Waterfront Festival poster unveiling event at The Dish/Anacortes Interiors

Join the excitement Thursday, March 17 when the unveiling of the 2005 Waterfront Festival poster takes place at this month’s Business After Hours, hosted by Anacortes Interiors and The Dish. Chamber Events Coordinator Beth Prins notes that special guests include poster sponsors Shell Puget Sound Refinery and the Port of Anacortes. Also on hand will be local artist Jennifer Bowman, selected for the second consecutive year as poster designer.

“We’ve got another fantastic poster design, thanks to Jennifer and our sponsors,” said Prins. “We look forward to presenting our sponsors with copies of the poster, which will be used widely as we promote our May 21-22 Waterfront Festival.”

The poster unveiling, sponsored by Anacortes Interiors and The Dish, takes place from 5:30 - 7:30 p.m. at 904 Commercial Avenue.

Anacortes Interiors is in the midst of a renovation, and the neighboring “Dish” is now linked by a common wall to the specialty gourmet food shop named The Side Dish. Hors d’oeuvres, beverages, door prizes and as always, networking, will be part of the event.

Please call the Chamber at 293-7911 to make reservations.

Chamber partners with city, port and others to promote Skagit region

When the April issue of Washington CEO magazine hits the streets, the publication will feature the Skagit/San Juan Islands region ... and measures have been taken to see that Anacortes is well represented.

CEO, a slick, full color publication, is Washington’s only statewide business magazine. “Each issue of Washington CEO,” reads a web site introduction, “is a must-read for the state’s business community. That is why 75,000 readers turn to it each month to understand Washington — its economy, its opportunities, and its future.”

Chamber of Commerce Executive Director Michael Broome reports that a special section spotlighting the Skagit/San Juans region will be published as the result of a collaborative effort including such organizations as the City of Anacortes, the Port of Anacortes, Island Hospital, the Anacortes School District and the Economic Development Association of Skagit County.

Prominent among the pages noting this region’s strengths will be a full page advertisement showcasing the community of Anacortes.

An advertisement designed by Chamber member How It Works features nine photographs and bulleted text touching on community attributes such as quality school, port and hospital districts. As noted in Mayor Dean Maxwell’s recent “State of the City” address, our city government receives high marks for achievements ranging from (Continued on page three)
The President’s Message

Technology’s great, but don’t lose personal touch

In Communication 101 they tell you that the three basic purposes of communication are to inform, to persuade, and to build goodwill. In Anacortes the importance of these basics is magnified by the nature of a small town. According to a recent study about gossip and the pass-along rate of information, when you impress one person, you impress forty-five. If that is true, I assume that the opposite would be true: when you disappoint one person, forty-five others will hear about it.

After reading that study I figured that in a town of Anacortes’ size (15,000 people) if you can impress 333 people face-to-face, then multiplied by the study’s pass along forty-five rate factor, you have just about covered the whole population of the community.

No wonder I am often impressed with the efficiency of our local community grapevine.

When I think about business communication in that context, I understand why a single face-to-face business contact should always be treated with greatest of respect.

Businesses today communicate more and more electronically because it’s faster, easier and much more efficient. Electronic communication in a local community environment however, should never exceed the importance of face-to-face communication.

When communicating information electronically, we tend to forget how much feedback we can get from the emotions that are conveyed through body language and voice tone.

When I send information to a client by email, I don’t see the important feedback that I would normally receive through a face-to-face response with voice tone, posture, smiles, or eye contact. Did they understand my marketing information? Did they like my product and pricing? I’ll never know with electronic or mass communication unless it shows up in sales volume increases or decreases. However, face-to-face communication will usually give me instant feedback.

The other communication statistic I have learned is that for every single complaint you receive, there are 99 other guests or clients who had the same complaint in varying degrees, but just didn’t tell the business employee or owner about it.

I’m guilty of that myself. How often have I seen something I didn’t quite like while visiting a store or business, but rather than talking to the owner or employee about it, I just didn’t return? Instead I took my business elsewhere, or as in the first statistic, I told my friend or neighbor about my complaint.

We can go over our advertising budgets every year and worry about the amount of money we spend on a certain mass media campaign or product brochure cost, but the least inexpensive and most effective method of advertising our products is often standing at our door, or holding on the other end of our phone.

It’s that personal face-to-face or voice-to-voice contact that gives us the most benefit and the best feedback for our businesses. That is what I will always value and respect the most.

Please feel free to attend one of our Chamber mixers, the luncheons, the After Hours, committee meetings, or the festival events. I assure you, we value and respect the face-to-face contact with all of our members.

International Ferry to feature friendlier fares

It’s just a matter of days before the Washington State Ferry System resumes its regular schedule between Anacortes and Sidney/Victoria, B.C., and when it does, the route will feature exciting new promotional fares.

According to Susan Harris-Heuther of the WSF, a new promotional fare for oversize recreational vehicles and buses (more than 20 feet in length and taller than 7’-6”) will be applied to the international route, effectively cutting the fare in half.

Fares for oversize vehicles had been twice as much as those offered on other services, which had a negative impact on a segment of the tourism market, namely tourists traveling in recreational vehicles and tour buses. For example, 40-foot vehicle fares on WSF routes were $233.75 compared with $102.82 on BC Ferries.

“This is exciting news,” said Chamber Executive Director Michael Broome. “We will now have the opportunity to call on tour bus companies such as Grayline. The new fares will be a good incentive for both RV owners and tour bus companies to look to Anacortes as the starting point for trips to Vancouver Island. We will incorporate an emphasis on these fares in our marketing strategy.”
Mayor’s ‘state of city’ message draws crowd

Anacortes Mayor Dean Maxwell delivered his annual State of the City message February 3 to Chamber of Commerce members, citing financial challenges but assuring his audience the city is prepared to meet them.

Maxwell said city officials have been “prudent, conservative and innovative” in regard to the municipal budget, presenting a “hold the line” budget for 2005.

He also thanked members of the community for “partnerships” such as that organized to support the new city library. Such efforts will continue to be vital as the city seeks to keep a lid on spending levels.

“In the short term,” he said, “we will need to look for public/private partnerships for additional library service and for provision, development and maintenance of new parks and park facilities.”

Fiscal challenges, said the mayor, include increased demands for services at the same time state initiatives have reduced revenue from Olympia.

In regard to the local economy, Maxwell noted that sales and use taxes are “running in line with our budget estimates.”

He told his audience the city is currently taking steps to “take a fresh look at economic development planning to help ensure we have all the data needed to make collective decisions for the community’s future.”

Such an effort, he said, will include “recapturing” some unmet retail needs.

Among achievements cited by the mayor in recent years were the following:

- Completion of the Tommy Thompson Trail along Fidalgo Bay;
- Continued progress toward renovation of the New Wilson Hotel, which will ultimately feature first floor retail spaces and 23 apartments under the jurisdiction of the Anacortes Housing Authority;
- Strong restricted emergency reserves for each city department, prudent General Fund balance;
- Current work on “H” Avenue between 32nd and 41st streets, including sidewalks and wetlands restoration;
- New Ship Harbor and Skyline pump stations;
- Completion of Kiwanis Waterfront Park near the Guemes Ferry dock.

Chamber partners to promote Skagit/San Juans region

(Continued from page one)

healthy city finances to support of a business-friendly infrastructure.

“I want to thank our public officials, and in particular Mayor Maxwell, for supporting this effort to present Anacortes as an attractive community for both pleasure and business,” said Broome.

In addition to paid advertisements in the special section, Washington CEO’s spotlight on the Skagit/San Juans region will feature articles and photographs on subjects including local marine and aerospace industries as well as a healthy agribusiness community (see graphic, right).

Skagit County is described as “an economic powerhouse – diverse, skilled and profitable – with prolific, high-end boat-building activity, a small but successful aircraft component industry, a fast-growing retail center, well-wired cities and a traditional tourist sector.”

In return for the city’s participation as an advertiser, Washington CEO will make 1,500 “pullout” copies of the special report available to the Chamber.

“This publication,” said Broome, “will be invaluable in our effort to promote this city as a great place to do business.”
Magic Earth Landscapes

Magic Earth Landscapes, owned by Richard Houghton, has been installing beautiful landscapes for more than 20 years.

“There is a certain satisfaction as we revisit old landscapes to do some pruning or winterize an irrigation system,” said Richard. “We find our sprinkler systems still work better than the ones that some other company installed, our fences still stand straight and the plants have grown together to create a natural landscape.”

Richard started his business in 1984 after working for Mike Young. Today he has four employees of his own, specializing in residential landscaping but doing some commercial work as well.

“There are many practical goals that we seek to achieve with our landscapes,” said Richard, “from concerns for privacy to enhancing a view or providing outdoor recreation. What so much of it comes down to is the choice and quality of the plants that are selected to achieve those goals.”

Magic Earth Landscapes points with pride to two decades of local experience that translates to success for the customer.

“We know what plants will do well in different conditions, and how they will grow over time,” notes Richard. “We have also developed important sources for the highest quality plants.”

Richard can be contacted at 360-293-4828.

“Let us put our experience to work,” he concludes, “to help you achieve your landscaping dreams.”

Richard Houghton, owner of Magic Earth Landscapes, recently donated his labor to re-plant the community garden at 35th and Commercial.

Chamber inducts new officers

Dozens gathered in a festive atmosphere at the Tesoro Employees Recreation Association banquet facility for the installation of 2005 Chamber officers.

New President Pam Allen received the gavel from outgoing President Randy Burgess, who was honored with a plaque for his leadership contributions over a period of about 18 months.

Also among those recognized for volunteer work was Mike Keller of Scott Richards Insurance, who served a number of years as Chamber of Commerce Board of Directors Treasurer. Mike continues to serve as Chairman of the Waterfront Festival.

Also recognized for his contributions was Jazz Festival Chairman Bill Berry of KLKI Radio 1340 AM.

Immediate Past President Randy Burgess of Ace Hardware (left) handed over the gavel to Pam Allen of Anaco Bay Inn at the After Hours event at Tesoro Refinery. See more photographs of the 2005 Officer Installation dinner on page eight.
Downtown Doings

Cheryl Kuhn has joined the Chamber of Commerce team as Destination Downtown Anacortes Director.

Chamber Executive Director Michael Broome said Cheryl’s selection to replace Nancy Jankelson was based on a number of variables including her “contagious enthusiasm.”

“Cheryl already has working relationships with downtown merchants, including her volunteer efforts on the Fall Festival two years ago,” said Broome. “Her knowledge of the Main Street Program, her plan of action for the year and her contagious enthusiasm promise to make her an important part of our Chamber team.”

The following is Cheryl’s first “Downtown Doings” message to Anacortes Chamber of Commerce members:

Early last month I began working as the new Director of Destination Downtown Anacortes. The most enjoyable part of my job has been meeting and getting to know the DDA committee chairs and members, Chamber staff, and the many friendly downtown business owners. If I haven’t chatted with you yet, I look forward to meeting you very soon!

I have been impressed with the work that was accomplished last year including the Arch project, Jazz Festival Dinner, Garden Fair and downtown flowerpots, and the holiday activities.

Today we’re busy solidifying plans to keep the momentum of those DDA events and projects moving in 2005. Event/project volunteers are always welcome and needed, and you can be involved in DDA as much or as little as your schedule allows. Please feel welcome to contact me any time to share your experience, time or ideas.

There are several intriguing new projects for Destination Downtown in 2005. Of course, the community is looking forward to enjoying the Arch and its welcoming of visitors and locals into downtown!

Watch the calendar for a Ground Breaking Ceremony this spring and a fun, festive Arch Dedication Ceremony coming up this summer (check the “last-call” flyer in this newsletter to secure your brick or tile to be placed below the Arch).

In July we’ll enjoy the new Anacortes Car Show, scheduled for July 17, the Sunday after Shipwreck Day, rather than in combination with the event. Plan to attend the Sock Hop on Saturday night after shopping Shipwreck! Other new events and promotions are being explored, so stay tuned for more details.

With your participation and input, Destination Downtown Anacortes is preparing and planning for exciting results this year.

I hope you will participate when you’re able to, bringing your valuable knowledge and energy to DDA. Please stop by the Chamber office, call or email me to say hello any time!

Fast-paced networking event set for March 24 at Salvation Army

Mark your calendar for Thursday, March 24, when the Chamber of Commerce will host another “Business Connections” breakfast event.

This event, popular among Chamber members who have participated in the past, features an opportunity to network over breakfast at the Salvation Army Anacortes Corps on “R” Avenue.

This fast-paced networking event moves participants from table to table, providing opportunities to present one-minute “infomercials” on their respective businesses.

After each participant has presented his or her information, business cards are exchanged and “lead sheets” are completed. Everyone then moves to a new table with new people.

There is also added opportunity to market your product or service by hosting a “Talking Table.” For $10 you can secure an 8-ft. display table to show your products, flyers, photos, etc. You will also be granted two minutes to present your exclusive message to the entire room.

This is an excellent opportunity to expand your business connections and have a great time.

The March 24 event opens at 7 a.m., with networking to begin promptly at 7:30 a.m. Cost is $5 per person, which includes a catered continental breakfast. Please call 293-7911 to RSVP.

Thursday, March 24
Doors open at 7 a.m.
Continental Breakfast
Upstairs, Salvation Army
3001 “R” Avenue
Special thanks to...

Bob Shepard (center), director of sales and marketing for Fidalgo Bay Resort, chats with Rick Bennett (right), of John L. Scott and Ken Knight at the well-attended ‘Business After Hours’ hosted by Fidalgo Bay Resort last month.

**Special Thanks To...**

...the following businesses for providing door prizes at the Business After Hours/Board Installation event hosted January 27 by Tesoro Refinery: Alldata Shredding, KLKI 1340 Radio, Local Starz, Northwest Ballet Theatre, Pat Mooney, Scott Richards Insurance.

Thanks also to those who provided door prizes at the February 3 President’s Luncheon hosted by Verizon Superpages & Verizon SuperPages.com. They included: Towner Press, Homeplace Special Care Center, Express Personnel Services, KLKI Radio, Donatello Flowers & Gifts.

Thanks also to those providing door prizes at the Fidalgo Bay Resort After Hours event on February 17. They included Fidalgo Bay Resort, Alldata Shredding, Anacortes Cinemas, Express Personnel Services, Mark Nilson, Mortgage Consultant.

**Deadline looming for arch sponsors**

Last call! March 15 is the sponsorship deadline for the Historic Downtown Anacortes Arch Project. This contribution, which is tax deductible, can be made to the Anacortes Parks Foundation in care of the Chamber of Commerce.

Sponsors in the $250 - $5,000 range will be listed on a bronze plaque. Sponsor levels include Gateway: $5,000; Keystone: $2,500; Pillar: $1,000; Cornerstone: $500; Foundation: $250.

Sidewalk tiles are also available at $45 and $100 levels. Tile orders received at this point will be engraved on the site in the summer of 2005.

See the flyer in this newsletter for more details. Mail your commitment to Arch Project / Sue Keller, Chamber of Commerce, 819 Commercial Avenue, Suite F.

**Get the word out via newsletter inserts**

Just a reminder about flyer inserts in the Anacortes Chamber newsletter: if you want to toot your horn or advertise a special promotion, this is a great way to advertise.

Flyers are due by the 20th of each month. You must provide 475 flat flyers, 8 1/2 x 11. The cost is $50 for Chamber members, $25 for non-profit members. Payment is due at the time flyers are delivered.

Contact Sue Keller, Membership Services, to reserve your spot: 293-7911.
Welcome New Members

Portalis LLC
Developing an 85-unit residential project overlooking the San Juan Ferry landing. SFC, Townhouses, apartments.
Allan Schroeder
1004 Commercial Ave #109
Anacortes, WA 98221
(360) 588-1065 360-202-6145
www.portalishomes.com

Anacortes Construction Service
Professional general contractor with 20+ years of construction expertise: commercial, custom homes, remodels/additions & historical restoration
Brian D. Johnson
P.O. Box 380
Anacortes, WA 98221
Phone: 360-293-7100
www.anacortescs.com

Gary Jacobson, Attorney
Business & real estate contracts, including buying & selling businesses, shareholder buy/sell agreements, employment contracts.
Anacortes, WA 98221
(360) 299-9900
www.lawyers.com/westernwaattorneys

Reflections Antique Mall
8,000 square foot mall, 50 dealers. Paintings, primitives, furniture, jewelry & small collectibles.
Lynda and Doug Bransford
309 Commercial Avenue
Anacortes, WA 98221
360-588-1420

Fisherman Direct Seafood DBA: Northwest Catch
Fresh seafood shipped nationwide, local seafood market, salmon BBQ and crab feeds, private catered events
Keith Paddock
Phone (360) 661-2140
www.northwestcatch.com

Nantucket Inn
Bed & Breakfast. A wonderful historical building that has been a B&B since 1970. Five rooms, full continental breakfast. Reopens April 1.
Lynda & Doug Bransford
3402 Commercial Avenue
Anacortes, WA 98221
360-299-2011
1-866-384-8882
www.whidbey.com/nantucket

Molto Bene Italian Cuisine
Authentic Italian cucina, grinders, salads, Mediterranean desserts, gourmet pizza.
Bobby & Taki Stavropoulos
710 Commercial Avenue
Anacortes, WA 98221
360-293-9014, 293-2457

Cheesecake Creations
Gourmet coffee & dessert shop specializing in cheesecake. One of a kind wedding cakes. Providing wholesale throughout Skagit County.
Margie Aipopo
704 Commercial Avenue
Anacortes, WA 98221
360-299-2734

Johnny Picasso’s Ceramic Lounge
An espresso lounge with contemporary ceramic and fused glass studio, open for individuals to express their imagination.
John Archibald
1005 4th Street
Anacortes, WA 98221
Phone: (360) 299-2755
www.johnnypicasso.com

Kirk Kennedy
Individual Member

Membership Renewals

Alice D. Bohnker Insurance
America’s Best Charters, LLC
Anacortes Animal Hospital
Anacortes Econo-Wash
Bunnies by the Bay
Burton Jewelers
Comcast
Donatello Flowers & Gifts
Gere-A-Deli
Holiday Motel
Island Hospital
KLKI Radio
Marine Supply & Hardware
McGregor Insurance Agency
Salvation Army
SeaBear
Secure 1 Networks
Sound Body Shop
Susie’s Moped Rentals, Inc.
Tesoros Refining and Marketing Co.
The Depot Arts Center

High school Career Fair draws Chamber support

Anacortes High School’s annual Career Fair on March 9 will again involve the Chamber of Commerce, with Executive Director Michael Broome and several member businesses participating. This year’s Career Fair, with a theme of “Pathways to Success,” is sponsored by the AHS PTSA.

Broome and others will give students examples of the “partnership” role a Chamber plays in the community. One such example is the Chamber’s tourism marketing role, and another is the organization’s desire to attract and support new businesses.

Chamber representatives at the Career Fair will also give students the opportunity to ask questions about the organization and/or specific local businesses.
Thank You, Volunteers!

JANUARY 2005

Visitors 581 (606 - ’04)
Phone Calls 220 (229 - ’04)
Information Packets 38 (58 - ’04)
Relocation Packets 27 (31 - ’04)
Web Sessions 16,151 (13,544)

Executive Board

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Pam Allen / Anaco Bay Inn

President-Elect
Bill Berry / KLKI AM 1340

Secretary
Jean Fantini / Donatello Flowers & Gifts

Treasurer
Vince Oliver / Island Hospital

Immediate Past President
Randy Burgess / Ace Hardware

Executive Director
Michael Broome

Board of Directors

Shane Aggergaard
/ Island Adventure Charters

Tom Wood
/ Shell Puget Sound Refinery

Dianna Chonka / Cap Sante Marine, Ltd.

Mike King* / City of Anacortes

Robin Pestarino / AllData Shredding

Dan Porter / Tesoro Refining & Marketing Co.

Nate Scott / Windermere Real Estate / Anacortes

Dan Stahl* / Port of Anacortes

Dave Storkson
/ San Juan Lanes & Stork’s Restaurant

Nels Strandberg / Strandberg Construction

Gene Tanaka / T Bailey, Inc.

* Ex-officio

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Director, Destination
Cheryl Kuhn

Downtown Anacortes
Newsletter Editor
Steve Berentson

Dan Porter of Tesoro Refinery (left) played host to a February After Hours event that included recognition of several volunteers. Corey Hunter (above right) received an award from DDA Chairman Jack Darnton for her leadership role with the Downtown Arch project. Presiding over the event was Chamber President Pam Allen (top right). Immediate Past President Randy Burgess (right) gave outgoing Treasurer Mike Keller a plaque for his service.

After Hours doubles as installation event