The honor of your presence is requested at the summer potluck and garden party at the beautiful Heart of Anacortes on Thursday, July 12 from 3–6pm. It's time to whip up your best secret family recipes, our panel of expert judges will award ribbons for their picks in the categories of sweet (desserts), savory (meats), and summer salads.

Are you a closet hula-hooper, stilt-walker, singer, guitar player, do you tap dance or juggle, do you have a speed knitting troupe or comedy group, does your office have a jump roping team, how about synchronized sword-swallowers or any competitive yodelers? The stage will be an open forum to showcase your hidden talents hosted by Mike Jenkins of Young Life and Brian Geer of KeyBank. Please let the chamber know your interest in participating by calling (360) 293-7911.

Dress is festive so don your best (or worst) summer outfits, bermudas, mumus, chiffon, and big hats—there will be winners in both categories.

Beer will be available from the Anacortes Brewery for $3/pint. The Heart of Anacortes is located at 4th & O. Please RSVP online at www.anacortes.org.

Hot fun—and food—in the summertime!

This month’s business after hours will be hosted by the Swinomish Casino & Lodge. They are a full-service entertainment destination including a 98 room luxury lodge, 9,000-square-foot multipurpose Walton Event Center, and casino featuring Las Vegas style gaming. They have 800 of the latest slot titles, table games including black jack, craps, roulette, pai gow, poker, keno and bingo. A variety of dining options to satisfy any appetite is available at 13moons Restaurant, 10 Sports Bar, Two Salmon Café, Swinomish Deli, Poker Bar, or Cave Bar. For more information, please call 888-288-8883 or visit SwinomishCasinoandLodge.com. The afterhours will be on July 19th from 5:30–7:00pm at 12885 Casino Drive, please RSVP online at www.anacortes.org.
On June 20th I graduated from Leadership Skagit, along with 20 classmates who are motivated to drive the future success of our community. This nine-month long program is designed to develop individual leadership skills while focusing on strengthening and transforming our county. On graduation night and a couple of days before, I had the opportunity to hear from two terrific speakers—William S. Ayer, Chairman of Alaska Air Group and Bob Hyde, Executive Director of the Port of Anacortes. As they both shared some of the wisdom they stand on as leaders of their organizations, it struck me that leaders aren’t born, they are made—from practice. And that you don’t need to lead an organization with 30 employees or even 10,000 employees for these ideas to impact your business.

Bob Hyde shared his points on leadership to ensure an intentional customer experience:
1. Maintain a bias for action—dedicated persistence in your endeavors.
2. Learn to speak in public—well! Emails and letters are nice, but to get others behind you, you need to be in front of them.
3. Be trustworthy—walk your talk, never act out of character (and in our small community, you never know where people will see you).
4. Maintain professionalism and integrity—sometimes leading yourself is the hardest.
5. Don’t be afraid to fail. Get it to 85% correct, get it out the door, then keep fixing it.
7. Love your customer. There will always be squeaky wheels, but your business should cater to the customers you want to have.
8. Get out of your comfort zone—when you are uncomfortable, that is when great things happen.
9. Talk back to the boss—allow feedback.
10. Drive out fear, don’t be a fear-based boss.
11. Have fun!—it is safer and more productive.

Bill Ayer spoke on Lessons for Change:
1. Get the right people on the bus—it is critical for the health of the organization. Be realistic about the situation (tell it like it is) then be optimistic for the future.
2. Create a sense of urgency. Don’t worry about having the perfect plan. Don’t get mired in analysis paralysis.
3. Focus on one or two big ideas at a time. Devote your resources to those—they will cut across all aspects of your organization.
4. What you measure gets done!
5. Focus on what you can control over the long term. If you think your future is out of your control, then your strategy is hope.
6. Be totally and completely customer focused.
7. Don’t confuse being popular with with doing the right thing.
8. Develop win/win strategic partners to aid in communication and coordination.

Finally, I want to thank our board and my staff for supporting me in this amazing experience, and I strongly suggest you make a plan to get involved with Leadership Skagit soon!

**Bill Ayer’s Four Basic Business Principles:**

- a. Don’t buy things you can’t afford.
- b. Don’t borrow money you can’t pay back.
- c. Don’t do deals you don’t understand.
- d. If it doesn’t seem right, it probably isn’t.

---

**Canadian Holidays**

Canadians have done it well. They have a three day weekend nearly every month. Your chamber, through the city’s tourism fund, heavily promotes to BC encouraging them to spend their three day weekends here in Anacortes. We have even produced Welcome Canadian Neighbor signs. Have you made a commitment to be open on the Sundays of their holiday weekends?

**Here are the weekends our friends may be here:**

- June 30–July 2: Canada Day
- August 4–6: BC Day
- Sept. 1–3: Labor Day
- Oct. 6–8: Thanksgiving
- Nov. 10–12: Remembrance Day

---

**Anacortes Welcomes our Canadian Neighbors!**

---

**Marketing WITH Mary**

Branding ▲ Identity ▲ Plans ▲ Analysis
Research ▲ Organization
Implementation ▲ Management

360-420-9274 ▲ marymaryesther@gmail.com
Shane and Jennifer Aggergaard founded Island Adventures Whale Watching in 1996. They started with a 1964 wooden charter boat and a few people in town were taking bets to see if they would survive through the first summer! 16 years, 11 boats, and a few grey hairs later, Island Adventures is now the largest independently owned whale-watching company in the state, showing whales to over 200,000 guests. In May they were voted the #1 whale-watch tour by King 5’s Evening Magazine for the third year in a row and Trip Advisor recently ranked Island Adventures as the #1 activity in the area.

In 2007 the Aggergaards purchased the Island Explorer 3 in Honolulu, Hawaii and brought her back to her new home in Anacortes. The Island Explorer 3 is arguably the best whale watching boat on the entire west coast. She has a full walk around lower deck and a huge upper viewing deck. She is fast, safe, and comfortable for guests of all ages. Next time you are at Seafarer’s Park take a look at the Island Explorer 3, moored at A Dock near the Cannery Building.

Jen and Shane chose Anacortes for three reasons: It is geographically the best place for a whale watching tour. Departing from Anacortes provides calm water, beautiful scenery, and a huge diversity of wildlife. Second, this location is very convenient for local guests and travelers alike, within two hours from both Seattle and Vancouver, BC. And most importantly, Anacortes is the community they wanted to call home and raise their children. They are proud to be part of the Anacortes community.

Island Adventures is dedicated to research, education, and responsible whale watching. Check out their website at orcawhales.com or stop by the main office at 1801 Commercial Avenue to learn more about their tours. Island Adventures offers guaranteed whale watching tours everyday throughout the summer and a limited schedule from October to November. Guaranteed Gray Whale tours run out of Everett in the months of March and April.

2012 Ambassadors

Josh Baldwin—Quantum Construction
Angie Baker—Opulence Salon & Day Spa
Carla Cummins—All About Honeymoons & Vacations
Lara Dunning—Gems, LLC
Jim Gordon—Freedom Wireless Media, Inc.
Jack Hamilton—Labor Ready, Inc.
Barry Harter—Central Payment Corporation
Jan Hersey—Biz Point Communications
Debra Jones—Individual Member
Kari Kennedy—KeyBank
Tara Milas—Massage Therapy
Yolonda Norman de Fernandez—Amigo Trails—Copper Canyon Specialist
Leileah Petty—Farmers Insurance
Jeffery Pleet, CLu, ChFC—Edward Jones—Jeffery Pleet
Therese Rudzis—Individual Member
Mary Staley—Marketing with Mary
Sandy Swartos—DuoDesign, LLC
Boyd Veer—Seaside Autobody & Accessories
John Williams—Skagit Publishing

Clockwise from the left:
- The vest says it all, thank you Fidalgo Island Rotary for once again providing such a loved activity for the kids of our community!
- Jack Darnton of the Anacortes American and Anacortes Arts Festival board member helped kids build musical instruments at the arts festival booth for the Quick and Dirty parade.
- The milk carton derby was awesome—only one team went in the water!

Waterfront Festival 2012
Since the Fifties, Shell Oil Company and its employees have celebrated their roles as prominent players in the culture and economy of the greater Anacortes area.

In business terms, the Anacortes refinery fulfills an important regional role as a West Coast gasoline and diesel fuel producer – a reliable source of vital energy products with a consistent priority focus on safety, health and environment.

From a “neighbor’s” perspective, Shell and its 400+ employees have established a reputation for bringing energy and enthusiasm to the local economy and to surrounding communities and organizations including the Anacortes Chamber of Commerce.

Refinery Manager Tom Rizzo, an Anacortes resident who recently marked his one-year anniversary here, embraced a leadership tradition established by a long line of predecessors including Sue Krienen. Over the course of one year in Skagit County, Rizzo has made his own contributions—and drawn some experience-based conclusions.

“Our plant is operated by people who are very talented, knowledgeable – and proud of the role this refinery plays at so many levels,” said Rizzo. “Our employees and their families routinely step into opportunities to contribute, from schools and youth sports to service organizations and non-profits such as the United Way.”

The refinery manager was among several dozen employee volunteers who recently staffed a booth at the Anacortes Waterfront Festival. Like his fellow volunteers, he enjoyed the opportunity to “give back to the community” and gain some insights into how Shell is perceived by its neighbors.

“In a world where the pace seems to accelerate in all areas of our lives, we have employees who can be counted on to show up and contribute their very best,” said Rizzo. “That attitude applies to work and community alike—and it is gratifying to see the positive impact Shell Oil Company has as we partner with our neighbors toward common goals.”

More than 400 people are employed by Shell at the refinery. An additional several hundred contractors are also employed on an ongoing basis. This refinery is the single largest taxpayer in Skagit County, paying more than $20 million in state and local taxes each year. The refinery is the second largest client of the Port of Anacortes, exporting petroleum coke over Port docks.

At the refinery, crude oil from the Alaskan North Slope and from Central and Western Canada is converted into many useful products that are used everyday. The refinery primarily serves the Pacific Northwest from the Canadian border to Portland, occasionally south to California.

Refinery Facts

- Shell Puget Sound Refinery received the Shell CEO’s Environmental Excellence Award for three years in a row, as well as receiving other environmental recognition. In 1998 environmental performance was significantly enhanced with the opening of the new $11 million wastewater treatment plant. More than $50 million was invested on a wet gas scrubber that reduces sulfur and catalyst from emissions.

- Safety is a top priority. Refinery employees have been recognized for safety performance, winning Gold Awards from the National Petrochemical and Refiners Association (NPRA).

- Shell has two vital safety improvement programs: BEST (Behavioral Education for a Safer Today) is a behavioral safety program aimed at helping employees understand how basic attitudes and behaviors can contribute to a safer environment. TOP, which stands for Triangle of Prevention, is a union-led, company-supported safety program aimed at investigation and analysis of incidents to make changes to prevent future incidents.

Shell Puget Sound Refinery Manager Tom Rizzo shares trinkets with children at the Anacortes Waterfront Festival.

This smiling group of volunteers represents one of four teams “staffing” the Shell Puget Sound Refinery booth at the recent Anacortes Waterfront Festival. Giveaways included whale watching trips and children’s bicycles.
Our summer intern, Jacob Rector, received a $2,500 scholarship from the Nathan Estvold Memorial Fund. Nathan’s father, Marc Estvold presented the award at the Anacortes Schools Foundation scholarship presentations at Brodniak Hall.

A-Town Bistro Ribbon Cutting, Friday June 8, 2012. Pictured are Eric Koepsell (co-owner), Mayor Dean Maxwell, L.M. Libby (co-owner) and Timothy Moffitt (Manager).

Alternative Inbound Marketing named one of Constant Contact’s 2011 All Stars

Alternative Inbound Marketing has received the 2011 All Star Award from Constant Contact®, Inc., Each year, a select group of Constant Contact customers are honored with the All Star Award for their exemplary marketing results. Owned by Karla Locke, Alternative Inbound Marketing—a social and email marketing partner for small businesses—ranked among the top 10% of Constant Contact’s customer base.

“Over a year ago Karla took over the management and distribution of our Weekly Events & Happenings. Her efforts have freed up staff time and elevated the professionalism of the this essential membership communication piece,” exalts chamber director Stephanie Hamilton.

“Alternative Inbound Marketing—Aims to Connect small businesses with their customers. We partner with small businesses as a consultant and virtual assistant to help them achieve their online social media and marketing needs. As a partner, we collaborate with your business to build your online presence,” says owner Karla Locke.

EDASC
Economic Development Association of Skagit County

Who is our biggest competitor?

Our Anacortes businesses are concerned about competition—mainland, big box, online, mail order, the list goes on and on.

Who is our biggest competitor—the greatest threat to our success? Research shows our biggest competitor is inertia, our potential customers simply keeping their money in hand, doing nothing at all.

This competitor is the easiest to overcome with no existing relationships to disrupt, no price points to beat and no habits to break.

We can start by making sure those do-nothings know we are here and ready to do business. Invite those idle folks to come in, make engaging offers and follow up with prospects.

Potential customers doing nothing are all around us—their needs are vast and the opportunities are plentiful.

Call Kevin, your free and confidential business adviser, at (360) 336-6114 to put those idle prospects to work.

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.
 ambassador profile

Josh Baldwin

There’s an easy way to tell that Josh Baldwin grew up in Anacortes; just count the number of times the word “community” leaves his mouth in a conversation. The concept of community is what makes Anacortes a great place to live and work. It also drives his work for Quantum Construction in Community Relations and Business Development, a position he’s occupied for two years in the company owned by his family.

“Construction companies don’t do sales in a traditional sense,” notes Josh. “Very few of the business or home owners you meet will be considering a building project at a given time. Instead, when our community is doing well, people are building and remodeling. When times are tough, everyone sits tight. We strive to put a lot back into the community because the community has always given so much to us. Plus, when we build restaurants, stores and manufacturing space, we’re helping our community to provide jobs. When we build custom homes, we’re providing places to live.”

Josh also had a chance to learn more about the broad community in our county when the chamber granted him the 2011–2012 Leadership Skagit Scholarship. He graduated from the program on June 20th and was selected by his classmates as a speaker for the ceremony. His team worked with the YMCA Oasis Teen Shelter to build an outdoor recreation area that serves teenagers from all over the county.

Josh’s contact information is available on the Quantum website www.quantumci.com.

new members

A CAB FOR YOU
Anacortes, WA 98221
(360) 420-3083
Mike Coyne
MikeCoyne4@gmail.com
Taxi Service

ARC OF ISLAND & SKAGIT COUNTIES
1285 Goldenrod Road
Burlington, WA 98233
(360) 707-0158
www.arcislandskagit.org
Becky Bullard
office@arcislandskagit.org
Support Services

LOLA’S PSYCHIC READER
5405 Ferry Terminal Rd.
Anacortes, WA 98221
(360) 588-0551
Lola Adams
lola@aol.com
Psychic Reader

OPULENCE SALON & DAY SPA
902 Commercial Avenue
Anacortes, WA 98221
(360) 299-0806
www.opulencesalonanddayspa.com
Angie Baker
opulencesalonanddayspa@live.com
Salon

PELICAN BAY BOOKS
1104 9th Street
9th & “O”
Anacortes, WA 98221
(360) 293-1852
Brooklynd Johnson
brooklyndelise@gmail.com
Bookstore - Used

SKAGIT LAND TRUST
1020 S. Third Street
Mount Vernon, WA 98273
360-428-7878
skagitlandtrust.org
Lynne Jordan
lynnej@skagitlandtrust.org
Non-Profit

TULIP VALLEY WINERY
16163 State Rt. 536
Mount Vernon, WA 98273
(360) 840-1630
www.tulipvalley.net
Ector DeLeon
burrolococider@comcast.net
Winery

VITAL AGING CLINIC
1015 6th St., Suite #108
Anacortes, WA 98221
(360) 630-3022
www.vitalagingclinic.com
Alethea Fleming
dralethea@vitalagingclinic.com
Health Clinic
2012 Anacortes Arts Festival

In its 6th decade, the Anacortes Arts Festival is the largest Anacortes event, annually drawing an estimated 90,000 visitors over three days. This year's dates are August 3–5.

The festival offers art for every taste, ranging from 250 juried diverse booth artisans to Arts at the Port on the waterfront, showcasing 89 northwest fine artists.

Culinary arts are offered with regional and ethnic foods, beer and wine gardens. The Experience Art Area features artists demonstrating steamroller block printing, glass blowing, chainsaw carving, sculpture, woodturning, weaving, painting and more. Hands-on youth activities spark the creativity of the youngest Festival-goers.

Last but not least, our musical lineup on two stages includes rock, country, blues, world beat, Latin, jazz and folk. Rivertalk will be performing a pre-Festival concert on Saturday, July 21st at the Port Transit Shed. This is rounded out by other pre-festival events including Art Dash (run) and free Fine Art Opening on Saturday, July 28th.

In the past 20 years, the Festival has given away over a half million dollars through its annual “Giving Back” Program. Through public art, programming for kids and cultural performances, the Festival impacts the community year round.

The Lido 14 National Championships are coming to Anacortes!

Crews from along the West Coast and as far away as Ohio will compete in the 55th Annual Lido 14 Class Championship Regatta July 23 to 27. Catch qualifying and junior races on Monday and Tuesday, medal flights on Wednesday and Thursday, and the women's championship on Friday. All races start around 2:00 p.m., and can be viewed from Cap Sante or Seafarer's Memorial Park.

Fourteen feet long and 6 feet wide, Lido 14s can accommodate two adults and two children for family day sailing. More West Coast sailors have learned to sail on Lido 14s than any other dinghy. Lido alumni include Larry Elison, the current holder of the America's Cup.

Come down to Seafarer's, give out-of-town competitors a warm Anacortes welcome, and see just how well these small boats sail. July 25 is Night Out On The Town—if you would like to be included in special offers, call the chamber. For more information, contact sailingorsini@gmail.com
EXECUTIVE BOARD

PRESIDENT
Kristi Gabrielse  Ana-Cross Stitch

PRESIDENT ELECT
Kathy Larson  Puget Sound Energy

TREASURER
Mark Lawrence  Simply Yards

PAST PRESIDENT
Mark Bunzel  Fine Edge Nautical & Recreational Publishing

BOARD MEMBER AT LARGE
Matt Miller  Read Me A Story

BOARD OF DIRECTORS

Robert Atterberry  Bob’s Chowder Bar & BBQ Salmon
Karin Baldwin  Quantum Construction
Jody Barnett  Shell Puget Sound Refinery
Bela Berghuys  Islands Inn
Chris Borgen  Anacortes School District
Duane Clark  Cap Sante Court Retirement Community
Peggy Flynn  pflynn+associates
Brian Geer  KeyBank
Bob Hyde  Port of Anacortes
Dean Maxwell  City of Anacortes
Vince Oliver  Island Hospital
Curt Oppel  John L. Scott Real Estate
John Pope  Tesoro Refining & Marketing Co.
Mary E. Staley  Marketing With Mary
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

Photography by Steve Berentson
Newsletter designed by Linda J. McGuire

VICTORIOUS INFORMATION CENTER STATISTICS

<table>
<thead>
<tr>
<th></th>
<th>May 2012</th>
<th>May 2011</th>
<th>May 2012</th>
<th>May 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors</td>
<td>1463</td>
<td>1149</td>
<td>20</td>
<td>19</td>
</tr>
<tr>
<td>Phone Calls</td>
<td>259</td>
<td>302</td>
<td>12,881</td>
<td>12,780</td>
</tr>
<tr>
<td>Information Requests</td>
<td>21</td>
<td>51</td>
<td>37,277</td>
<td>37,291</td>
</tr>
<tr>
<td>Relocation Requests</td>
<td>20</td>
<td>19</td>
<td>12,881</td>
<td>12,780</td>
</tr>
<tr>
<td>Web Visits</td>
<td>37,277</td>
<td>37,291</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Web Page Views</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Thank you, volunteers!  Volunteer Hours: 279  Visit us on the web at www.anacortes.org