Update on Island Hospital

Join us for the Wednesday, June 9 Sunnyside Up breakfast at 7:00 am at the Majestic Inn & Spa for an update on Island Hospital.

Island Hospital Foundation director, Courtney Orrock will present an update on the hospital, including the new Medical Arts Pavilion to be located near Commercial Avenue. Courtney will also discuss the hospital’s economic impact on Anacortes, its strategic challenges and physician recruitment efforts.

Please note that this is a change from our regular meeting date of Thursday.

business after hours

Ship Harbor Inn

Join us for the June Business After Hours at Ship Harbor Inn – 5316 Ferry Terminal Road. The Inn offers 28 comfortably appointed guest rooms, each with a dazzling view of Guemes Channel and the surrounding San Juan Islands. Come see what all the guests are raving about. The after hours is Thursday, June 17 at 5:30 pm – please RSVP to the chamber.
A message from the president

Anacortes Futures Project Moves Forward

The Anacortes Futures Project (AFP) has been out of the headlines lately and many in the community have been wondering if it is still moving forward. You are about to hear a lot about the AFP as we move into the public input phase where there will be community meetings and workshops to hear what you have to say about the future of our city.

Phase 1 of the AFP, the economic assessment, was completed a little over a year ago by a small taskforce within the chamber as an example of what this project could be. We went “on the road” presenting the Phase 1 report to over 20 community groups to explain what makes up the economic underpinnings of Anacortes and our area economy. The response was overwhelming, the community really got charged up that this was exactly what we need to be doing. We took the next step by spending last summer as a temporary AFP taskforce with representatives from the city, the port and the chamber mapping out the next steps for this project. An AFP steering committee was formed to govern the next two years of the program and the city, the port and chamber agreed to jointly fund a consulting firm to facilitate phases over the next two years. The chamber, representing you as the business community, felt it was critical to also have MJB Properties participate in the AFP process. They agreed and pledged to contribute to the costs of the next phases of the AFP project. Next a request for proposal was sent out to qualified consulting firms. We received responses from six firms. Three were invited in for interviews, and by the time you read this, we will have selected a firm to take us through the next phase.

The AFP temporary team recommended community involvement as a major objective. We want this next phase to include surveys, meetings and workshops where the community can tell us what they think Anacortes should look like in 2025 and even 2040.

What’s next? We hope to start with the beginning of the community input stage before we all get busy with summer activities. The community input stage will most likely continue with workshops in the fall to work through the different subjects of key interest to Anacortes including discussions on the types of businesses and jobs we hope to recruit, housing, retail, tourism and our parklands.

What can you do? We will need team volunteer leaders to run workshops; please let the chamber office know if you would like to be involved. Most of all, when the public input stage starts, we need you to encourage your friends and neighbors in Anacortes to get involved and offer their input when meetings are scheduled or surveys are sent out. We want a lot of input on what our community sees as the most viable, sustainable future for Anacortes that will maintain and even improve our special quality of life. Your support will make the AFP project stronger with a plan we can all support. This will be an exciting project where we can design the future of Anacortes.

Mike Trafton
President
Anacortes Chamber of Commerce

Marketing Update

The chamber’s website has been substantially updated—if you haven’t already done so, please log into www.anacortes.org and check it out. Specifically the “Things to Do” area has been completely transformed from a text-based presentation to a site with heavy use of graphics, video, and linkages to member businesses. The intent of the new approach is to quickly engage users, define their preferences, and encourage them to come visit, make a hotel or restaurant reservation, and shop in our stores. The design is much more intuitive and user-friendly.

Send in your pictures or videos of how you like to hang out in Anacortes—we may include them on the site. We have also employed key words for each page so that a web search takes the user directly to the page and addresses their interest. Thanks to Christine Royer at How It Works and to Stephanie Hamilton for their great work on this.

The marketing effort that feeds the website URL is also in full swing. Our spring campaign included a variety of print media, including Seattle, Seattle Met, Victoria Boulevard magazines, and the Victoria Times-Colonist newspaper. Each of the ads solidifies our “Coast In. Hang Out.” tagline, with engaging graphics and a list of upcoming events. We have also organized a cooperative marketing opportunity with various of these publications—the first published with the Times-Colonist on May 16 and targeted Canadian tourism, stressing the international ferry run, and inviting readers to come to Anacortes for their upcoming three-day weekend. With the Canadian dollar at par, we will be increasingly be targeting Canada through our marketing program.
A t Sound Health Chiropractic we specialize in non-surgical orthopedics, pain management, and physical rehabilitation. We can help reverse the effects of injuries caused by repetitive motion, poor posture, and poor lifting habits. Our focus includes providing you the tools of home exercise regimens, ergonomic changes, and nutritional advice so that you become a key player in the restoration of your health. At Sound Health, we believe in promoting wellness through injury prevention and health maintenance.

Dr. David Cox is a graduate of the Los Angeles College of Chiropractic, having completed his Doctorate program in 1982. He began practice in California and then relocated to Sandpoint, Idaho where he and his wife raised their family and worked in their own clinic. Together with Patty, they started Sound Health Chiropractic in Anacortes in June of 2009. Dr. Cox is enthusiastic about providing practical solutions to his patients, and seeks to educate each individual so that they not only understand their condition but they also participate in their treatment process with home exercises and changes in lifestyle habits. Dr. Cox enjoys boating in his spare time and can often be found “wrenching away” on his project 1972 Luhrs 28.

Patty is the office manager and a personal trainer. She has participated in each of their chiropractic practices from the beginning, but did take time off when she became the mother of their 4 daughters. Her athletic career started in Idaho where she became an aerobics instructor at the local health club. In 1994 she received her ACE certification as a personal trainer and since has divided her time in training and aerobics teaching, and now as office manager of Sound Health. She and Dr. Cox often work up a rehabilitative program for the patients with Dr. Cox providing the input for needed postural changes and weak muscles, and Patty providing the customized exercise regimen for the office and at home.

The approach at Sound Health is to treat each patient with a comprehensive strategy involving physical adjustments, education, nutritional support, and wellness planning. Please call at 360-299-4500. We look forward to providing you with a practical and sound approach to your health needs.

Jan Hersey, Biz Point Communications

Marketing & Promotions Division Chair

Jan Hersey believes in blooming where she’s planted. A native of New York, she lived for some 30 years in North Carolina before moving to Anacortes in 2002 at the behest of her college boyfriend. Discovering the glories of the Pacific Northwest, it took her no time to dive into the community, friendships, and terrific outdoor activities with which the area abounds.

Jan’s business, Biz Point Communications, grew out of her wide ranging writing experiences. Having grown up in a community of New Yorker magazine writers, she always viewed arranging words as a viable career path. Beginning as an lovely editorial assistant at Alfred A. Knopf, Publisher, she moved on to hone her skills as a newspaper reporter and feature writer, magazine contributor, book author, writing instructor, and corporate communications manager and marketing copy writer, working with such companies as Nautica, Liz Claiborne, Tommy Bahama, Woolrich, and Drexel Heritage. Her book, The Complete Book of Floorcloths sold more than 40,000 copies. Most recently, she authored the chapter on Skagit’s islands in Natural Skagit, published last year by the Skagit Land Trust.

Through Biz Point Communications, Jan brings together her varied perspectives of having worked both inside and outside the business world, helping clients identify, develop, and tell their unique stories through marketing strategies, printed materials, and websites.

Years of newspaper reporting taught Jan a love for community. In Anacortes, she volunteers with Skagit Beach Watchers, the Anacortes Community Garden advisory board, Skagit Land Trust, Chamber Ambassadors, and now as chair of the chamber marketing and promotions division. In between, she manages to find time to hike, row, kayak, garden, and photograph, especially now that her two kids are doing just fine on their own: Page, as an elementary school teacher in the Bay Area working on a doctorate in education and Tyler as head of the archive department for Wingnut Films (read: “Lord of the Rings”) in Wellington, NZ.
Economic Development Update

The Economic Development division will be providing a number of important relocation resources over the next quarter. These resources will be focused on both individuals and businesses interested in relocating to Anacortes, as well as existing residents that are considering opening a business. Current plans call for three new resources:

• An updated and expanded Community Profile, incorporating new statistical analysis, graphics, and appropriate links to other sites. The profile will cover a variety of relevant topics, including employment, community demographics, employers, key drivers, housing, retail, education, transportation, taxation, utilities, health care and quality of life.

• A Google Maps graphic that will display commercial vacancy space, with pictures, text, links to broker/agent sites, and a street view. Information would be entered by the seller/lessor. The intent is a comprehensive view of all available property.

• A sales tool kit will be assembled with appropriate links—basically a one-stop shop for additional information not included on our site.

This data will be embedded in the chamber website, with a linkage to both “Business Opportunities” and “Moving to Anacortes.” The new functionality should be in place by mid-summer.

brown bag series

“Small Business Financing in a Down Economy”
Friday, June 4
Presented by Carrie Tisinger and Lynda Erickson from Bank of the Pacific

This economic environment has presented the small business owner with challenges as never before. And it has become increasingly difficult to obtain operating capital financing. We will bring you up to speed on changes in the SBA programs that can benefit you as well as give you some insights Re: what banks are looking for in a complete business plan and loan packages to help you get the help you need with plenty of time for Q&A.”

“Fish Oil for Health”
Friday, June 18
Dr. Cox from Sound Health Chiropractic

Dr. David Cox of Sound Health Chiropractic will be speaking on “Fish oil, why and how much should I be taking.”

Summer Artwalk

Friday, June 4 from 6 to 9 pm in conjunction with the First Friday Gallery Walk
Saturday, June 5 from 10 am to 5 pm

More than 20 merchants will show the work of local artists including paintings, sculptures, jewelry, photography & other grand creations.

Sponsored by the Anacortes Chamber of Commerce

NAVIGATING THE FUTURE
A Resource and Information Fair for Seniors
Friday, September 10th
11:30 am to 3:30 pm
Retirement… Where Life Begins!
2010 Waterfront Festival

The 20th Annual Anacortes Waterfront Festival was a huge success. Not only did the weather cooperate—mid 70’s and sunny all weekend, but it seemed that the entire community came down to Cap Sante to enjoy our waterfront!

As with any event of this magnitude it takes an entire village to create—we want to thank the active and spirited planning committee: our committee chair, Matt McKay (HR Strategies), Barbara Atterberry (Bob’s Chowder Bar/Avenue Catering), Pat Barrett (Barrett Financial), Dale Fowler (Port of Anacortes), Liz Jenkins (Young Life), Ken Markel (San Juan Lanes), Mark Nilson (Insights Gallery), Robin Pestarino, Larry Stiles, Jan Vigre and TK Wegg. Thanks to all the volunteers who worked the information booth and special thanks to the Wrestler’s For Life.

Many organizations are represented at the festival by providing an activity for festival goers: The Anacortes Yacht Club (free boat rides); Fidalgo Island Rotary (kid’s boat building); Anacortes Community and Youth Arts (free tile painting for kids); Anacortes Small Boat Center (Quick and Dirty Boat Building); and Skagit RC Model Boats.

Thanks to all who contributed to this much beloved event.

Cascade Mall Marketing Opportunities

Chamber member Cascade Mall in Burlington can provide Anacortes businesses with some unique marketing opportunities. Specifically, empty storefront and kiosk space is available for advertising and lease. For roughly $200/month, windows can be employed to display your message and/or marketing/promotional materials. Kiosk space could also communicate the message or provide an outlet for a brochure or other takeaway.

Available space is also available for lease, providing a satellite location to your primary business here in town. If there is interest, please contact Jeannie Anderson at Cascade Mall. Her direct line is 360-757-2072.

Melissa Wyatt — Intern

I am a senior at Western Washington University in the Recreation Program. Travel and Tourism is my area of interest, and I feel very lucky to have found this track. I completed my Associates of Arts degree in Colorado, where I grew up, and wasn’t sure what to do next. As travel is such a growing industry, I feel it is very important to handle the way people travel responsibly; therefore this seemed like a perfect fit for me.

As a part of my program I am required to complete a full time internship in a professional setting related to my field. The Anacortes Chamber of Commerce was kind enough to give me this position, and I couldn’t be more excited to start working. I am really looking forward to learning more about this amazing town and how the Chamber runs on a day to day basis.

I have found that I love Washington because I grew up doing so many things outdoors and it is no different here, except for all the rain, but that doesn’t stop me. I have always had many interests from hiking to biking, camping, snowshoeing, snowboarding, playing tennis, disk golf, and a lot more. I have also been fortunate to have grown up with a love for travel as I believe it can foster a very important kind of learning that you would not otherwise experience. Growing to appreciate different lifestyles and promote local economies is something I wish to have a part in throughout my future and this position is a wonderful step in that direction.
Thanks to the following members for providing a door prize at the April Business After Hours:

- Cap Sante Inn
- Donatello Flower and Gifts
- Earth Bound Used Books
- Fidalgo Pool & Fitness Center
- Insights Gallery
- Kay Dow, VIC Volunteer
- Opulence Salon & Day Spa
- Pacific Design Screen Printing
- Star Bar
- Trestle Coffee Company

And to the Business Connections Lunch:

- All About Honeymoons
- Bayside Specialties
- EDASC
- Fidalgo Pool & Fitness Center
- Insights Gallery
- SICBA
- Super Media
- Take Shape For Life

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new members

**AMJ GROUP, MANAGEMENT CONSULTING**
(360) 588-4304
4117 Kingsway
Anacortes, WA 98221
http://www.heartofengagement.com
Mike Cook
theheart.amj@gmail.com
Management Consulting

**TAKE SHAPE FOR LIFE**
(425) 308-5757
5378 Joseph Lane
Bow, WA 9823
http://www.balance4life.tsflm.com
Julie O’Brien-Judy
julieojudy@gmail.com
Health & Wellness

**MARY KAY CONSULTANT—BECKY ELFERT**
(360) 598-0651
1977 NW Timberview Court
Silverdale, WA 98383
http://www.marykay.com
Becky Elfert
beckyelfert@marykay.com
Beauty Consultant

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ChamberMaster Update
Website Calendar of Events

Did you know that you can add an event to our website calendar? Simply go to [www.anacortes.org](http://www.anacortes.org) and choose the View All News and Events button. Click on the Submit New Event button and provide us with your event description, date, time and any other facts of interest and we will review and post to our website, usually within 48 hours. If you have any questions contact Mary at the chamber office.
Initiative 1082 – Privatizing Workers’ Compensation

A n initiative proposed by the Building Industry of Washington seeks to allow private insurers to compete with the state Department of Labor & Industries (L&I) to offer employers workers’ compensation coverage. I-1082 would bring WA State into line with 46 other states that allow competition from private insurers in the industrial insurance market. The State currently maintains a monopoly on W/C coverage—the result has been a costly and inefficient system which is on the verge of insolvency. Some specifics:

- While workplace claims have decreased by 55% in recent years, L&I’s costs to manage remaining have increased by more than 80%.
- Injured workers in WA State stay off the job more than twice as long as workers in any other state.
- WA State employers have seen tax increases of 54% over the past decade and now pay the second-highest cost per employee for W/C in the nation.

The initiative would seek to introduce competition into this system by 2012. It is worthy of your review. For more information, please reference www.saveourjobswa.com.

Anacortes Sister Cities Association Doyle Geer Golf Tournament

O n Saturday, June 26, golfers from Anacortes and surrounding areas will tee it up for the annual Anacortes Sister Cities Association (ASCA) Doyle Geer Golf Tournament at Similk Beach Golf Course in Anacortes. This is always a fun, exciting, and well-attended event with terrific prizes. The Kisakata, Japan student exchange and programs relating to the other Sister Cities (Lomonosov, Russia, Sidney BC, Canada, and Vela Luka, Croatia) are beneficiaries of the funds raised by this tournament.

Opportunities are available to golf or sponsor the event. Please contact Duane Clark by phone (360 293-8088) or email (dclark@capsantecourt.com) for more information regarding the ASCA Doyle Geer Golf Tournament or about the Anacortes Sister Cities Association.

Chamber president Mike Trafton & son at the 2009 Doyle Geer Golf Tournament

Member Survey

Survey Question #1

The chamber’s Membership division has opted to parse out our annual survey into individual questions, which will be posed to membership on a monthly basis. The hope is that members will take the time to quickly express an opinion, as opposed to filling out an entire questionnaire. We will be feeding back the results to members through newsletter articles and e-mails as the data is compiled. Results will be used by the division to suggest policy changes and improve the value proposition that we offer our members.

Question #1: “Why are you a member of the Anacortes Chamber?”

We had 88 responses. The top four:

- Networking Opportunities 33.0%
- Community Vision/Support 22.7%
- Marketing Opps/Web Referrals 11.4%
- Connection with the Business Community 10.2%
Thank you, volunteers! Visit us on the web at www.anacortes.org

Find your treasures at Shipwreck Day
July 17th
8:00 am – 4:00 pm
Downtown Anacortes
Over 250 vendors with souvenirs, riches, antiques, and goods to explore.

Following Shipwreck Day is the 2nd Annual Working Boat Races
Starting at 4:00 pm on Pier 1 on the Guemes Channel.

PRODUCED BY THE FIDALGO ISLAND ROTARY CLUB

Coast in. Hang out.

Photo: Steve Berentson
Editorial: Linda J. McGuire