March 11 President’s Luncheon
President of WA Retail Association to Speak on Sales Tax and State Politics

In the world of politics, the subject of taxes is inevitable. Sales tax and other political issues stirring in Olympia will be the focus of the March 11 President’s Luncheon, sponsored by Chapman University, when Jan Teague, President/CEO of Washington Retail Association (WRA), will be our keynote speaker.

Teague has 20 years of association experience and has worked for the WRA for six years. Previously she was the Executive Director of the Lacey Chamber of Commerce, the Olympia Master Builders, and was a lobbyist for the state Building Industry Association.

Streamlining the sales tax system was a hotly contested issue in Olympia, reports Teague, with debates among local governments about how to report sales to the Department of Revenue. A law passed last year will require retailers to report taxes differently by 2008. At that time, approximately 15 percent of retailers, those who deliver products directly to consumers, will collect and report sales based on the consumer’s location rather than the store location. This change will eliminate the requirement that retailers pay B&O taxes or registration fees in each jurisdiction where they have deliveries.

Labor reform issues were also on

Continued on next page

International Ferry Service Returns March 21

Walk on or park your car aboard a state ferry, then relax and sail north through the San Juans to Canada on the breathtaking “marine highway” linking our two nations.

It’s only a matter of days now (March 21) until the spring re-opening of the Anacortes/Sidney, B.C. international ferry run, a wonderful way to travel from the U.S. to Vancouver Island and Canada.

Visitors can enjoy Butchart Gardens, with its hundreds of trees and masses of colorful flowers and shrubs. Take double-decker buses on a sight-seeing trip right from the ferry dock. Sidney is just 17 miles from Victoria, a one-of-a-kind city, capital of British Columbia and a blend of English and Canadian architecture, flavor and charm.

This 2-3 hour cruise provides beautiful scenery, photo opportunities and views of island living. If you are traveling by vehicle between Anacortes and Sidney, B.C., you may make a reservation with Washington State Ferries (WSF). Reservations must

Continued on next page
PRESIDENT’S MESSAGE

Take Advantage of A Golden Opportunity During Slower Periods

This may not be true for everyone, but a large number of our chamber members experience the pains of a slowdown in business during the post-holiday season.

We see a drop in numbers with the cooler, wetter weather, which by its nature draws fewer tourists, decreased footsteps to our shops and services, and decreased consumption of goods and services. However, all is not lost. This season also offers us a chance to look at opportunities we may not have during our busier times of the year.

If this is your slower season, you have a golden opportunity to fix those items that need a bit of fine-tuning or attention. Focus on issues like staffing, financing, planning, rearranging and expanding are just a few examples of priorities we shuffle when we’re busy.

Maybe now is the time to take a break for you and your family and enjoy a vacation before it’s not so easy to find the time. Maybe this season offers an opportunity to become involved in your community, church or another organization. Whatever the case may be, March is here and before you know it we will all be bustling with another season of activity.

Related notes:
Your Anacortes Chamber of Commerce is doing its part by helping grow the demand for folks to visit and do business in our community. As members, I encourage those who have not already done so to take advantage of the networking opportunities at our President’s Luncheons, Business After Hours and Business Connections Breakfasts. Get acquainted at these events! Helping one another will help us all.

Since we are a membership driven organization, I also encourage each member to bring in a new member. Talk to them about the benefits of the Chamber and have them join. As “sponsor” to a new member, you will receive $50!

I am proud to say the Anacortes Chamber of Commerce is financially secure. We are now operating on our first calendar year budget since we changed from a fiscal year system.

Did you realize that a majority of our operating budget comes from our Department of Licensing office? The next time you purchase a vehicle or watercraft, PLEASE tell the sales staff you want your licensing to be done at the Anacortes office. It will help!

Enjoy the arrival of spring!

President’s Luncheon, continued from page 1

agenda this year, including employee reference check laws and reforms in Labor & Industries. New rules on gift cards and gift certificates were an explosive issue for retailers, with new restrictions that curtail how consumers get refunds on unspent amounts of the gift cards. Find out about these issues and more at the March luncheon.

The President’s Luncheon is sponsored by Chapman University and will be held at the Salvation Army, 3001 R Avenue, Anacortes. The cost is $15 and you must RSVP to the Chamber by calling 293-7911. Please have your credit card and number of people in your party ready when you call.

Also, please indicate at the time of your reservation if you prefer a vegetarian alternative. If you need to cancel your reservation, you must do so at least 24 hours in advance to avoid full billing.

Ferry Service Resumes, continued from page 1

be made online 48 hours in advance or by calling (206) 464-6400 and 888-808-7977. For automated information call 800-84-FERRY (WA & B.C.).

A non-refundable deposit, applied to your American Express, Discover, Mastercard or Visa, is taken to confirm your reservation and is applied to your fare. The remainder of your fare will need to be paid, in cash or traveler’s checks at the San Juan Islands and Sidney terminal upon your arrival. Credit cards are accepted at Anacortes. You should receive a confirmation of your reservation within 24 hours after making an online reservation or within five days by mail for phone reservations.

Passengers on the Anacortes/ Sidney, B.C. route will be crossing international boundaries and will be subject to either U.S. and/or Canadian Customs Service and Immigration inspection. U.S. citizens are required to carry a minimum of two pieces of identification, such as a driver’s license and proof of U.S. citizenship which includes one of the following: birth certificate, U.S. passport, or expired U.S. passport. Vehicles and/or baggage are also subject to inspection.
Last month Chamber Director Michael Broome talked about the new division of the Chamber, Destination Downtown Anacortes (or DDA).

He also introduced Nancy Jankelson as the new Director of the DDA, who will be the new author of Downtown Doings. So, here is an update of DDA activities and progress.

DDA is made up of three committees: 1) Promotion 2) Design and 3) Economic Restructuring.

Our Design Committee has assumed a number of tasks including the progression of the Arch project and the implementation of the Streetscape program.

Promotions last year showed you the Fall Festival and Downtown Trick-or-Treating and this year we have many more events and festivals to add to the list.

Economic Restructuring is one that will be working closely with the newly formed Economic Development Committee, which Michael also mentioned last month. This group will be working on bringing in new businesses as well as helping promote our current businesses.

If you or someone you know wants to jump in and make a difference by volunteering on one or more of these committees, please feel free to call or e-mail Nancy at the Chamber office, 293-7911 or njankelson@anacortes.org

In the coming months, look for this article to keep you informed of the exciting community projects and events on which DDA is actively working.

Chapman University to Sponsor March 11 President’s Luncheon

Chapman University just might be your answer to a personalized, quality higher education through a flexible Whidbey Island-based program. Chapman is an established, private academic institution of higher learning that was founded in 1861 and today has 24 extended campuses through the western United States.

Chapman University offers all the courses to support five-bachelor degrees, three master degrees and three graduate certificate programs at the Campus on Whidbey Island. Chapman University is accredited by the Senior Division of the Western Association of Schools and Colleges, and the State of Washington Higher Education Coordinating Board.

For more information contact the Whidbey Island Campus at 866-242-7626 option 3, see our website at www.washington.chapman.edu, or visit us at our Anacortes Open House on April 20th, 3:00 p.m. – 6:00 p.m. at the Anacortes Library community meeting room!

Waterfront Poster Unveiling and Ribbon-Cutting At Island Adventures March 25

Celebrate the unveiling of the 2004 Anacortes Waterfront Festival poster and the expansion and new location of a local business at the same event!

Join Waterfront Festival poster sponsors Shell Puget Sound Refinery and Port of Anacortes along with poster artist Jennifer Bowman and other Chamber members and festival sponsors for a great time on Thursday, March 25 at 5:30 – 7:30 pm at Island Adventures’ new location, 1801 Commercial Avenue, Anacortes.

Festivities will include a ribbon-cutting ceremony and open house, which will not only celebrate the new location, but also the expansion of their business with the addition of a gift shop and gallery and Anacortes Kayak Tours.

The spotlight will then swing to the official unveiling of the colorful 2004 Waterfront Festival poster.

Hors d’oeuvres, beverages, door prizes and as always, networking, will be part of the event as will the presentation of commemorative posters to Waterfront Festival sponsors. Mark your calendar today for this exciting spring kickoff event!

Please R.S.V.P. to the Chamber by e-mail at info@anacortes.org or by calling 293-7911.
Immediate past president Steve Henery was greeted with a standing ovation last month when he was acknowledged for accomplishments during his 15-month tenure.

President Randy Burgess, who succeeded Steve, sent a note as he could not be in attendance at the President’s Luncheon when Steve was honored.

Randy recalled that he and Steve were watching their children in a Little League game together on a warm spring day. Steve suggested Randy would make a great Chamber officer – and the rest is history.

“I cannot tell you how honored and appreciative I was that you even considered me for the position,” Randy recalled in his note. “I told myself if I could do half the job Steve did, I would probably be okay, and after a few days thinking about the offer, I decided to go for it.”

Randy noted dramatic achievements during Steve’s term, including the hiring of Executive Director Michael Broome and establishment of the Destination Downtown Association.

“On top of that,” he said, “the downtown archway project took shape and business and chamber members began to forge new, strong relationships with the greater Anacortes community.”

“Thanks, Steve, for all you do, and I am sorry I could not be with you today,” Randy concluded.

Steve was honored with a mantlepiece memento in recognition of his service.
Mayor Dean Maxwell delivered his “state of the city” message to a Chamber audience on February 12, hailing community accomplishments and thanking local business people for their contributions.

“Together we are a progressive community,” said Maxwell. “One that has continued to work systematically and collectively for an even better community and a better tomorrow. As a result of each of your individual efforts, Anacortes has been witness to one of the most positive decades in our history.”

With the assistance of Public Works Director Bob Hyde, Maxwell made a slide presentation featuring a statistical profile of the city. Also on hand for the presentation was City Attorney and Planning Director Ian Munce.

Among statistics provided by the mayor was the current population: 15,110. The city is projected to have a population of 18,300 by 2025.

Maxwell reported that Anacortes continues to have the lowest property tax rate of any city in Skagit County. He said next year’s budget is $30.7 million, with $2.07 in restricted emergency reserves for each city department.

Among future challenges, said Maxwell, is a state initiative that would reduce property taxes. He warned that approval of the initiative would cost the city an estimated $825,000 in funds, which would require cutbacks in general fund operations that include police, fire and ambulance departments.

“I ask you to please think very carefully about our community’s health and quality of life before you support this initiative,” said the mayor. “Local governments cannot keep cutting revenues and be expected to maintain current service levels.”

THANKS TO...

Thanks to our February sponsors:

**President’s Luncheon**
Regence Blue Shield -Sponsor

**Door Prizes**
Anacortes Arts Festival
Donatello Flowers & Gifts
Regence Blue Shield
RiverCity Screenprinting
Scott Richards Insurance
Viking Moving Services, Inc

**Business After Hours**
Adrift - Host

**Door Prizes**
ACE Hardware
Anacortes Cinema
KBRC Radio
KLKI Radio
Local Starz
Upstage Boutique and Men’s Store
West Marine

Caught in the Act of Doing Business

A visit by Canadian guests of the Anacortes Chamber of Commerce presented an opportunity to tour the SeaBear production facility. Tour leaders included SeaBear employees Randy Neumann and Larry Peticlerc, who is lead in the fillet room. Larry was fast and efficient, the tour was awesome. Anyone who enjoys seafood should visit the SeaBear Specialty Seafoods outlet at 605 30th Street, on the east side of Commercial Avenue.

February President’s Luncheon

Port of Anacortes Commissioner Pat Mooney consults with Mayor Dean Maxwell at the President’s Luncheon where the mayor delivered his “State of the City” address.
Daddio's

Daddio’s, a new restaurant on Commercial Avenue, represents the realization of a dream for Anacortes native Will Lamphiear. Will, who apprenticed at Randy’s Pier 61 when he was in high school, will manage the pizza diner with his wife, Lori. The two moved back to Anacortes from Phoenix with their baby, Cadence, to manage the restaurant owned by Randy and Jennifer Barrett and Jennifer’s father, Byron Wingett. The 98-seat restaurant, which opened last month after a complete remodel/renovation of the Red Lion Tavern, features a Fifties look with booths, soda fountain, jukebox and neon. Daddio’s will be open from 10:30 a.m. to 10:30 p.m., with a menu ranging from pizza to sandwiches, soups and quarter-pound hot dogs. Beer and wine are on the menu, and services include takeout and delivery. The Daddio’s logo was designed by Jennifer’s daughter, Becky Gelder, based on a photograph of co-owner Byron dressed like a “soda jerk,” complete with white cap. It’s truly a family affair, as Will’s twin sister, Angela, will also work at the restaurant.

Anacortes Tourism Marketing Plans

Like many Chamber of Commerce member organizations, we have been busy mapping out plans to attract and serve our “customers” in the coming year. In terms of tourism marketing, our budget ranges from modest fees for dues to more serious expenditures in the shape of television and brochure advertising.

Executive Director Michael Broome was successful once again in obtaining dollar-for-dollar matching funds from the Belo Corporation for regional television spots starting in the spring. Belo owns King-5 TV and Northwest Cable News, among other media organizations.

Also in development is a new color brochure that will be distributed regionally by Certified Folder Display, the region’s primary distributor of tourism promotion materials. Among subjects in our new eight-panel brochure will be festivals and events, shopping and dining, arts and entertainment, places to stay, recreation and attractions, Victoria and the San Juan Islands. Whew!

Once again next year we will also partner with publications including award-winning Anacortes American San Juanderer magazine and MacGregor Visitor and Newcomer’s guides. A full-page article on Anacortes will also lead off the “Islands” section of the beautiful 2004 state tourism magazine, and our community will be featured in the San Juan Islands Visitor’s Guide.

The recently INAUGURATED Chamber website www.anacortes.org continues to grow in popularity. In addition to serving Chamber members and the Anacortes community, its “evergreen” character (regular updates of information and photos) continues to draw information-hungry visitors researching their next weekend or vacation getaway.

Year-long plans call for campaigns involving radio and newspapers, plus ongoing efforts to attract the attention of travel and recreation writers. We were ecstatic in mid-February to see our community featured by Seattle PI columnist Jeff Larsen in the newspaper’s popular “Getaways” section (see related article). We “throw a line out” routinely in our efforts to attract the attention of writers. With this community’s countless assets as “bait,” it’s only a matter of time before we get another strike.

We’ve moved! New location: 602 Commercial

how can nature help protect your color-treated hair?

AVEDA

299-2434

Finders, Keepers! (Or Get Involved and Make a Difference!)

Washington State’s “Adopt a Highway” program is available to Chamber members, families and friends willing to help clean up the roadside along Highway 20 (eastbound side only) from Commercial Ave. to Sharpe’s Corner.

A minimum of 25 volunteers is required to help with 4 or 5 roadside cleanings per year for the next 2 years. The State estimates each outing will take 3 hours, with 10 – 12 people participating; so with 25 committed individuals, each volunteer may work only twice annually. The State will post a sign naming the sponsoring organization; provide insurance for volunteers while on the job as well as safety vests, hardhats, signs and training. They even pick up the full bags later on!

The next time you leave town on Hwvy 20, take a look at the debris-laden roadside; then contact the Chamber to sign up. The Chamber will not commit to this project unless enough volunteers come forward to ensure that the work is spread fairly. Remember: you get to keep the good stuff you find along to roadside and help make our community more attractive. Sign up deadline is Friday, March 19.
Welcome New Members

Affordable Health Insurance
For the self employed and small businesses. Underwritten by the Mega Life & Health Insurance Company. Home office Oklahoma City, OK
P.O. Box 1737
Anacortes, WA 98221
360-299-2264
John McMakin
www.johnmcmakin-ins.com

Daddio’s Pizza Diner
1950’s style pizzaria. We offer whole wheat as well as white crusts. Great subs, salads, and old fashioned soda fountain. Arcade games.
2120 Commercial Ave.
Anacortes, WA 98221
360-588-1987
Will Lampiear

Import Autosport, Inc.
Our business is to provide quality auto service for Mercedes, Audi, VW, Saab, Honda, Toyota etc. at a fair price and timely manner.
8180 S. March Pt Rd
Anacortes, WA 98221
360-293-7551
Jeff Malone

Pacific Design
Screen Printing: Custom designed artwork or customer provided art, photo reproduction for quilters.
604 Commercial Ave
Anacortes, WA 98221
360-588-0455
Nancy & Paul Godfrey and Judy Ferris

Membership Renewals
A Better Nights Sleep
Ace Hardware
Anacortes Animal Hospital
Anacortes Community Theatre
Anacortes County Taxi
Anacortes Diving & Supply, Inc.
Anacortes Econo-Wash
Anacortes Realty
Anacortes Vacation Rental Home
Anacortes Yacht Charters
Bangkok Bistro
Burton Jewelers
Fidalgo Chevron
General Chemical

Pacific Rim Marine Surveyors
Certified marine surveyor David Jackson provides professional marine surveying to boat owners, banks & insurance companies.
1318 Haddon Lane
Anacortes, WA 98221
360-293-4528
David Jackson
www.pacrimmarine.com

Rede Me A Story
Children’s bookstore (birth to teen) which will also include toys and kids clothing. (Opening in April)
1419 Commercial Ave.
Anacortes, WA 98221
360-661-2050
Heather and Matt Miller

Renaissance Art, Restoration & Architecture Inc. (RARA Inc)
Historic Preservation Consulting, Paintings, Murals Restoration & Conservation
Original Murals & Paintings, Residential Architecture, Home Inspections
1710 Skyline Way Suite #201
Anacortes, WA 98221
360-588-1451
Dan Tamoveau
www.architecture-restoration.com

Read Me A Story
Welcome New Members

On March 12 the Historic Preservation Board will host a panel discussion on “Registering Your Property”. Topics covered will be the process of preservation and how architects, contractors and builders can get involved.

On March 26 environmental writer Evelyn Adams will present “Natural Wonders of Fidalgo”. Evelyn will identify special plant and animal species found on Fidalgo Island, including native specimens. Both talks are from 7 to 8:30 p.m. and are held at the meeting room in the Anacortes Library lobby. These talks are free to the public. The Board will welcome any ideas on future talks concerning a specific topic.

The March Gallery Walk is March 5 from 6 – 9 p.m.
Get your ticket stamped at all six galleries on Friday night and enter to win a framed 2004 Tulip Festival Poster donated by the Scott Milo Gallery with a value of $95. These six merchants will be open until 9 p.m. Friday, March 5: 711 Commercial Ave. Anne Martin McCool Gallery Small oil paintings and monotypes by Anne Martin McCool through March.


510 Commercial Ave. Adrift Opening a new show by Michelle Fehner featuring paintings in acrylic, watercolor and oil pastel. Runs through March.

420 Commercial Ave. Scott Milo Gallery The gallery opens a solo show with Diane Ainsworth. Ainsworth has created large triptychs in oil and installed them on custom bases. The freestanding panels take the viewer into the third dimension. Some are expressionist and some are more abstract. Runs through March.

416 1⁄2 Commercial Ave. Star Bar Café Opening a new show with photographer, Riley Secor. All profits from the show will be donated to Wolf Hollow Wildlife Rehabilitation Center.

611 R Ave Gallery at the Depot Opening a new show with art by the Anacortes School District.
30 Second Promotional Message or “The Elevator Speech”

You must know your business well enough to tell someone else about it in 30 seconds and make it sound worth the person’s time to investigate further.

If your business has a mission statement or a philosophy statement, these are good things to know and use. The hard part is done for you. If your business does not have these statements, then you’re on your own to think about your business and come up with true, flattering, important information about what your business does and how it does it for your clients or customers.

Once you have this information at your fingertips, it’s now time to practice your 30 Second Promotional Message. These are the important points to cover when you are telling someone about your business:

1. **Introduce yourself.** Give the name of your business and its location - the city is enough unless they ask specifically where it is.

2. **Tell what your business does.** Make this clear and concise.
   - You decide if using the broadest terms or the most specific terms are to your advantage and tell the most about your product or service. You need not include pricing information unless that is the feature that separates you from your competition.

3. **Describe your best client or customer.** Now think about this. What characteristics does the person or company have that would make them your perfect customer. (Having lots and lots of money doesn’t count.)

4. **End by stating your name, your business name and your telephone number** as in “You can reach me at...”

5. **Hand the person your card and ask for theirs.**

   **PRACTICE...PRACTICE...PRACTICE** - this does becomes easier and you will become more comfortable with this after a few times. Have fun and good luck in your future successes!