Micro Aero Dynamics to Host Business After Hours

This month’s After Hours will be hosted by Micro Aero Dynamics. The company produces micro vortex generators - small metal blades which control air flow over the upper surface of an aircraft’s wing, thus improving performance. Come out to their facility located at 4000 Airport Road, Suite D for a tour and barbeque (weather permitting) to learn more and spend an evening with your fellow Chamber members. Please call 293.7911 to RSVP.

Business Connections Lunch

What would you pay for the opportunity to put your business in front of up to 21 potential clients in 1.5 hours? The Business Connections Lunch offers you the chance to do just that and in July, it will cost you nothing.

Your Chamber is offering free networking AND we’ll buy you lunch. Come to the Business Connections Lunch on Thursday, July 12 @ 11:30 a.m. at the Salvation Army Building for fast-paced, fun-filled networking. All you have to do is RSVP to the Chamber, gather your marketing materials and prepare your one-minute promotional spiel. And there’s more... one lucky attendee will win a brand new television ($500 value). Free networking, free lunch and a free T.V. Call 293.7911 now.

Shipwreck Day

Are you looking for that perfect tool, antique treasure, unusual collectibles, handmade Christmas decorations, crafts or boat parts? Or are you looking to sell that special something - or a little of both? Come to the 28th Annual Shipwreck Day and Flea Market with bargain hunters from all over the Northwest on Saturday, July 21 from 8:00 a.m. to 4:00 p.m.

More than 240 vendor spaces have been sold to people who have been saving their best treasures for this big day. Booths are set up on Commercial Avenue from 10th to 3rd Street (as well as the west ends of 5th, 6th and 7th Streets), displaying everything from homemade goods, crafts, antiques, collectibles, plants and many other items. Downtown merchants also participate by selecting merchandise to be marked down that day.

Single spaces are 10’ x 20’ for $75 and double spaces for $140 (Anacortes residents get a further discount). Vendors will need to bring their own equipment (tables, chairs, garbage cans, etc).

Shipwreck Day is sponsored by the Anacortes Chamber of Commerce. Proceeds provide community holiday decorations and activities, as well as funding beautification projects in Anacortes.
A Message from the Executive Director

Mitch Everton

A key element of Chamber membership is networking - connecting with other business people to accomplish good things. In my experience, the win-win that results from positive synergies that are created makes this activity one of the most valuable things you can do to promote both your business and your community. Yet most folks dislike networking (up to 80%, according to a recent survey) and actively avoid it. Which brings us to a key question: why don't more people take advantage of this fundamentally beneficial activity?

I recently visited with Darcy Rezak, the CEO of the Vancouver BC Board of Trade. Darcy has been in that job since 1986 and has written a book: Work the Pond! that I highly recommend. The book lays out seven "secrets" of positive networking in a very readable, illustrated format. These are:

- Building a network is an ongoing activity. Make networking a matter of habit.
- Networking is not all about you: it's discovering what you can do for someone else. Networks are created and sustained when we focus on helping others. For some, this is a new way of viewing the world, but once realized, networking becomes easier. The pressure is off, as networking is a positive endeavor.
- Introduce yourself by name, always carry business cards, and give them out. Make it a habit. Give yourself the advantage.
- Treat everyone as an equal. This makes life a whole lot easier than trying to figure out who's who.
- Give everyone the password to the network: "permission." The multiplier effect of this simple secret is astonishing. You will find that some of the most productive contacts you make are with people you don't know well.
- Learn the power of asking questions and use it. Questions are a powerful way to introduce yourself to a large or small group. Get the training to speak in public and step outside your comfort zone—it will pay dividends.
- Be there and know something. You can't network effectively from behind your desk; you've got to meet people. And there's no point to being there unless you have something to contribute beyond your presence. Read, listen, seek out knowledge, and share it. --From Work the Pond!, Darcy Rezak, pp. 176-177

Your Chamber of Commerce is an excellent vehicle to put this life strategy into practice. We offer frequent opportunities to network in a variety of environments. Take advantage of the opportunity. For those of you who might be interested in reading Mr. Rezak's book, they are available through Watermark (293-4277).

Any questions or comments, please contact me at 293-7911 or 333-4754 (cell). Thank you for your continued support of the Chamber.

Tourism Marketing

Sunset Magazine's annual "Summer Trips" issue includes an advertisement for "Washington's Treasured Islands," a cooperative venture among chambers of commerce from Anacortes, Camano-Whidbey and the San Juan Islands. Our ad, which boasts an aerial photograph of the islands, Mt. Baker and a state ferry, stands just ahead of a stunning full-page advertisement for experiencewa.com, the state tourism website. The ad also qualifies the Chamber for a link in the travel section of sunset.com. As a result of our various co-ops, we have received over 1,300 leads, for which we have mailed visitor packets.

Speaking of summer, we are "talking to" Seattle romantics with a series of print advertisements in the weekend sections of the Times and P-I. We also participated as advertisers in the Seattle Weekly Summer Guide, a 132-page publication, with one of our first ads promoting the Anacortes Jazz Festival.

Other Jazz Festival print advertisements include the Vancouver (B.C.) Jazz Festival program, Entertainment News Northwest magazine and a regional HGTV magazine published in cooperation with the Anacortes American. Within a few weeks festival advertising will move into the broadcast world as we partner with KLKI, KPLU and KWJZ to talk to their listeners about the amazing lineup of artists scheduled to entertain Labor Day weekend on Curtis Wharf. We will also bring details about the Jazz Festival via the Internet, where a banner ad on NWSource.com will link directly to our Chamber website.

We will be "on-site" in July when the nation’s largest RV (recreational vehicle) rally takes place at the Deschutes County Fair and Expo Center in Redmond, Oregon. We are advertising the Anacortes/Sidney, B.C. ferry route in RV Life magazine, in an issue teeming with stories about Pacific Northwest destinations.

I encourage you to visit your state via the recently re-designed experiencewashington.com website. While you're there, click on "Cities." This high-traffic section includes a banner ad link to Anacortes.org, as well as editorial sections and photographs.

Finally, we extend our thanks to Mark Lione of Cap Sante Inn, who provided a complimentary night of accommodations for Don Pitcher, author of Moon Handbooks' San Juan Islands. Travel writers are an important source of information for Northwest explorers (otherwise known as tourists) and it is always beneficial to have an opportunity to spotlight our community's considerable assets. Pitcher, a writer and photographer from Alaska, spent a night and part of two days in Anacortes researching to update his travel book. He then hit the ferry for a week in the San Juans.
Member Profile

Kenmore Air Express

For more than 60 years, Kenmore Air has been providing seaplane service throughout the Pacific Northwest. From humble origins as a one-airplane flight school operating from the shores of Seattle’s Lake Washington, Kenmore Air has grown to become the largest seaplane operator in the country, offering scheduled service to more than 40 destinations in the San Juans and British Columbia, as well as charter service to scores more.

In 2003, Kenmore Air spread its wings in a new direction, flying without floats for the first time in its history with daily airport-to-airport service between Seattle and Port Angeles on the Olympic Peninsula. Kenmore Air Express, as the new wheeled-plane subsidiary was called, soon added service to Friday Harbor and Eastsound in the San Juans and — last year — service to Oak Harbor on Whidbey Island.

Kenmore Air Express service from Oak Harbor is by far the fastest way for Anacortes and Fidalgo Island residents to get to Seattle. Just 20–30 minutes from Anacortes on beautiful Whidbey Island, Oak Harbor is served with five round-trip flights daily. Flight times to downtown Seattle’s Boeing Field are only 25 minutes and a short complimentary shuttle ride brings Sea-Tac within 45 minutes total travel time of Oak Harbor.

Fares currently range from $36 to $56 each way, depending on the flight and auto parking at the Oak Harbor Airport is free! Price the gas to drive to Sea-Tac and the outrageous fees to park and Kenmore Air Express starts to pencil out pretty well even before you consider the value of your time. Of course, the ability to soar over Seattle traffic at 190 m.p.h. is also appealing to many of our passengers, as are the spectacular views out the windows of our safe, comfortable propjet aircraft.

So whether you’re planning a daytrip to Seattle for business, shopping or a ballgame, or if you’re connecting to the world through Sea-Tac, think Kenmore Air Express. There’s been no quicker, more convenient way to travel the Pacific Northwest since 1946!

Meet Your Board

Robin Pestarino

Robin and her husband Fortune (Tony) Pestarino moved to Anacortes in 2000, newly-retired and ready to enjoy the fruits of their ventures. Well, that lasted all of 4 days when they decided to start their next business - ALDATA SHREDDING, a document and data shredding company. The newly-formed, family business included Robin, Tony and their son, Bart, with their daughter Courtney joining later as President.

In starting the company, Robin and Tony were well aware of the urgency US companies faced in meeting global standards for information security measures. Tony, formerly an attorney, was well versed in the liability implications surrounding improper data disposal and the repercussions of identity theft and Robin, whose father’s career was immersed in installing secure communication systems, had witnessed the growth of this industry first hand. The company now employs a staff of 4 with operations spanning from the Canadian border to Seattle.

Prior to Anacortes, Robin and Tony resided in Fort Worth, Texas where she was very active in the local political scene. The couple joined the Chamber of Commerce as individual members to learn more about plans for growth in their rural area. This individual membership grew to serving on the city’s Planning and Zoning committee; Chairing the Fort Worth City Council, President of the Texas Republican Women and ultimately President of the Chamber of Commerce.

So, upon their move, it was a forgone conclusion that Robin would become involved with the Anacortes Chamber. During her tenure here, she has chaired the Ambassador’s group, served on many of the event committees and currently chairs the Membership Division, serves as Vice President and is President-elect for 2008. She sees great promise in the growth of the Jazz Festival, is working to improve signage standards and is helping attract pocket cruises (250 passengers) to Anacortes. A firm supporter of chambers of commerce, Robin commented, “whatever you consider an improvement to a community’s quality of life - the Chamber is involved with that. The Chamber is the cornerstone of the community and our function is to promote and assist the business community.” She further noted that Anacortes is a unique city and is elusive of any single identity. The Chamber recognizes that and is making strides in their marketing, which capture the unique features of our area and the benefits derived from living and working on Fidalgo Island.
Ribbon Cuttings

**Wildflower Home & Garden**

Kim Wilson celebrates the official opening of her store with family, Mayor Dean Maxwell and Chamber President-elect Robin Pestarino.

**The Star Bar**

Lara Dunning, Chef Robert Zutter, Mayor Dean Maxwell, Star Bar owner Shahnaz Ally-Gard and President Vince Oliver get ready to celebrate new décor and lounge at a re-dedication ceremony.

**Anacortes Meats**

Chamber President Vince Oliver and Mayor Dean Maxwell celebrate with Epicure owners Cheryl and Duncan Frazier, store manager Nancy Jankelson, Erin Swortz, and Linda Everton.

**Anacortes Meats**

Sausage was cut at their grand opening celebration, along with Chamber Executive Director, Mitch Everton; City councilman, Nick Petrich; Chamber President Vince Oliver, Anacortes Meats owners Paul Wiles.

Celebrate Bill Berry

The Staff and Board of the Anacortes Chamber of Commerce invite you to Celebrate Bill Berry on Wednesday, July 25 @ the Majestic Inn Garden @ 5:30 p.m.

Bill purchased KLKI in 1962, has been a Chamber member for over 40 years and recently served as the Chamber President. To RSVP, please call the Chamber.

We also ask that if you have any pictures you can share of Bill to please provide those to Stephanie at the Chamber.

Ceremonial Scissors

Each month the Chamber takes pride in introducing new businesses to the community through ribbon cuttings. Each event, usually attended by both the Mayor and the Chamber President, provides visibility to the new business and allows the owner the opportunity to advertise their business. These events have become increasingly popular—there were four in June alone.

To facilitate Ribbon Cuttings, the Chamber has upgraded to a new pair of ceremonial scissors (which would probably double as hedge trimmers in a pinch!). In addition, one of our VIC volunteers, Kay Dow, custom-made a sleeve to hold the scissors when not in use. Thank you Kay for your handy-work - it is greatly appreciated!
Streamlined Sales Tax

If you are a Washington retailer and you deliver or ship products to customers within the state, you’ll need to change how you collect sales tax starting July 1, 2008. Under current law, retail sales tax is collected based on the location from which merchandise is shipped or delivered. Under the new law, Washington retailers delivering or shipping goods to customers in Washington must start collecting sales tax based on the location where the customer receives the merchandise. This change to “destination sourcing” does not affect sales when the customer picks up the product at the seller’s place of business. It also does not require Washington retailers that sell products to customers outside Washington to begin collecting sales tax on those sales. If your business does not deliver merchandise, you will do business as usual. Sales not affected by this change are: (1) wholesale transactions; (2) services; and (3) sales of motor vehicles, trailers, semi-trailers, aircraft, watercraft, modular homes, and manufactured and mobile homes.

Example: A Darrington resident purchases a couch from a furniture store in Bothell and requests home delivery. The sales tax would be calculated based on the rate in the city of Darrington. The local sales tax revenue generated would go to the city of Darrington, even though the store is in Bothell.

To help retailers transition to destination sourcing, the state Department of Revenue will provide web resources, workshops, tutorials, and other assistance. In addition, certain small retailers are eligible for up to $1,000 in tax credits (to offset any necessary changes to their accounting, point-of-sale, or other systems) or two years of assistance from a certified service provider. Eligible businesses may claim these benefits after 7/1/08 if: (1) they have less than $500,000 in annual gross sales; (2) at least 5% of taxable sales involve deliveries; and (3) at least 1% of taxable sales involve deliveries made outside the jurisdiction where they collect the most sales tax.

To learn more: http://dor.wa.gov, (800) 647-7706

Anacortes Arts Festival

The 46th Annual Anacortes Arts Festival will be held August 3rd, 5th, 2007. Stretching from the arch to the water, the festival will draw approximately 90,000 visitors with a variety of diverse events.

In addition to the 250 juried booth artisans, visitors can enjoy food at the island eatery where food booths offer something for every taste. As always, the festival brings great musical entertainment for the main stage (3rd Street) and the KPLU Jazz stage (Majestic Inn Garden). Located on 8th Street, The Youth Discovery area provides cultural activities for the youngest festival attendees. The Chamber will also be sponsoring six artisan awards this year.

The Art at the Port Fine Art Show is a must see for art enthusiasts. The art opening and community event is scheduled July 27th, 7-9 pm at the Port of Anacortes. Art Festival Executive Director, Joan Tezak is excited about the expanded Concerts at the Port and the Kyudo performers from Kisakata, Japan.

Race Night

Skagit Speedway is once again this year offering a Chamber night on Saturday, July 21. Each participating Chamber member receives two free tickets. If you are interested, please contact the Chamber office so that we can compile a list of attendees.

Orientation

The Chamber will be offering its quarterly orientation program to new and continuing members on Wednesday, July 18 from 10:00-11:30. We will be covering a broad range of topics from membership benefits to Chamber structure & goals. This is a great opportunity to maximize your Chamber membership. Please call Mary at the office to reserve a space.
Thank You

Thanks to the following members who donated raffle items to the Business After Hours at the Marina Inn:
- Chandler’s Square
- Donatello’s
- Marina Inn
- Mark Nilson Mortgage Consultant
- Mortgage Master
- Read Me A Story
- Star Bar

Intern Joins Chamber Team

The staff of the Chamber is excited to introduce our summer tourism and marketing intern. Alissa Springer is a senior at Central Washington University working towards her bachelor of arts in public relations with a minor in tourism.

Alissa grew up in LaConner and is looking forward to coming back to Skagit County. “I am thrilled to do this internship because I feel it is the perfect combination of my course work. I would like to be an event coordinator and couldn’t be more excited about this opportunity,” said Alissa.

“We have identified a few projects that Alissa will be able to spearhead,” said Chamber Program & Events Director Stephanie Hamilton. On the agenda for the summer: working with hoteliers on the ChamberMaster database; helping to plan familiarization tours with tour operators; assisting with the set up of smaller “pocket tours” and photographing unique aspects of our town to be used on the web and in other promotional materials. Additionally, Springer will be working with Chamber staff during this busy festival and tourism season, most notably assisting with the volunteer needs at the Jazz Festival.

On a more personal note: “I enjoy spending time with my fiancé, my family and friends. My favorite place to be is at my family’s cabin at Warm Beach. Some of my hobbies include scrap booking, waterskiing, singing... doing anything creative. I am a very outgoing person and I enjoy working with people.” said Springer.

Bulk Mail Services

There have been a number of changes to bulk mailing regulations, issued by the post office. If you are either currently or contemplating using the Chamber’s bulk mail services, please contact Mary Talos for more information.

ChamberMaster

Remember to log-in and update your business information on the Chamber website.
- Describe your business with 1600 characters
- Provide hours of operation
- Driving directions
- Quick bullet points
- Up to 20 key words for ease in searching on website
- Upload an image and logo!

Please make sure that your contact information is up-to-date and your email address is listed correctly. We are going to begin using ChamberMaster for all our email communication effective August 1, 2007 and want to make sure that we don’t miss anyone.

If you have any questions, please call Mary.

Member Renewals

- Banana Belt Boats
- Donut House, The
- Fidalgo Country Inn
- Flounder Bay Restaurant
- Heron House Guest Suites
- Irving Construction Corporation ICC
- Land Title Company
- Medicap Pharmacy
- Pacific Party Canopies Inc
- Plumbing Guys, Inc., The
- Salon Bella Bella Inc.
- Skipper Cress Yacht Sales & Service, Inc
- Smuggler’s Villa Resort
Ambassadors Corner

Boyd Veer

Boyd Veer is a key member of the Ambassador team. Boyd owns Seaside Autobody and has been in business in Anacortes for over twenty-five years. The main focus at Seaside is in repairing damaged vehicles for insurance companies. As Boyd likes to say: “Our main virtue is that we love working on cars. This is a requirement to work here.” Boyd and staff also restore classic cars as a hobby. It’s not unusual to have people “just drop by” to see what is being worked on. Seaside also maintains an active painting schedule—not only for cars but also in the past: airplanes, refrigerators, patio furniture, antique beds, outside doors and whatever else might get hauled in.

Boyd previously ran a Chevrolet/Buick dealership for twelve years. He has been an active Chamber member for twenty-five years, has served as an Island Hospital Commissioner (and is currently running for an open seat), is a member of Rotary and the Anacortes Lutheran church.

Tesoro March Point Fun Run

Recreational and competitive runners of all ages are encouraged to mark their calendars for the 13th Annual Tesoro March Point Fun Run scheduled for Saturday, July 14th in Anacortes.

This running event attracts a variety of participants from fun-seeking families to serious 5K and 10K competitors. Leading off the morning of activities is a free, half-mile run for kids at 10 a.m. Runners in the 5K and 10K start their races at 10:15 a.m. There is a free lunch for participants. In addition, there are ribbons and prizes, plus trophies for 1st, 2nd and 3rd place finishers in all races and every age group (eight age groups in the 5K and 10K races).

Pre-registration race fees are $5 postmarked on or before July 7 and $10 after that date. Commemorative T-shirts are $8 before July 7, $10 after. Make checks payable to Tesoro March Point Fun Run, c/o Tesoro Refining and Marketing Company, PO Box 700, Anacortes, WA 98221. All entry fees will be donated to Skagit County United Way.

For information, call Bud Anderson (360) 293-9132 or email him at wanderson@tsocorp.com.

The run begins on the grounds of the refinery at the north tip of March Point in Anacortes. It then takes runners to a beautiful bayside route on March Point Road, across the Point and back to the refinery.

To reach the Tesoro refinery from I-5, turn off at Exit 230. From Burlington head west on Highway 20 toward Anacortes. Turn right at the stoplight on March Point Road, opposite Similk Beach Golf Course. Follow signs to the refinery.
The 4th Annual Anacortes Jazz Festival is scheduled for Labor Day Weekend. This Chamber-produced event is designed to attract tourists to fill hotels during the shoulder season. The benefit to our community is that national and regional jazz artists will perform right here on Curtis Wharf (2nd Street and O Ave).

We are so fortunate to have the support of our terrific sponsors including: Tesoro Refining and Marketing Company, Dakota Creek Industries, Island Hospital, Anacortes American, Mark Nilson Mortgage Company, Skagit Valley Herald and ALLDATA Shredding. There is still time to add your name to the list, call the Chamber to partner with this great event.

Tickets will be on sale July 9 at the Chamber or on the web at www.anacortes.org.

Here is the line up:

**Friday, August 31**
9am – Noon Jazz in the Schools
1pm – Free community concert, Causland Park
2:30 pm – Jazz in downtown
6 pm – Gala Dinner and Concert at the Port
8 pm – Jazz Walk in downtown pubs

**Saturday, September 1**
11:30 – 6 pm – Jazz on the Wharf
Jessica Williams Trio
Seattle Repertory Jazz Orchestra
Mary Stallings
6 pm – Free Community Salsa Dance – Tum-bao
8 pm – Jazz Walk in downtown pubs

**Sunday, September 2**
11:30 – 6 pm
Devin Phillips & New Orleans Straight Ahead
McTuff
Henry Butler
Dr. Lonnie Smith

**Monday, September 3**
11:30 – 4 pm
Michael Powers
Marc Seales Group
Yellowjackets

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**Visitors**

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**Information Requests**

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