Business Connections Lunch

It’s a new year—time to refocus your marketing efforts—and the chamber is ready to get you started! The Business Connections Luncheon is an all-networking event, which has been growing in popularity—with over 60 members last quarter. The Business Connections Lunch is on Thursday, January 15 at 11:30 am at the Anacortes Lutheran Church – 2100 “O” Ave. The chamber is committed to providing personal marketing opportunities for you—this event is designed to help you better know your fellow members.

Lunch is only $15, the networking is free. Bring your marketing materials, prepare your one-minute infomercial and get ready for speed dating business style. Please RSVP at 293-7911 or info@anacortes.org. Also, if you bring a colleague that is not from your business, your lunch is two for the price of one. The Business Connections Luncheon is sponsored by Pioneer Tree Service & Landscaping, Inc. Pioneer is a family run business that has been serving the area for over 12 years. They deliver professional tree and landscaping services.

Business After Hours

Please join us for the monthly Business After Hours at Fidalgo Pool & Fitness Center at 1603-22nd Street on January 22nd from 5:30 – 7:00 pm.

Fidalgo Pool & Fitness Center offers aquatic, fitness, and wellness activities for all ages seven days a week. Programs include American Red Cross swimming lessons, Thunderbird Aquatic Club, arthritic water aerobics, water aerobics, and prenatal exercise. A slide and Ollie the inflatable Octopus make swimming fun! You can rent the pool for parties or group events. A variety of exercise classes, Nautilus equipment, free weights, treadmills, Stairmasters and other aerobic machines are available in the fitness area.

Come visit and participate in the fun, and possibly win one of the door prizes donated by our area chamber members. Please RSVP to the chamber.

BUY CLOSE BY FREE FILM FESTIVAL

As part of our continuing buy local programming, the chamber has organized a film festival on Saturday, January 17 at the Anacortes Cinema. The community will be invited, principally via advertising in the American, to view free (Continued on page 3)
Welcome to 2009, a new year filled with opportunity. During the next twelve months, I urge you to use your chamber and its resources to keep your business visible and your message fresh. We have a variety of new and continuing programs, as well as a number of strategic programs, which will be rolled out this month. Be assured that your chamber—board and staff—is focused on your business and helping you succeed.

A big “Thank You” to the continuing board and to our four new board members—Patti Fisher (Seabear), Kristi Gabrielse (Ana-Cross Stitch), Erik Schorr (Anacortes Kayak Tours), and Peter Whiting (Northwest Trawlers). A complete list of your chamber board is located on the last page of the newsletter. Please take a moment to acknowledge the contributions of these dedicated folks if you see them during your day—they do a great job and are at the heart of our various programs.

January will see the culmination of two important strategic initiatives. The Futures Project was started roughly two years ago with the goal of defining optimal land use policy, within an overall economic development vision. Contained within this effort were detailed SWOT reviews of key industries, quantitative analysis of the economic impact of various development scenarios, and highlights of key issues that the business community and city will likely face in coming years. This report will be published in draft form in late January or early February for member review and comment. Special thanks to Mike Trafton (Bank of the Pacific) for his leadership in this effort.

January will also see the release of a new strategic marketing vision, including a new logo, tag line, and related concept materials, as well as an updated Web site. Created through our Marketing & Promotions division under the leadership of Jim Clarke (John L. Scott Real Estate), these new materials will drive our tourism marketing efforts during 2009 and beyond. In addition, over the next six months we will also be creating a number of cooperative marketing opportunities, incorporating this new messaging and providing enhanced services for members.

Switching to other areas, Buy Close By will continue to be a big focus over the course of the year. We hope to have a monthly event tied to this buy local program, reminding residents of the importance of support local businesses. For those of you participating in BCB, please continue to distribute program materials to local patrons. For those who missed the November kick-off event, why not join our efforts?

Finally, you will see a big push this year on the legislative side. You can find our 2009 legislative agenda under the Members section of our Web site. We will be using this agenda as a blueprint for the upcoming legislative session. Of particular concern is the vulnerability of the ferry system, most particularly the international ferry run. We may see the need to resurrect a “save our ferries” effort and will keep you posted on developments.

Thanks to our members for your support over the past twelve months. The many programs and services that we provide would not be possible without you. Best wishes for a happy, healthy, and prosperous 2009. As always, I can be reached at the chamber office at 293-7911 or via cell phone at 333-4754.

Bremerton Mayor to Speak on Leading Change

The chamber has invited Cary Bozeman, the current Mayor of Bremerton, to speak on Tuesday, January 27 from 5:00-6:30 p.m. at the Library annex.

Of particular interest is the economic development that has recently occurred in Bremerton, focused primarily on their waterfront. Within the context of leading change, Mr. Bozeman will offer insights into how his city has effectively planned, funded, and executed a comprehensive and visionary project, which has materially upgraded local infrastructure and increased city revenues.
Member Profile: The Law Office of Alan R. Souders

Attorneys have practiced law at 913-7th Street in downtown Anacortes for over 100 years. The Law Office of Alan R. Souders is keeping this tradition alive and growing with its team of attorneys, engineers and paralegals.

PRACTICE AREAS. Property, contract and business law are our primary areas of practice. Many legal issues involve all three areas plus related sections of law. Our broad experience allows us to fully help clients in these matters. For example, estate planning, real estate, community property and probate are all property law matters, but these sometime require knowledge of other laws, such as business succession or elder law.

Contract law specifically involves an agreement between two or more parties. Property and business contracts often require sorting out complex rights, responsibilities, and consequences. The old adage, “An ounce of prevention is worth a pound of cure,” is especially true in contract law. Our advice on your contract or agreement may be crucial for your protection. How you administer a contract may be equally important — we can guide you on what steps to take.

Business law encompasses many areas besides contracting. Our firm can help with business formation and organization, dispute resolution, regulatory requirements and more.

THE TEAM. Al Souders is both an attorney and a professional engineer licensed in Washington State. He opened the practice following a career in the Navy’s Civil Engineering Corps. John Livingston devoted his early years to a Navy career in naval aviation. He joined the firm in 2002 and is active with businesses. Darcy James Swetnam, a graduate of Anacortes High School (1997), taught law school in California and practiced law in Idaho before joining us this year.

Sandra Meyer and Samantha Bowling are our paralegals who assist in estate planning, probate, legal research and litigation, along with public notary services. Kathy Souders provides engineering, case management and client relations support to the team in addition to being our business manager. She recently completed an environmental management career with the Navy.

FREE ADVICE! We believe a little knowledge goes a long way in making good decisions. The Law Office of Alan R. Souders has brochures on various property, contract and business matters. Stop by for these brochures to learn more about contracts, wills, powers of attorney, probate, business formations, construction law, liens, and other aspects of the law.

(Continued from page 1)

BUY CLOSE BY FREE FILM FESTIVAL

movies during that day. While the line-up is still being finalized, the genres selected will be targeted to adults. Buy Close By literature will be distributed to all patrons, as well as marketing related to those businesses taking part. We will also have a display set up in the lobby. The message: “Come out and explore Anacortes after seeing the show.”

This is a great opportunity to get your business in front of several hundred residents during a very slow period of the year. As in November, we encourage you to provide some event to bring folks through your door. The cost to participate in the January program is $25, which covers marketing and offsets some of the film costs. The mutual benefit of the program: (1) we reinforce the importance of buying locally, with a goal of driving business into your store; (2) the event is affordable, indoors and not vulnerable to winter weather; (3) we are partnering with another chamber member to make it happen; and (4) it’s a fun (and free) event for the community.

If you participated in the initial kick-off at the end of November, please consider supporting this element, as well. If you weren’t involved in the kick-off event but thought that supporting Buy Close By made sense in the future, here’s your chance! Please contact the Chamber office to sign up or for more information.
The chamber launched the buy local program on Saturday, November 29. With over 80 businesses participating, there was a significant local presence. The program was supported with a substantial advertising campaign, including a front-section spadia in the American, radio spots through 1340 KWLE the Whale, and a full-page spread in the Clamdigger. Included in this program was a contest, encouraging shoppers to visit at least one store in six different assigned zones.

Based on returned contest entry forms, we estimate that approximately 300 shoppers took part in this initial kick-off. Feedback from merchants indicated that for some it was a home run, with up to three times last year’s sales; for some it was a net positive; and for some there was little to no effect.

A key element with any program is consistency. It is essential that we continue to offer a regular and predictable schedule, constantly reminding residents about the importance of keeping their dollars in the community. Bellingham has a lasting program and this is the secret to their success. Thank you to all of our members who participated. If your business would like to take part in future events, please contact the chamber office (293-7911).

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Are you walking around with doom and gloom in your head? If so, put all the recession talk aside and take a walk down Commercial. Do you see people carrying shopping bags? Going into restaurants? Using cell phones? Life goes on. Business goes on. Customers still need you. Yes, they may be more cautious about spending. Some may be in financial trouble. But if you keep your head on straight, you’ll ride out the recession just fine.

Continuing to market your business is essential. Three fundamental principles of marketing to remember:

• **Mine your customer list.** It costs five times as much to obtain a new customer as it does to sell to an existing one. Treat current customers as gold, and make sure they know about everything you offer.

• **Stop marketing, and you soon won’t have a business.** Word-of-mouth referrals often breed complacency. While low maintenance, at some point they will dry up. At that point, rebuilding the pipeline is an arduous, time-consuming process. In both good times and bad, you must market to keep sales humming.

More on “how to keep the business flowing” next month.

Taken from *33 Keys to Thriving During a Recession* by Marcia Yudkin.

**Orchid Ensemble**

If you're looking for something to take away those winter blues, the world renowned Orchid Ensemble, sponsored by chamber member Anacortes Arts Festival, will be performing in Brodniak Hall on February 6 at 7:30 p.m.

The Ensemble blends ancient musical instruments and traditions from China and beyond. Tickets (sold at the door) are $10 for adults, $5 for students. For additional information, please call 293-6211.

**Thanks so much for organizing the fabulous Buy Close By event, for making the gift drawing possible and for drawing my name!**

I picked up the red wagon brimming with Anacortes goodies and could not believe my eyes! Books, gift cards, gift certificates, kitchen gadgets, a fashionable purse, and even a fishbowl! And let's not forget the chocolate, the toys or the Christmas ornament. A great example of the treasures to be found in our treasure-of-a-town.

Please share my enormous gratitude with all of the Chamber members who made such generous contributions to make this gift such a festive one! All the best to you and your loved ones for a joyful holiday season and a promising new year!

Warmly,

Peggy Flynn

Chamber Member
The revised meeting date for presentation of the WA State Ferries long-range plan has been scheduled for Thursday, January 15 at the Senior Center from 6:30-8:30 p.m. The format is as follows:

- David Moseley (Ferries Executive Director) introduction – 10 minutes
- Draft Plan Overview—20-30 minutes
- Facilitated Public Comments—80-90 minutes

It is important that the business community support this process, as it will likely have an impact on the health of the international ferry run. This is also a great opportunity to get further educated on the strategic outlook of this important “highway” system.

### Washington State Ferries Meeting

The county-wide chamber celebration—“Better than a Banquet”—is slated for Thursday evening, January 29 from 5:30-8:30 p.m. at the Lincoln Theatre in Mount Vernon.

The event serves two purposes: (1) introduce the incoming board members for each chamber; and (2) recognize outstanding local businesses. The cost of $20 includes heavy appetizers/desserts and a no-host bar.

Please mark this one on your calendars—it promises to be a fun evening.

### Web Site Redesign

Over the next several months, you will see material upgrades to our existing Web site. The overall goal of these changes is to make the site more vibrant and user-friendly, while continuing to employ the efficiencies provided by our ChamberMaster software programming.

A key element being pursued is to quickly engage site visitors. We want to grab attention, spurring interest to further investigate the site and to link to member sites for additional information. A number of new elements and changes that you will see:

- Action-oriented graphics
- Better and more visible use of the videos that we have developed
- Integration of our new logo, tagline, and concept marketing into the site
- Restructure of the front page to accentuate Web site benefits
- Reorganization/clean-up of the visitor area

The chamber’s Web site is a significant asset to the business community—during 2008, we serviced over 100,000 visits, with almost 400,000 page views. The central aim of all of our marketing is to drive potential visitors to the site, answer their questions, and link them to member sites.

Our improvements should be up and running within the next couple of months—we are interested in getting your feedback.

### Bayshore Office Products, Inc.

FULL-SERVICE DOCUMENT CENTER

Come see our remodeled copy center and showroom! Copies, prints, scans, faxes, blueprints, artistic giclée prints, and much more!

603 Commercial Avenue
293-4669
printshop@bayshoreoffice.com
Thank You for the Wonderful “Community” Gift!

Members of the Walton family and staff of Pioneer Tree Service & Landscaping cut down, hauled, erected and lighted the tree. What great community members!

At right: Richie Boynton and Kathleen Johnson of Anacortes Construction Services used the borrowed Birch Equipment Rental lift to decorate the community Christmas Tree. Kathleen was responsible for overseeing the entire tree project from conception to reality. It truly is the most magnificent tree.

NEW MEMBERS

ACB West, LLC
8327 Summit Park Road
(fronting Hwy 20)
Anacortes, WA 98221
Contact: Kaylene Sevieri
Phone: (360) 588-8104
E-mail: acbwest@msn.com
http://www.sevieri.com

Anacortes Beads
1717 Commercial Avenue
Anacortes, WA 98221
Contact: Howard & Marsha Ross
Phone: (360) 588-6894
E-mail: lionlady2@aol.com
http://www.anacortesbeads.com

Classic Image
1004-12th Street
Anacortes, WA 98221
Contact: Kathleen Johnson
Phone: (360) 588-3200
E-mail: kathleen@classicimageinteriors.com

Employee Benefits Planning, LLC
2203 Hwy 99 South
Mount Vernon, WA 98273
Contact: Lori Wilson

Thai Season
710 Commercial Avenue
Anacortes, WA 98221
Contact: David Simon
Phone: (360) 293-4004
E-mail: david360@comcast.net

The Business
402 Commercial Avenue
Anacortes, WA 98221
Contact: Liz Lovelett
Phone: (360) 293-9788
E-mail: lizatthebiz@hotmail.com
http://www.thebusinessanacortes.com

San Juan Clockworks, LLC
8608 South March’s Point Road
Anacortes, WA 98221
Contact Mark Nilson
Phone: (360) 588-0348
manilson@clearwire.net
Millwright Shop
Referred by Mark Nilson Mortgage & Vacation Properties

Skyline Marine Center/Skyline Marina
2011 Skyline Way
Anacortes, WA 98221
Contact: Kelly Larkin
Phone: (360) 293-5134
http://www.skylinemarinecenter.com
Marina
Referred by Mike Trafton/The Bank of the Pacific

Xango
12904 South Wildwood Lane
Anacortes, WA 98221
Contact: Shari Turner
Phone: (360) 293-9828
E-mail: shardont@yahoo.com
http://www.mymangosteen.com

New Beginnings Bible Bookstore
716 Commercial Avenue
Anacortes, WA 98221
Contact Sandy Westad
Phone: (360) 873-8663
E-mail: sgwestad1@comcast.net

Olympic Legal Services, P.S.
619 Commercial Ave, Suite 17
Anacortes, WA 98221
Contact: Neli T. Espe, J.D.
Phone: (360) 630-3635
E-mail: neli.espe@olympiclegal.com
http://www.olympiclegalservices.com

Larry G. Garner Videography
2408 33rd Street
Anacortes, WA 98221
Contact: Larry Garner
Phone: (360) 840-8083
E-mail: larryjo23@juno.com
Videography
Referred by Mary Staley/Chandler’s Square

Ryan Chanel Hair
915-7th Street
Anacortes, WA 98221
Contact: Shawn Wright
Phone: (360) 873-8155
E-mail: ryanchanelhair@comcast.net
Hair Salons

Olympic Legal Services, P.S.
619 Commercial Ave, Suite 17
Anacortes, WA 98221
Contact: Neli T. Espe, J.D.
Phone: (360) 630-3635
E-mail: neli.espe@olympiclegal.com
http://www.olympiclegalservices.com
Attorney

At right: Richie Boynton and Kathleen Johnson of Anacortes Construction Services used the borrowed Birch Equipment Rental lift to decorate the community Christmas Tree. Kathleen was responsible for overseeing the entire tree project from conception to reality. It truly is the most magnificent tree.
Buy Close By Program—A Huge Success!
Heather Miller from Read Me A Story and Karla Locke from That Photo Shoppe were instrumental in kicking off our buy local program.

Three community members won the “baskets” full of gifts donated by chamber members:
- Alley Cat Antiques
- Anne Martin McCool Studio/Gallery
- Avenue Catering
- Buer’s Floral & Gift
- Chapman University
- CompuMatter
- Days Gone By Antiques Mall
- Easy Companions Respite Care
- Elisabeth’s Cottage by the Sea
- Epicure
- Fidalgo Bay Coffee
- Graphic Concepts
- John Prosser — Windermere Real Estate
- KP Studios
- Majestic Inn & Spa
- Opulence Hair Salon
- Pelican Bay Used Books
- Rockfish Grill
- Salon Bella Bella
- Scott Milo at the Framemaker
- Skagit Valley Tulip Festival
- Star Bar
- The Business
- The Troll House
- Upstage Boutique & Men’s Store
- Village Pizza

Watermark Book Company
Wildflower Home & Garden
Wise Owl Opportunities
Your Stove Shop

Thanks to the following businesses for donating to the door prizes at the November President’s Luncheon:
- Airporter Shuttle/Bellair Charters
- Mark Nilson Mortgage Consultant
- San Juan Toffee & Gift

Thanks to the following businesses for donating to the door prizes at the November Business After Hours:
- Cap Sante Inn
- Chandler’s Square — A Retirement Community
- Fidalgo Bay Resort
- Mark Nilson Mortgage Consultant
- Opulence Hair Salon
- Port of Anacortes
- Read Me A Story
- Seaside Auto Body
- Star Bar

Special Thanks to Our VIC Volunteers!

Laurie Gere, Gere-A-Deli; Wilma Cooper, Lead VIC Volunteer and Mary Talosi, Director of the Visitor Information Center

The volunteers from the Visitor Information Center were celebrated at an event hosted by Laurie Gere of Gere-A-Deli. These volunteers are the front door of our community and we are blessed to have them. Chamber members donated holiday gifts to the volunteers:
- A-1 Mobile Lock & Key
- Airporter Shuttle/Bellair Charters
- Alice Bohnker Insurance
- Anaco Bay Inn
- Anacortes Construction Services
- Buer’s Floral & Gifts
- Cap Sante Inn
- Deception Café & Catering
- Elisabeth’s Cottage by the Sea
- Majestic Inn & Spa
- Opulence Hair Salon
- Read Me A Story
- Rockfish Grill
- Sebo’s Hardware & Equipment Rental
- Star Bar
- Upstage Boutique & Men’s Store
- Wildflower Gifts

Member Renewals
- American Cancer Society
- Bayshore Office Products, Inc.
- Broderick, Richard T. AIA
- Calico Cupboard Old Town Bakery
- Cascades Job Corps
- Earth Bound Used Books
- Fidalgo Bay RV Resort
- Gracious Living Interior Design
- Insights Gallery
- Jennings Chiropractic, Inc., P.S.
- Khile, Inc.
- Lakeside Industries
- Madden, Phillip W. D.D.S.
- March Point Cogeneration Co.
- OASYS, Inc.
- Petrish, Nick
- PND Engineers, Inc.
- Quantum Construction
- RadioShack
- Rasmussen, Daniel W. DMD P.S.
- San Juan Motel
- Sevieri’s Northwest Cedar Homes, LLC
- Ship Harbor Yacht Charters
- Transpac Marinas
- Village Pizza
- Whidbey Golf and Country Club
THANK YOU VOLUNTEERS!
Visitor Information Center

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Taste Anacortes is Back!

For $20, you can taste five restaurants!

Tickets for all three months are available at the chamber.

Taste Anacortes

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

PARTICIPATING RESTAURANTS:
Brown Lantern
Cameron’s Living Room Dining
Deception Café & Grill
Johnny Picasso’s
Majestic Inn
Penguin Coffee
Randy’s Pier 61
Rockfish Grill
Star Bar
Thai Seasons
The Store
Tokyo Japanese Restaurant