chamber luncheon

Candidate Forum

Mitch Everton  Brian Geer  Laurie Gere  Dean Maxwell

Join us on Thursday, July 11 for a mayoral candidate forum at 11:30 am at the Anacortes Lutheran Church.

As you all know, chamber members Mitch Everton, Brian Geer, Laurie Gere and Dean Maxwell are running for mayor of Anacortes. This luncheon will give you another opportunity to get to know these four candidates prior to the primary election ballots being sent out on July 17th.

Candidates will have an opportunity to answer a limited number of questions: the governmental affairs division has drafted a few of them and we will be taking some from the audience during the forum.

We thank Rep. Kris Lytton for taking time to moderate the forum.

Lunch will be provided by Swinomish Casino & Lodge and is $15, please RSVP online.

business after hours

Anacortes Community Theatre / Anchor Catering & The Nantucket Inn / Rockfish Grill, H2O and Anacortes Brewing

Please join three members of Anacortes’ hospitality and entertainment community for an evening of networking, conversation and some fine food, beverage and entertainment. Rockfish Grill/H2O and Anacortes Brewing (320 Commercial Ave) provides our community with a menu of fine food, fresh craft beer and live musical entertainment. Anchor Catering/The Nantucket Inn (3402 Commercial) offers a great combination of an elegant colonial style Inn and full service catering. Anacortes Community Theatre stages six terrific live theatre shows each year and operates ClassACT, a year around performing arts school. This will be a memorable evening—attend and meet the owners and operators of these local businesses and enjoy the interaction with many other members of the Anacortes business community.

July 18, 2013 Business after Hours; 5:30 to 7:00 PM. Hosted at ACT—918 M Avenue. Please RSVP online.
A
nacortes is unique: We are a tourist destina-
tion. We are a blue collar working waterfront
community. We are a new home to the retired.
We are family-focused. We are a gateway to the
San Juans.
We are an island.
The business community needs to “mar-
ket” to all of these things that we are, and your
chamber board is the voice of business to the
other stakeholders.
Our 467 business members are represented
by a strong and diverse board of directors who
are focused on job creation and business reten-
tion in our community.
Of the 21 directors, 13 own their business—
representing small retail shops, the construction
industry, accommodations, marketing, business
consulting, retirement, and real estate. Four
are senior level managers of the business they
represent. Also included on your board are the
economic development drivers of our commu-
nity: the city, hospital, port and school district.
As we look to the future of Anacortes, the
business community who is represented by the
chamber of commerce, needs to be the convener
to having the right people at the table to com-
municate and collaborate.
To ensure there is no duplication of efforts,
we can look across the table and ask who is
doing what and how we can work better to
ensure a strong economy. Your chamber board is
the facilitator of networking—bringing business
together, but also forming public/private partner-
ships.
Four board members will be completing
their terms at the end of the chamber year in
October thus providing vacancies to fill. Please
consider nominating yourself or another
chamber member to fill one of these board
positions. The nominating committee will
convene in July to consider chamber members
to fill these vacancies. The committee is made
up of three executive division board members,
two current board members and two chamber
members from at large. If you are interested in
serving on the nominating committee, please
contact Stephanie Hamilton or me.
We are honored to serve our members and
the business community.

—Kathy Larson
Puget Sound Energy

meet your board

Carol Van Iterson

C
arol is Vice President and Manager of the
Anacortes branch of Bank of the Pacific, and
has worked in the Anacortes Banking community
since 1979 where she first started at Bank of
Anacortes as a teller.
Carol is very excited to have recently
rejoined the Anacortes Chamber Board of Direc-
tors, having previously served on the board from
2005 to 2008. She is also sits on the chamber
membership committee, and is a member of the
Anacortes Noontime Group.
She and her husband Bruce have three
adult sons who all attended Anacortes schools,
and she feels very fortunate to have been able
to work in the same community where her kids
attended school. This allowed her to be more
involved in school and sports functions, and stay
active in the community.
She and her husband own Island Interna-
tional Artists located on Guemes Island, which
produces and distributes art for professional
printmakers and painters. Though not actively
involved in her husband’s business, she is very
aware of the challenges facing the small busi-
ness owner, and hopes her involvement in the
Anacortes Chamber will have a positive impact
on our business community. She feels strongly
about growing and supporting our business
community, but knows this must be done with
thoughtful planning to preserve the desirability
of Anacortes’ residential community at the same
time.
Carol and Bruce are active boaters, and
support the local boating community. They have
many favorite cruising destinations in the San
Juan Islands and British Columbia. When meet-
ing fellow sailors who discover they are from
Anacortes, the comments are always about what
a beautiful area it is!
When not at work, or in her garden, she is
out somewhere on the water.
Little known “fun fact”: Carol and two of
her co-workers at Bank of the Pacific—Kay Bell
Spring and Diana Jordan-New—all started their
banking careers together at Bank of Anacortes
when they were 19, 21 and 23!
During the recent I-5 closure, Gov. Inslee released $150,000 from the strategic reserve to help market Northwest Washington through a collaboration of community leaders in Whatcom, Island, San Juan and Skagit Counties.

Terica Taylor from EDASC took the lead and has worked with a team to select an agency, who then presented campaign ideas, came up with a schedule, filmed and produced the commercial—all in one week!

We want to thank chamber members and partners in our portion of the commercial: Bernie Santiago (Skagit Cycle), Liz Jenkins (North Islands Young Life), Lisa Helm-Morrow (KeyBank), Kent Morrow (Northwest Rigging), the Lonely Forest and Washington State Ferries.

The campaign also included a grass roots and paid media effort through Visit Skagit Valley Facebook page—which grew 151% in 10 days—as well as earned media stories in regional news outlets.

The door that is featured in the commercial has been around the valley in key locations to continue the message.

Left: Governor Inslee pictured with WSDOT Transportation Secretary Lynn Peterson

Come In... We’re Open!

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Left: Governor Inslee pictured with WSDOT Transportation Secretary Lynn Peterson
Channel of Discovery—Bob Hyde (Port of Anacortes) mans the Work Boat Race booth with Linda Lipke.

Quick & Dirty demonstration

Dave Sem of Sebo’s keeps an eye on the launching of just-built boats.

Jim Shulock and Denis Richards oversee the Island Hospital first aid tent.
The tourists are coming!

Tourist season is upon us and we sometimes overlook the importance of this customer segment on our local economy. According to a study conducted in Wisconsin, communities with a tourism economy supported twice as many retailers as similar sized communities without tourism.

- Tourists frequently purchase higher margin impulse, convenience and memorabilia products
- Tourist dollars inject cash from outside the local economy
- Tourists provide an interesting export opportunity where customers arrive on your doorstep to pick up their exports
- Add signs to attract tourists to your business and adjust business hours to take maximum advantage of tourism dollars
- Collect customer emails, encourage Facebook likes and remind visitors to talk about their experiences on Yelp and Trip Adviser
- Get batches of business cards printed in different languages to be memorable to your non-English speaking visitors
- Join forces with other local businesses to develop mutual promotions
- Offer customers a no hassle satisfaction guarantee to build trust and increase impulse sales
- Empower employees to make decisions needed to make your customers happy. Would you like to know more? Call Kevin, your free and confidential business adviser at (360) 336-6114 to better your business. 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.
Sarah Jurkovich was born and raised in Anacortes. She and her husband Mark Jurkovich, live in Anacortes and have two beautiful daughters, Bailey (3 ½) & Kailin (17 months). Growing up, her family would spend their summers at her grandparents’ cabin on Guemes Island. Sarah and her sister would play on the beach, fish, look for rock crabs, starfish and the most coveted, Agate. She feels very fortunate that she will be able to share the same experiences with her children that she did growing up.

Sarah is the Assistant Manager at Washington Federal in Anacortes and has been in banking for over 14 years. Sarah became an ambassador in November 2012, but has been part of the chamber for 14 years. Sarah joined the committee for 2013 Milk Carton Derby (or Moo Crew as we call ourselves) at the Anacortes Waterfront Festival. You will also see Sarah at almost every chamber luncheon and business after hours events.

Sarah enjoys spending time with her family, watching the Seattle Seahawks and playing softball.

A little fact about Sarah: She was a part of the 1994 Anacortes High School State Softball Championship team.
Chamber Joint After Hours at Tulip Valley Winery

Check out some of Skagit County’s best businesses! Take advantage of great networking in a fun and relaxed environment at this month’s special joint after hours at Tulip Valley Winery—Don’t miss out!

Why Attend Business This Happy Hour?

- Meet potential new customers from all over Skagit County!
- Strengthen ties with existing customers and clients
  Don’t forget your business cards and bring a door prize for maximum exposure. Please RSVP online by Wednesday, July 10, 2013.

Tulip Valley Winery
16163 State Route 536 • Mount Vernon WA
July 11, 2013 — 4:00 PM–6:00 PM

Chamber Chat: The Membership Division and members of the chamber came together last month to discuss the various roles of the chamber staff. The next “Chamber Chat” will be held September 10, 2013 and focus on ways to market your business including what types of advertising are the most effective and how to better utilize your chamber benefits.

May 14, 2013 VIC volunteers—breakfast and tour of Anacortes Ship Harbor Inn

2013 Ambassadors

Jessica Cantrell—Farmers Insurance
Carla Cummins—All About Honeymoons & Vacations
Lara Dunning—Fine Edge
Jim Gordon—Freedom Wireless Media, Inc.
Jack Hamilton—Cap Sante Court Retirement Community
Barry Harter—Central Payment Corporation
Lisa Helm-Morrow—KeyBank
Lanaya Holm—Opulence Salon & Day Spa
Sarah Jurkovich—Washington Federal
Kari Kennedy—KeyBank
Matt McKay—Nantucket Inn; Anchor Catering
Tara Milas—Tara Nurturing Massage Therapy
Jeffery Pleet, CLU, ChFC—Edward Jones
Therese Rudzis—Individual member
Michelle Scheremeta—Aulday Bookkeeping Solutions
Veronica Spencer—Take Shape For Life
Mary Staley—Marketing with Mary
Boyd Veer—Seaside Autobody & Accessories
John Williams—Skagit Publishing

Chamber of Commerce
Vehicle & Vessel Licensing

Come see us for all your vehicle or vessel needs!
Registration renewals, title transfers, disabled parking placards, monthly tonnage, trip permits, dealer work

819 COMMERCIAL AVE STE. B
ANACORTES, WA 98221
(360) 293-5533
chamber officers

Executive Board

PRESIDENT
Kathy Larson  Puget Sound Energy

PRESIDENT ELECT
Mark Lawrence  Simply Yards Landscape and Design

TREASURER
Karin Baldwin  Quantum Construction

PAST PRESIDENT
Kristi Gabrielse  Ana-Cross Stitch

BOARD MEMBER AT LARGE
Matt Miller  Read Me A Story

Board of Directors

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

Chamber Staff

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

Thank you, volunteers!
Visit us on the web at www.anacortes.org

vic (visitor information center) statistics

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