State of the City
Mayor Laurie Gere

The 2015 State of the City on February 12, 2015 will reflect work that is being done to move Anacortes forward and insure the quality of life for future generations. This work is being achieved with transparency, inclusiveness, and listening. Mayor Gere will speak about the 2016 Comprehensive Plan for the City of Anacortes including mapping an outline to the year 2036 with a plan for housing, retail, population and economic development. She will also share how citizens are involved in the 2016 Comprehensive Plan.

Mayor Gere will report on the state of our city’s infrastructure including roads, water utility, and exploring options for public broadband access. The safety and health of the Anacortes community is an important subject for the city, and the Mayor will cover work being done by the Drug and Wellness Task Force and the Emergency Medical System.

Open communication is on the top of the list for the Mayor and the city. She will report on developments to the city’s website, the newly developed newsletter, meeting and discussion opportunities with the Mayor and city staff, and how the city is working with the business community and the Port.

Our luncheon sponsor Scott Milo Gallery at the Framemaker has offered custom framing and a fine art gallery featuring regional artists for the past 20 years. Open six days a week, from 10:30am–4:30pm and by appointment, the frame shop offers 100’s of custom frames, a computerized mat cutter for expert precision and qualified staff to design and build the perfect frame to preserve your pieces. The gallery represents over 60 regional artists with ten shows a year and artist receptions on the first Friday of the month. You will find original paintings, glass work, wood tables, sculptures, jewelry and textile work. Visit the shop at 420 Commercial Ave. in Anacortes or www.scottmilo.com, or call 360-293-6938.

The lunch will take place at the Swinomish Casino 12885 Casino Drive, from 11:30am to 1pm and will be $15 in advance, or $18 at the door. Please RSVP online and bring a gift for the giveaway!

Re-Feather Your Nest

It’s the Mix, not the Match! Re-Feather Your Nest has an ever revolving inventory of consigned and new home furnishings, vintage finds, home decor, garden accessories and other great retail items in their three stylish, relaxed and easy to shop stores. Each location offers a variety of furniture...from shabby chic to traditional styles. The Anacortes and La Conner locations offer a great selection of seaside accessories and furnishings that complement the beautiful water views.

Re-Feather Your Nest is located in Mt. Vernon (next to the Calico Cupboard Café Bakery) in La Conner (next to Seeds Bistro) and in Anacortes (next to Calico Cupboard Café Bakery.) Downsizing or just need a new look? They are always looking for consignment furnishings. Just email a photo to laconner@re-featheryournest.com and they will get back to you promptly! Feel free to give them a call with any questions at 360-899-4327.

Please join manager Sally Zawistowski and staff at Re-Feather Your Nest at 909 Commercial Ave, for the Business After Hours on Thursday, February 19th from 5:30–7pm.
You, as a chamber member and business savvy individual, play a key role in the future of Anacortes. What’s your passion for living on Fidalgo Island? Is it hiking in the forest lands, riding bikes, climbing Mt. Erie, fishing or swimming in one of the island lakes, walking the Tommy Thompson trail, attending an art walk or sitting and watching the sailboats glide across the waters by Cap Sante? Anacortes is a one of a kind destination with an incredible island experience to share and we want you to be part of the process for bringing the community together in the strategy to promote it as such. Please read further for the process and look for ways in the very near future to be a part of this exciting venture. —Karin Baldwin, Board President

The Anacortes Chamber of Commerce has launched an initiative to develop a strategy for Anacortes as a destination.

The benefit of a destination brand strategy is to enhance Anacortes’ perceived relevance in residents’, guests’, businesses’ and influencers’ minds as a preferred destination.

While various Anacortes organizations may have somewhat different missions, they all have the same interest in creating an exceptional “destination” that is attractive for residents, businesses, guests, new investment and development. Our goal is to create a collaboration with the entire community to enhance Anacortes’ image, perception and success and create a consensus among key stakeholders for a future strategy that will optimize the economic opportunity for Anacortes.

A successful destination brand clearly defines the community’s unique and distinctive attributes that offer emotional and functional benefits. It’s not enough to have beautiful scenery, a ferry or even a great park close by. The destination must convey a certain feeling to the visitor that transcends the area’s physical attributes.

Destinations across the country are now following this formula as they face stronger competition for tourism dollars and the guests’ time. Competition is fierce, especially among guests to the Northwest. With so many beautiful places, it is critical that Anacortes distinguish itself and enhance our competitive advantage in the market place.

During 2014 and 2015, Anacortes will discover what makes the destination distinctive, the publics’ perception of Anacortes, and understand guests’ experiences. The Anacortes Chamber of Commerce, working in partnership with BrandStrategy, Inc. and collaborating with the City of Anacortes, Port of Anacortes, Island Hospital, Anacortes School District and other key stakeholders, will develop our destination strategy which will consist of four phases as outlined in the Global Destination BrandScience book:

1. The Brand Assessment phase includes research to analyze what guests, prospective guests, residents, and businesses feel about Anacortes as a destination.
2. The BrandPromise® phase will determine the essence of the benefits, both functional and emotional, that stakeholders can expect to receive from experiencing Anacortes.
3. The Brand Blueprint phase will determine how to communicate the Promise experience and distinctive brand messages.
4. The Brand Culturalization phase involves the entire community delivering the Promise to each of our stakeholders.

When a destination thinks and acts like a genuine brand, the entire community understands what the Promise is and how they deliver the right experience.

Destinations that deliver the right experience benefit from enhanced demand that optimizes economic opportunities for the community as well as increased community pride, tax benefits, the power of a positive experience and a “one of a kind” reputation.

BrandStrategy, Inc. has had the pleasure of advising over 300 brands worldwide including destinations, corporations, societies, professional associations, institutions, countries, world-class professionals, celebrities and successful individuals who desire to optimize their perception, image and success.

Duane Knapp, President of BrandStrategy, Inc. is recognized as the authority on building Genuine Brands worldwide. He is the author of The BrandPromise and The BrandMindset®, published by McGraw Hill and The Destination BrandScience book published by the Destination Marketing Association International. Selected destination clients include Queensland Australia, Bourbon County/Louisville (KY) Estes Park (CO), Seattle, Vancouver and Victoria (BC), Santa Monica, Los Angeles, Tulsa, Beaches of South Walton, Asheville (N.C.).
The lights dim in the crowded hall. Voices hush and there is a rustle as the last few people find their seats. It’s opening night of The Nutcracker for Fidalgo DanceWorks. The seven-year-old bonbon in her first production nervously scuttles under Mother Ginger’s skirt. The twelve-year-old Rat Queen gives the air a few jabs with her tail and snarls at the curtain. The eighteen-year-old senior in high school who is performing in her tenth and final production of Nutcracker with FDW adjusts her tutu and points her toes, ready to grace the stage as the coveted Sugar Plum Fairy. The excited and (slightly) apprehensive parents grip the arm rests and offer up a quick prayer for good luck. And then all the nerves and anticipation, all the hours of rehearsal and years of class work fall away as the magic takes over the auditorium and both dancers and audience are transported to a magical land.

At Fidalgo DanceWorks, students of all ages are given an opportunity to explore what it means to communicate using only their bodies as instruments. The result is beautiful! From those dancers who can barely walk in the parent/toddler classes, through the high school students who attend class daily to keep up the conditioning required of serious dancers, to our adult classes, our dancers are joyfully committed.

On March 7, FDW hosts its annual Gala. Tickets are available at the studio. This is a night that no one wants to miss! Featuring the dance moves of six local celebrities including Mayor Laurie Gere and Island Hospital CEO Vince Oliver in their 1920’s finery, come out and celebrate dance and the magic of performing arts in our community! We are currently gratefully accepting items for our silent auction. Contact Julie Wenzel, Executive Director, at juliewenzel@fidalgodanceworks.org or 360.299.8447 to talk about your donation.

Chris Terrell

In 1971, at the age of 23, Chris Terrell began his career as a small business owner in the great Pacific Northwest.

With the assistance of his parents he purchased Sunnyhill Kennels, an Anacortes company established in 1937 by Enid and Louis Corbin.

Seven years later Chris purchased another boarding and grooming facility in Oak Harbor, Freedom Kennels. He and his wife, Marguerite, operated this business until June of 2013, when the City of Oak Harbor took over to provide a shelter for pets in Island County.

For most of his adult life, Chris also traveled around the country showing Afghan Hounds, which he and his wife bred and raised here in Anacortes. In 1982 Pepsi, a hound that was bred, owned and handled by Chris, became the top winning dog of all breeds in the United States. In 1983 Pepsi was awarded Best in Show at the second oldest sporting event in the U.S., the prestigious Westminster Kennel Club.

In 1994, after having traveled throughout the country handling his dogs at more than 100 shows a year, Chris decided to become more intimately involved in the community of Anacortes. He rented a vacant space in Old Town, and when he wasn’t working at the kennel, kept the door open and invited people to come in and talk about what they felt the town needed. Another business, “How It Works,” evolved from these conversations.

Today Chris not only manages Sunnyhill Kennels and How It Works, but along with friend and associate Mark Edson, has established “The Heart of Anacortes,” recently voted the Best Entertainment Venue in Anacortes.

Chris “feels the beat” of the town where he has lived for the past 44 years. He not only continues to enjoy his involvement as a board member of the Anacortes Chamber of Commerce, but also shares his love of art, music and community by serving on the boards of Fidalgo DanceWorks, the Rick Epting Foundation for the Arts and the Manieri Advisory Committee, supporting jazz and swing in Anacortes through the Anacortes Public Library Foundation.

Chris says, “My door is always open. That’s How It Works … in Anacortes.”
Keep the Cheer Here was an incredible success for the 2014 holiday shopping season. With over 8,000 punch cards printed out and 4,103 punch cards turned in this year, the team behind this project estimates at least $450,000 was kept in Anacortes.

This year we had such strong business participation that there were two grand prize winners. We give both congratulations and thank-yous to Nancy Tompkins and Kristi Daniels, both of Anacortes. They took shopping locally to heart, and each took home $500 in gift certificates from retailers—that’s twenty $25 gift certificates from the following retailers (Chamber Members are indicated with an * asterisk):
- Ace Hardware *
- Alley Cat Antiques *
- Ana-Cross Stitch Inc *
- Anacortes Health & Nutrition *
- Anacortes Candle Company *
- Anderson’s General Store *
- Anne Martin McCool Studios *
- The Apothecary Spa *
- Bayshore Office *
- Bayside Sweets & Treats
- Boudoir Bed & Bath
- Boxes and Bears
- Buer’s Floral and Vintage *
- Burton Inc., Jewelers *
- Classic Style & Co *
- Donatello Flowers & Gifts *
- Elisabeth’s Cottage by the Sea
- Epicure ... for the Passionate Cook *
- Firelight Designs *
- Forget Me Not Scrapbooking
- Gifts & More at Island Hospital *
- Home Sweet Home Antiques *
- In Stitches Quilt Shoppe *
- Island Styles
- Johnny Picassos
- Marine Supply & Hardware *
- Maya Shakti Yoga *
- New Life Quality Resale
- Pelican Bay Books *
- RadioShack *
- Read Me A Story *
- The Red Snapper
- Re-Feather Your Nest *
- Sassy Frass Company
- Scott Milo at the Framemaker *
- Sebo’s Hardware *
- Shelly’s Floral & Gifts *
- Skagit Cycle *
- Upstage Boutique & Men’s Store *
- Walgreens Drug Store *
- Watermark Book Company *

Top to bottom: Winners Kristi Daniels and Nancy Tompkins; Bonni picked up a gift bag from Gifts & More at the Island Hospital; Scott received something special from Donatello
Message from the President

How can you make Anacortes a safer place for children, bring value to the community in a measurable way and bring positive growth to Fidalgo Island? Vote yes for the upcoming school bond! In our fast-paced world technology has changed dramatically and the technique for teaching kids is ever changing. It’s a different world for teachers and students alike. The job market is different, think about this: 25% of the jobs that our children will work at aren’t even invented yet. We need to give our children the opportunity to keep up with the changing times.

Anacortes schools are a focal point in the community. Have you attended a school play? Watched a parade with our AHS marching band? Gone to a football game? Attended an event in Brodniak? Sports, arts, literature, school plays, music, they bring laughter and life to our community.

Is it a lot of money? Yes! Is the next generation that we will put our futures into their hands “worth it”? Absolutely yes! Please vote yes on the upcoming school bond, it makes sense.

—Karin Baldwin
Quantam Construction

Your YES! vote is a vote for the success of our entire community.

The school bond supports our community’s vitality.

Good public schools:

- Build a stronger, better educated workforce
- Help attract the talented people we need to run our businesses and work for our hospital and major employers
- Help attract and retain high quality employers offering family-wage jobs
- Support the local economy
- Improve property values
- Enhance the quality of life for all of us

Join us in voting Yes! for Anacortes Schools BOND ELECTION FEBRUARY 10, 2015

www.CitizensForAnacortesSchools.org

PAID FOR BY ANACORTES CHAMBER OF COMMERCE AND CITIZENS FOR ANACORTES SCHOOLS • PO BOX 693 • ANACORTES, WA 98221-0653
thanks...

Thank you to Washington Federal Bank and Vantiv for sponsoring our January Luncheon and to Gere-a-Deli for catering such a delicious feast. Thanks to Dr. Mark Wenzel for giving such a great “State of the District” report. Thanks also to the following businesses for bringing a giveaway prize.

- Bank of the Pacific
- Fidalgo DanceWorks
- Skagit Publishing
- Walgreens Drug Store
- Washington Federal

member renewals

- Anacortes Financial Associates
- Anacortes Housing Authority
- Coldwell Banker Bain
- Construction Unlimited, Inc.
- Creative Accomplie
- Marc L. Estvold, AIA
- Homeplace Special Care Center
- How It Works
- Island Hospital Foundation
- Curt Oppel—John L Scott Real Estate
- Pioneer Tree Service & Landscaping, Inc.
- Tri County Recycling
- Vivi’s Kitchen

UNIQUE ROMANCE TRAVEL & DESTINATION WEDDINGS
3317 H Ave
Anacortes, WA 98221
(360) 293-4856
www.uniqueromancetravel.com
Carla Shipper
carla@uniqueromancetravel.com
Travel

Travel agency that specializes in destination weddings, honeymoons and luxury vacation packages around the world. I am a full service Travel Agency that does not charge a fee for our service. We get paid the same way the online booking agencies do, with the difference of giving you extraordinary customer service.

WWU SHANNON POINT MARINE CENTER
1900 Shannon Point Road
Anacortes, WA 98221
(360) 293-2188
www.wwu.edu/spmc
Erika McPhee-Shaw
spmc@wwu.edu

University

Shannon Point Marine Center (SPMC) has been part of the Anacortes community for over 40 years. SPMC supports and promotes WWU’s instruction and research in the marine sciences. SPMC provides facilities for visiting scientists from around the world; supports supervised, independent research for undergraduates nationwide via federally-funded programs; and promotes ocean literacy among the general public through targeted K-12 and public education initiatives. SPMC has excellent facilities for field and laboratory instruction and research, and a long-term physical and chemical water quality database.
Spring Wine Festival

Looking for a way to promote your business this spring? The Anacortes Spring Wine Festival is a great opportunity to highlight your business, show community involvement and be part of a weekend of activities in Anacortes this April. Going into our 7th year we are adding new features to expand the event and increase community partnerships. Friday night will feature winemaker dinners at local Anacortes restaurants. Attendees will enjoy a communal meal with wines paired for each course and will learn from the winemaker how each wine compliments and enhances the flavors of the dish. Saturday brings the main event as 1,000 attendees flock to the historic Port Warehouse on the pier to sip wines from a selection of 32 wines from across Washington State and taste delicious bites created by chefs at six of our local restaurants. Art from the Scott Milo Gallery will be on display along with a new “Wine Culture” feature for attendees to enjoy.

Wines will also be available for sale at the event with a 10% discount off the retail price. The festivities continue that evening with live music at many Anacortes establishments, plus the public opening of the “Art in Bloom” art show at the depot event center from 6–9pm. The artists will be in attendance for the opening along with light music and refreshments. The town will be hopping all weekend with the Anacortes Spring Boat Show running Friday through Sunday at the Cap Sante Marina, the Anacortes Winter Farmers Market at the Depot on Saturday morning from 9am-2pm, and a self-guided quilt walk in the historic Anacortes downtown area. Promote your business to all of these visitors as a sponsor of the Spring Wine Festival. Sponsorships are available at many levels and all include business listings on our website and event program along with inclusion in our social media promotions leading up to the event. Contact Laura Hartner at the chamber (360-293-7911) for further information and details.

ambassador profile

Tricia Sharp

Tricia Sharp comes from the tech-gaming industry and happened to live in the San Juan area back in the late 90s. She returned to Anacortes so her daughter could finish out high school while staying close to family who still live in Oak Harbor.

In the past two years, Tricia has engaged herself within the community by joining the Chamber of Commerce, participating as a Skagit beach naturalist, becoming a marketing board member for the Cascade Loop, and helping with marketing for the Fidalgo Island Rotary (The Fun Club) and Anacortes Farmers Market. Her new adventure is the Anacortes Candle Co. located inside Elisabeth’s Cottage By The Sea where they sell 100% soy candles made out of hugs, kisses, laughs and songs! “The candles are a true community initiative. We take recommendations from the public to make the candles Anacortes-Awesome! That’s why they are named after places and things related to Fidalgo Island. Someone suggested a coffee candle—so we not only made it, we named it after Johnny Picasso’s—with his permission, of course” stated Tricia.

Tricia credits her rotary for giving her the utmost support and love as she worked to get her business off the ground and for keeping her laughing through the process. She also offers fundraising opportunities for school clubs and charities; currently her candles support ShelterBox, an organization that helps people affected by natural disasters. You can find Anacortes Candles at Sebos, Donatello’s, The Apothecary Spa Boutique, Anacortes Farmers Market and this summer at Bob’s Chowder.

2014 Ambassadors

Cameron Bigge—Fidalgo Chiropractic
April Breckenridge—Anacortes Sun
Kimberli Gregory—Soria Real Estate
Jack Hamilton—Cap Sante Court Retirement Community
Barry Harter—Central Payment Corporation
Linda Harvey—Anacortes Ship Harbor Inn
Rich Heidecker—Youth Dynamics
Brenden Jones—Bank of the Pacific
Sarah Jurkovich—Washington Federal
Dan Maul—Classic Style
Matt McKay—Nantucket Inn; Anchor Catering
Catherine Mers—Windermere Real Estate
Therese Rudzis—Individual member
Veronica Spencer—Take Shape For Life
Mary Staley—Marketing WITH Mary
Boyd Veer—Seaside Autobody & Accessories
John Williams—Skagit Publishing
### Executive Board

**PRESIDENT**
Karin Baldwin, Quantum Construction  

**PRESIDENT ELECT**
Chris Long, Jolly Mon Charters  

**TREASURER**
Carol Van Iterson, Bank of the Pacific  

**PAST PRESIDENT**
Mark Lawrence, Simply Yards Landscape and Design  

**BOARD MEMBER AT LARGE**
Jim Gordon, Freedom Wireless Media, Inc.

### Board of Directors

Barbara Atterberry, Bob’s Chowder Bar & BBQ Salmon  
Jody Carlisle, Shell Puget Sound Refinery  
Nick Chahley, Walgreens  
Colleen Craig, Windermere Real Estate  
Nancy Dalton, Gateway Bed & Breakfast  
Peggy Flynn, pflynn+associates  
Laurie Gere, City of Anacortes  
Matt Gill, Tesoro Refining & Marketing Co.  
John Hachey, Port of Anacortes  
Gary Jacobson, Attorney  
Brian Johnson, Anacortes Construction Services  
Duane Knapp, Pearl Buttons  
Dennis Richards, Island Hospital  
Andy Schwenk, Northwest Rigging  
Chris Terrell, How It Works  
Mark Wenzel, Anacortes School District

### Chamber Staff

Stephanie Hamilton, Executive Director  
Sandy Swartos, Visitor Information & Operations Coordinator  
Laura Hartner, Events & Communications Coordinator  
Amanda Hubik, Marketing & Promotions Coordinator  
Kristi Daniels & Crystal Johnson, Licensing Sub-Agents

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### Vic (Visitor Information Center) Statistics

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Thank you, volunteers! Visit us on the web at [www.anacortes.org](http://www.anacortes.org)

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**ANACORTES Spring Wine Festival**

- Proud Sponsor: TESORO
- Saturday, April 11th, 12pm - 4:30pm
- 32 Wineries • 6 Restaurants
- Winemaker Dinners & More!
- [360.293.7911](tel:360.293.7911)  
  [anacortes.org/spring](http://anacortes.org/spring)

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**ANACORTES BOAT SHOW**

- Coast in. Hang out.
- April 10 - 12, 2015 • 10am-5pm  
  [anacortesboatshow.com](http://anacortesboatshow.com)
- 1019 Q Avenue - Anacortes, WA

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Newsletter designed by LMac Graphics