attorney. He has specialized in business and real estate contracts for more than 40 Years. His expertise is building relationships for his clients by creating contracts that legally clarify the expectations of all parties concerned before adversarial situations arise. Gary will gladly help you with buy/sell agreements, shareholders agreements, employment and non-compete contracts, as well as internal business succession planning and more!

Lunch will be served by Gere-A-Deli ($15), Thursday, February 15, 2013 11:30-1:00pm. Bring a gift for the give-away the lunch is held at 22nd & O. Please RSVP online.

Potluck Kitchen Studio and Crown Yacht Charters

Potluck Kitchen Studio is dedicated to offering cooking classes and other fun, food-related activities. Classes range from skill builders to ethnic themes to artisan ingredients and more, and are lead by professional chefs and serious hobbyists in both hands-on and demonstration-style formats. The studio also hosts cooking clubs, camps and other groups for private events. Get more information, view a class schedule and register online at www.potluckkitchenstudio.com.

Crown Yacht Charters is the San Juan Islands yacht charter experts! They provide a unique combination of ideal cruising yachts, knowledge of boating in the Pacific Northwest and professional service to help ensure that customers have the cruising experience of a lifetime. They are ready to assist boaters with their charter vacation and welcome them to their royal family of

(see Business After Hours continued on page 7)
Things move quickly in Olympia, bills can be introduced in a moment’s notice that affect our business climate. Our legislators need to hear from you as they wade through all of the proposed bill that come to them. I will do my best to keep you informed and at times may be asking for your anecdotal stories on how changes could affect the way you do business.

We do this every year to re-introduce ourselves, make them aware of our legislative priorities and find out how we can help them be successful.

You can stay involved by joining in our Monday morning conference calls sponsored by Puget Sound Energy. Each Monday at 8:00 am we get an update from Gary Chandler of the Association of Washington Businesses and often a legislator will join in at 8:30 am. It’s easy to join by Phone dial 888-960-5962 Conference ID: 7162349.
member profile

Anacortes Community Theatre

In 1963, Wallie Funk wrote a column in the Anacortes American asking if anyone was interested in starting a local theater, and 25 people responded. Now 48 years later, hundreds of people volunteer to operate the Anacortes Community Theatre (ACT) and thousands of patrons attend each season’s performances.

The first performance was Gramercy Ghost, directed by Walter Vonnegut in June 1964. Walter’s mural by Bill Mitchell can be seen on the front of the ACT building. ACT has been in continuous operation since that time and staged its 250th main-stage performance, White Christmas, in December 2012. The intimate ACT venue seats 114 patrons for main stage performances. Each season features six shows of all genres with nearly 10,000 total seats available. The venue has a smaller second stage in the basement for ClassACT sessions and performances. ClassACT is our performing arts school providing high quality education for anyone interested in the theater—young children to adults.

Anacortes Community Theatre will deliver its 49th season of main stage performances in 2013 and is in an exciting transitional time in ACT history. Longtime Theater Manager Cheryl Reid retired at the end of 2012 and was replaced by Anacortes resident Tim Brown, who has been performing on the ACT stage since childhood. He is a well known director, actor, singer, dancer and all around theater favorite in Skagit County. He will join the board, staff, volunteers and creative community in moving toward our 50th Anniversary season in 2014. Les Miserables has been acquired to anchor the 50th season offerings.

meet your board

Gary Jacobson

Gary E. Jacobson, J.D. is a principal in the law firm of Vander Wel, Jacobson, & Kim, PLLC. He serves clients throughout Skagit and the surrounding counties. Mr. Jacobson is a contract specialist with more than 40 years’ experience. He moved to Anacortes from Kirkland nine years ago. Gary wanted to open a second office in this gorgeous environment so he could be near his grandchildren, all 16 of them, and to add to the 1,000+ days he has already spent here boating in the San Juans. He remains affiliated with his law partners in his Bellevue office for their complimentary skills in business and real estate litigation as well as immigration matters.

Gary represents individuals, families, company owners and entities in matters relating primarily to business purchases and sales, business relationships, internal succession planning, shareholders’ buy/sell agreements, corporations, LLC’s, non competes, employment contracts, distributorships, and real estate matters.

Mr. Jacobson has helped transition hundreds of businesses. He has also co-founded and owned several small companies, giving him hands-on experience in the day-to-day problems faced by business owners. He has presented seminars on business perpetuation and ownership transition planning for various professional organizations all over the country. Gary has achieved national recognition working with companies having high intangible value.

His firm represents clients ranging from an individual needing a simple employment contract or incorporation, to large global companies doing business internationally. The firm encourages their clients to make the proper business and personal arrangements necessary to reduce the possibility that their lives will be disrupted with unpredictability and protracted litigation.

Mr. Jacobson’s primary interest at the chamber is the Economic and Community Development Division and connecting with other chamber members to help meet their respective business needs here locally.
New Commercial promoting Anacortes

A community effort

The Marketing and Promotions Division has worked hard to expand how we promote Anacortes in the greater Seattle markets. While most were out scurrying to purchase last minute packages for the holidays, this group of volunteers along with enormous community support was making a commercial.

By reaching out into the community and the greater Seattle area, this group found inspiration to leap into broadcast and give Anacortes a visual narrative to showcase the many opportunities to coast in and hang out.

The commercial highlights the unique attributes of Fidalgo Island, such as the ability to mountain climb, hike, bike ride, enjoy the waterfront, boat, dine and shop, all of which can be done in one day and one place, Anacortes. Fittingly, these same characteristics also reflect the range of skills and abilities of the team that took the commercial from its storyboard, to filming, sound and editing.

We would like to thank those individuals who invested their time into the production of the commercial:

• Marking & Promotion Division members
• Director/Producer Chris Terrell of How It Works
• Anacortes High School teacher Jim Thompson and his students for filming and editing
• Andrew and Christina Olson of A-1 Mobile Lock and Key for their time and talent as actors
• Peter and Lisa Kuhnlein of KP Studios for their time and talent as actors
• Beverly Swanson for lending her golden retriever, Cheetah

• OARS (Old Anacortes Rowing & Sailing Society) for their early morning excursion on Padilla Bay
• The Majestic Inn & Spa
• The Apothecary Spa
• Marine Supply & Hardware
• Anthony’s Restaurant.

Thank you for your time and support.

The commercial began airing in the greater Seattle area on December 24th on highly rated networks, such as HGTV, Food Network, A&E, Discovery Channel, The History Channel and ESPN.

You can view it locally on Anacortes.org. We’re hoping you’ll share it with friends and family.

Keep the Cheer Here
Drawing Winner #2

Dee Fairbanks of Anacortes was the lucky winner of the round two winner basket filled with $450 worth of gift certificates.

Anacortes Farmers Market
2013 Schedule at the Depot

Winter/Spring Markets
9am-2pm
January 12, February 9, March 9, April 13

Art of Gardening Event
April 27-28
For more information visit our website at www.anacortesfarmersmarket.org

Summer Outdoor Market
Saturdays, May 11 – October 26, 9am-2pm
Wednesdays, June 19 – August 28, 4-7pm

Holiday Farmers Market
At the Port
Saturday, November 23 & Sunday, November 24
Love for Lemon Love

Skagit Valley’s own Lemon Love Dressing, developed by Executive Chef Robert Atterberry of Avenue Catering, has been accepted as a certified exhibitor for the Natural Food Show in Anaheim, CA.

Each year the Natural Food Expo is held on the West and the East coasts. To be an exhibitor in the expo manufacturers must meet stringent requirements of the natural foods guidelines. Chef Atterberry partnered with local producers to find regionally produced products that would meet the natural foods standards. Lemon Love Dressing is a gluten, dairy and sulfite free product made with all natural ingredients.

Lemon Love Dressing recently partnered with J.C. Wright and Co. to promote Lemon Love Dressing and move it from Atterberry’s restaurants, Bob’s Chowder Bar and Avenue Catering, to the grocers shelves. With the introduction of the product at the Natural Food Show Chef Atterberry anticipates the demand for this locally manufactured product to reach across the U.S.

Lemon Love Dressing was the brainchild of Chef Atterberry’s. For many years Chef Atterberry would serve his grilled wild salmon and mixed wild greens salad to hungry crowds at local farmers markets. He needed one dressing that would match the flavors of the grilled salmon, fresh huckleberries and locally harvested greens. Lemon Love was an instant favorite.

Customers would enjoy their salmon and then return to the booth to purchase the salad dressing. Chef Atterberry’s team sold those first customers their dressing in soup cups. “This is a big step for us,” says Atterberry, “we never dreamed that Lemon Love would be so popular, it is our customers who have moved us to the next level.”

Brandman University launches an EdD degree in Organizational Leadership

EARN a Doctorate of Education in Organizational Leadership at the Whidbey Island Campus in FALL 2013!

Learn everything you need to know about the Doctor of Education in Organizational Leadership (EdD) program for the 2013–14 academic year. An Information Session will be held February 20, 2013 from 5:00–6:30 p.m. at the Whidbey Island Campus and is open to military and non-military. RSVP at: http://www.brandman.edu/whidbeyisland/Pages/default.aspx

Scholarships deadline is March 1, 2013. For more details visit www.brandman.edu/edd, attend an information session, or contact: Barbara Bockman 360-257-1276 bockman@brandman.edu

Nominate a Real Hero!

The American Red Cross Islands Chapter wants to honor community members throughout Fidalgo, Whidbey and the San Juans who have demonstrated heroism through acts of courage. Do you know one?

Send us the info by February 10 on the form at our website: www.redcross.org/island-chapter. Heroes will be recognized at the Red Cross Real Heroes Breakfast on March 21 at the Swinomish Casino, Anacortes.

Beach Watchers Winter Lecture Series:

Monitoring Our Marine Environment: The Fukushima Tsunami and the Pacific Gyre—What Happens to all the Debris Anyway?

Friday, February 8, 7p.m. Please come to hear Dr. Jan Newton, Principle Oceanographer with the Applied Physics Laboratory of the UW School of Oceanography, discuss how we monitor and study the physical, chemical and biological dynamics of Puget Sound and Coastal Washington. We will also hear how this data is shared with other scientists and used to increase our understanding how climate, natural disasters, and human activities affect our local marine environments.

Please note our new lecture location: Northwest Educational Service District Building, 1601 R Ave., Anacortes. Lectures are free and open to the public. Sponsored by Friends of Skagit Beaches. For more information contact Matt Kerschbaum, cherrytree2@comcast.net.
ambassador profile

Lisa Helm-Morrow

Lisa Helm-Morrow grew up here in Anacortes. She remembers when she was a child, driving with her parents out of town and having to occasionally wait for the swing bridge to rotate around before driving onto or off of Fidalgo Island. Having spent over three decades living here in Anacortes, she is still amazed at what an incredible place this is to live and is thankful that she gets to raise her own children here. Her husband Kent Morrow works locally in the marine industry at Northwest Rigging. Their three girls, Kiley, Serena (who both attend Mount Erie) and Anna (who attends Anacortes Middle School) keep them busy. Lisa has been working in banking locally here for over ten years and is the Client Service Manager at KeyBank in Anacortes.

To relax, Lisa loves to travel when time allows. Locally she likes heading out with the family to play in the San Juan Islands on their sailboat or dining out at one of the many restaurants here in town.

She is the current Ambassador Chair and has worked with the Anacortes Chamber of Commerce for over six years. She enjoys meeting and working with other people in the community.

A little known fact about Lisa: Back before she settled down and started a family, Lisa was a kick boxing and martial arts instructor!

Spring Wine Festival Sponsors

2013 Ambassadors

Angie Baker—Opulence Salon & Day Spa
Jessica Cantrell—Farmers Insurance
Mary Frances Close—American Red Cross—The Islands Chapter
Carla Cummins—All About Honeymoons & Vacations
Lara Dunning—Gems, LLC
Brandy Edwards—Peoples Bank
Jim Gordon—Freedom Wireless Media, Inc.
Jack Hamilton—Cap Sante Court Retirement Community
Barry Harter—Central Payment Corporation
Lisa Helm-Morrow—KeyBank
Sarah Jurkovich—Washington Federal
Kari Kennedy—KeyBank
Matt McKay—Nantucket Inn; Anchor Social Media Consulting
Tara Milas—Tara Nurturing Massage Therapy
Jeffery Pleet, CLU, ChFC—Edward Jones
Therese Rudzis—Individual member
Michelle Scheremeta—Auldaj Bookkeeping Solutions
Mary Staley—Marketing with Mary
Sandy Swartos—DuoDesign, LLC
Mark VanOort—Golden Services, LLC
Boyd Veer—Seaside Autobody & Accessories
John Williams—Skagit Publishing

Spring Wine Festival Sponsors

Bottle:
• Cornerstone Home Lending, Inc
• Fidalgo Bay RV Resort
• Peoples Bank

Table Sponsors:
• Majestic Inn & Spa
• RIS Insurance
• The Marina Inn
• Tri-County Recycling

Cork:
• Anaco Bay Inn
• Soroptimist International of Anacortes
• Upstage Boutique and Men’s Store
• Whidbey Island Bank

member benefits

Bulk Mail

There are many advantages to using bulk mail. The most important is that bulk mailing prices are significantly lower than single-piece prices. That can save you a lot of money. As a chamber member you are eligible to use our standard bulk mail permit. No need to carry your own permit number at a cost of up to $190 annually, we have already done that for you! It’s simple… contact Mary at the chamber office and she will walk you through the process. Once you are approved with the post office you will save significantly on a mailing consisting of a minimum of 150 pieces or more. So call and set up a quick meeting to start saving today.
Business After Hours (cont. from p. 1)

Please join us on February 21st at 910 11th Street in Suites A and B from 5:30–7:00 PM. Entertain your mouth and mind at Potluck Kitchen Studio while Chef Gilbert Rodriguez provides a live cooking demonstration. And explore the high life at Crown Yacht Charters as you sip and savor like a sea captain. Remember to bring a gift for the give-away! Please RSVP online.

new members
IN STITCHES QUILT SHOPPE
820 Commercial Avenue
Anacortes, WA 98221
(360) 293-2146
Teresa Alvensleben
talvensleben@comcast.net
Retail - Quilt Shop

THE GATEWAY BED & BREAKFAST
407 2nd St.
Anacortes, WA 98221
360-293-9870
www.gatewaybbanacortes.com
Nancy & Mike Dalton
lhegatewaybb@gmail.com
Bed & Breakfast; Anacortes Lodging

WHAT TO DO MEDIA
1004 Commercial Avenue #509
Anacortes, WA 98221
1-888-886-1224
www.whattodomedia.com
Jennifer Nobiling
info@whattodomedia.com
Internet Marketing, Computer - Website Development

Encouraging Words
Three Keys To Success
For our Anacortes retailers, restaurants and art galleries, the three keys to success today are:
1 — Be Found
2 — Be Open
3 — Be Present

Let’s take a look at each one to help you find ways to make these keys work for you.

Be Found — this means using every opportunity available to you to help customers find you the only way they know how — on the Internet. Whether it’s a website, blog, Facebook page or your free page on the chamber website, customers need to be able to find you online.

Be Open — to be open means both being physically open during times that customers are known to be active and by providing extensive information about your enterprise during times you are not open for business. Signage, QR codes for smartphone users, placards directing customers to your web properties, brochures about your products and services — all of these are attributes of being open.

Be Present — perhaps the most difficult key to master and yet by far the most important, to be present means to greet customers warmly, to engage customers actively, to be able to eloquently describe your business and its value proposition and to distinguish yourself from other options your customers might have.

Would you like to know more? Call Kevin, your free and confidential business adviser at (360) 336-6114 to review your approach to business security. Interested in starting a new business or gaining market share by exporting? Call James at (360) 336-6114 to get started!

Encouraging Words is a service of EDASC, enhancing our quality of life through the creation and preservation of healthy businesses and good jobs.
Learn more at www.skagit.org.

member renewals
Anacortes Financial Associates
Anacortes Housing Authority
Coldwell Banker Bain
Creative Accomplice
Marc L. Estvold, AIA
Golden Services, LLC
Homeplace Special Care Center
How It Works
Island Hospital Foundation
Curt Oppel, John L Scott Real Estate
Pioneer Tree Service & Landscaping, Inc.
Take Shape For Life with Veronica Spencer
Tri-County Recycling

thanks...
Thank you to Liberty Tax Services for sponsoring January’s luncheon! And thank you to the following businesses for contributing a gift for the give-away!
• Avenue Catering
• Papa Murphy’s Pizza
• Pearl Buttons
• Skagit Publishing
• Skagit Valley Tulip Festival
• Village Pizza
• Walgreens
• Washington Federal

Thank you to Ship Harbor Inn for the fabulous January after hours and to the following businesses for bringing a gift for the give-away!
• Donatello Flower & Gifts
• Impression’s Salon & Day Spa
• Le Crema Cakes
• Louis Auto Glass
• Marketing With Mary
• North Islands Young Life
• Papa Murphy’s Pizza
• Read Me A Story
• Ship Harbor Inn
• Upstage Boutique & Men’s Store
• Village Pizza
chamber officers

Executive Board
PRESIDENT
Kathy Larson  Puget Sound Energy

PRESIDENT ELECT
Mark Lawrence  Simply Yards Landscape and Design

TREASURER
Karin Baldwin  Quantum Construction

PAST PRESIDENT
Kristi Gabrielse  Ana-Cross Stitch

BOARD MEMBER AT LARGE
Matt Miller  Read Me A Story

Board of Directors
Jody Ayon  Shell Puget Sound Refinery
Bela Berghuys  Islands Inn
Dan Cameron  Tesoro Refining & Marketing Co.
Duane Clark  Cap Sante Court Retirement Community
Pam Estvold  Anacortes School District
Peggy Flynn  pflynn+associates
Brian Geer  KeyBank
Jim Gordon  Freedom Wireless Media, Inc.
Bob Hyde  Port of Anacortes
Gary Jacobson  Attorney
Dean Maxwell  City of Anacortes
Curt Oppel  John L. Scott Real Estate
Andy Schwenk  Northwest Rigging
Mary E. Staley  Marketing With Mary
Bernadette Stanek  Island Hospital
Chris Terrell  How It Works

Chamber Staff
Stephanie Hamilton  Executive Director
Mary Talosi  Visitor Information & Operations Director
Cecilie Miller  Event & Communications Coordinator
Leah Hines  Marketing & Promotions Coordinator
Kristi Daniels & Crystal Johnson  Licensing Sub-Agents

Thank you, volunteers!  Volunteer Hours: 221.5  Visit us on the web at www.anacortes.org

vic (visitor information center) statistics

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Spring Wine Festival
SARDAY
April 13th 12-4:30pm
100 Commercial Avenue
In the Historic Port of
Anacortes Warehouse

360.293.7911  •  Anacortes.org
Advance Tickets $40  at the door $45
30 Wineries • 6 Restaurants • Live Music

Coast in, Hang out.