Volume 18 / Issue 2

Calendar
March 2007

Thursday, March 1
Ambassador Luncheon
Stork’s Restaurant
San Juan Lanes
11:45 a.m.

Thursday, March 8
Sunnyside Up Breakfast
Flounder Bay Restaurant
7:30 a.m.

Thursday, March 15
Business After Hours
Burton Jewelers
Waterfront Festival Poster Unveiling
620 Commercial Avenue
5:30 p.m.– 7:00 p.m.

Tuesday, March 20
Board of Directors
Chamber Office
3:45 p.m.

Tuesday, March 27
VIC Meeting
Chamber Office
9:00 a.m.

Burton Jewelers to Host Business After Hours

One of the oldest businesses in Anacortes, Burton Jewelers, is celebrating their 77th year and are honored to host the March Business After Hours and Waterfront Festival poster unveiling. Douglas Burton’s vision for the store since he took over from his father in 1959 has been a pursuit of excellence in quality and design and the courage to work outside the formula, which has made Burton Jewelers the success it is today. “During the evening we will be featuring new designs, a special estate collection and a "special value" selection. We will celebrate our anniversary month by offering valuable door prizes and serving champagne and hors d’oeuvres by Gere-a-Deli,” said owner Philip Burton.

The Business After Hours is March 15 from 5:30 – 7:00 p.m. Please RSVP to the chamber if you wish to attend. This will allow us to prepare a nametag for each attendee, as well as obtain an accurate headcount for catering purposes.

Sunnyside Up

Last fall’s membership survey indicated that a third of you preferred to attend membership meetings in the morning. The result: Sunnyside Up. The breakfast meeting is slated to be both educational and beneficial to your business — it’s half-n-half. Swing by Flounder Bay Restaurant on your way to work on Thursday, March 8 at 7:30 a.m. for breakfast and more.

Each month we will have either a Business Connections Lunch — your total networking event or a President’s Luncheon — featuring a business-relevant speaker, or Sunnyside Up — a community update and networking — half-n-half.

On March 8 Bob Hyde, Executive Director of the Port of Anacortes will give us an update on Port activities. Afterwards, members will have an opportunity to give a quick infomercial on their business to the rest of the attendees. Breakfast is $10 – Please RSVP to the chamber by noon, Wednesday, March 7. We’ll see you for breakfast, coffee and half-n-half.

Garden Fair
Saturday, May 5th
Majestic Inn Garden
9:00 a.m. – 2:00 p.m.

Proceeds to go towards planting and maintaining the downtown planter pots. Premium stock roses for $5 (retail value up to $25 each), plant sales, garden art and silent auction.

GRAB YOUR GEAR AND BUY YOUR TICKET FOR A CHANCE TO WIN $5,000 AT THE ANACORTES SALMON DERBY. THE MARCH 10TH AND 11TH FISHING DERBY BOASTS NOT ONLY $5,000 FOR THE BIGGEST FISH, BUT A $2,000 HIDDEN WEIGHT PRIZE, PLUS LOTS OF MERCHANDISE. TICKETS ARE ONLY $50, WHICH INCLUDES FREE MOORAGE AND LAUNCHING AND A DELICIOUS BARBECUE. THE FAMILY-FRIENDLY DERBY IS PART OF THE NORTHWEST MARINE TRADE ASSOCIATION’S SALMON DERBY SERIES WITH PROCEEDS GOING TOWARD YOUTH SCHOLARSHIPS. VISIT ANACORTESSALMONDERBY.COM FOR DETAILS.
A Message from the President

As I write this in early February, the sun is out and we appear to be edging toward Spring. In tune with the weather, your Chamber also continues to make steady progress. At its last meeting, the Board took a number of important steps in support of our membership.

Specific areas of focus include:

- **Board Governance.** The full Board of Directors and the Executive Board currently both meet on a monthly basis. After considerable discussion, it was agreed that this was not the best use of our time and talent. Beginning this month, both bodies will now meet bi-monthly—the full Board on odd months and the Exec Board on even months, effectively cutting the number of Board meetings in half. Moreover, meeting focus will be more strategic in nature, with many items moved to a consent agenda for simple approval.

- **Position Paper.** The Board took a position, based on a recommendation from the Economic Development division, with regard to Phase II Economic Planning. It is the Board’s position that the existing Comp Plan process does not provide sufficient specificity with regard to land-use planning. An economic plan, in follow-up to the Phase I Plan published last year, should be undertaken to supplement the Comp Plan. All members were provided with an e-mail copy of the Position Paper. If for some reason you did not receive this Paper, please contact the Chamber office and they will send one to you. There are a number of exciting events on the horizon:

- **During March we will see the inaugural Salmon Derby which the Chamber has helped promote.** This shoulder event will bring in anglers from all over the state, filling hotels and restaurants.

- **The Waterfront Festival, slated for May 19 & 20, will have a few changes for event-goers.** This year, instead of finding information booths scattered about, we will have a Big-Top Tent to house all educational exhibits. Our plan is to make this a fun, exciting and inviting way for the community to learn more about Anacortes. Those not-for-profits who are interested in displaying at the festival should contact Stephanie.

As always, I can be reached at 299-1327 or voliver@islandhospital.org. Please let us know what you think. Your opinions, thoughts and ideas are important to us. Thank you for your continued support of the Chamber of Commerce.

Tourism Marketing

By Steve Berentson

**Spring is in the air... and this is the month our tourism marketing campaign begins to hit full stride.**

Newstands and tourism brochure racks around the region feature new issues of color “magazine” publications including the familiar MacGregor Newcomers’ and Visitors’ Guides and the Washington State Visitors’ Guide.

MacGregor’s is teeming with information from this region. A centerfold section features the familiar “cartoon-style” activities map, which is also circulated as an independent piece. Anacortes and LaConner also benefit from MacGregor’s commitment to publishing separate guides for each community with valuable “cover page” opportunities and localized exposure.

Our LaConner guide ad this year reads: “While you’re in the neighborhood, drop anchor in beautiful seaside Anacortes.” The ad features photos of sailboats, Mt. Baker, the Commercial Avenue arch, shopping and dining. As always, our display advertisements direct people to visit our website: [anacortes.org](http://anacortes.org).

As noted in previous issues of the *Communicator*, Anacortes has also joined in partnership with the familiar MacGregor Newcomer’s guide to the popular San Juanderer. The Chamber office and they prepared a colorful parade of “niche” publications ranging from a Tulip Festival guide to the popular San Juanderer.

Also busy at this time of year is our gracious team of volunteers who staff the Visitor Information Center (VIC). Already, the volunteers have scheduled “road trips” to familiarize themselves with local companies including Bunnies by the Bay, Mystic Sea whale watching and Deception Pass Tours. We extend our “pre-season” thanks to this talented team of volunteers who will soon greet waves of tourists who arrive with a list of questions. Your efforts are a vital part of our tourism plan!
Member Profile

Read Me A Story

Opened nearly four years ago by Heather and Matt Miller, Read Me A Story has become a fixture in the community serving kids of all ages. The store features a wide selection of all that “kids need” and want, including new, classic, educational and children’s series books for babies to teenagers. A unique offering of toys for the kid in all of us and an ample supply of baby wear, kids clothing and cool stuff for teens is also featured.

Read Me A Story began when the Navy brought Matt (a career naval aviator), Heather and their two young children to NAS Whidbey in 1999. They knew they found their home in Anacortes. Heather, a successful realtor with Century 21 before the move and later a Windermere agent in Anacortes, desired to put her MBA and retail background to work. She wanted to serve the local community by filling a needed niche in the retail landscape.

Read Me A Story is a children’s bookstore at its core, with comfy chairs and a play area to help find that special book with your little person. In addition to the store’s vast reading selection, a wide selection of toys, crafts, puzzles and other fun diversions make for a very fun visit!

When shopping for the young or “young-at-heart” person in your life, rest assured that Read Me A Story will have just the right “something special.” Whether it be a birthday party, baby shower, special reward or one of the holidays, you surely to find something wonderful. Come in and see their expanded baby section to keep the new moms and grandparents coming! They love to hear suggestions from customers for interesting books or new items they would like to see, so please stop by at 1419 Commercial Avenue where you’ll be sure to find Heather or one of her friendly and knowledgeable staff members ready to assist!

Meet Your Board

This month begins a series introducing your Anacortes Chamber Board members.

Zee Hogan

Perhaps you are acquainted with Zee Hogan as the owner of Maison et Jardin, the enchanting shop in Old Town that treats us to the extravagance of daily Parisian life. Or maybe you know her as an invaluable member of the volunteer staff which organizes the renowned, annual Island Hospital Gala. Or per chance you’ve met Zee in her role as a contributing Executive Board Member of the Anacortes Chamber of Commerce. One thing is for sure, once you have shared a moment with Zee Hogan, you’ll never forget how you met.

Starting her second year as a member of the Executive Board and serving as Treasurer, Zee is a strong supporter of the Chamber. She views its role as one that “brings people together to provide input into what is best for our community.” One of the responsibilities of the Chamber is to “educate our young citizens and help them become active leaders in our community.” Zee recognizes the importance of leadership and is committed to ensuring the Anacortes Chamber is represented by the strongest leaders possible.

Zee’s firmly-held belief in the value of the Chamber stems from her experience with various Alaskan Chambers of Commerce. Initially, as a retailer, she benefited from the many services and networking opportunities a local Chamber provides. Later, as President of the Kodiak Island Chamber, Zee grasped the magnitude of what a Chamber’s role truly is; to promote local businesses and facilitate the working relations of local entities from the school district to the Port, City and fellow Chamber members. This understanding was instrumental when she opened the State Chamber of Commerce in Anchorage and her dealings with local, state and federal government officials; oil companies; business owners and citizens became a daily affair.

With respect to Chamber priorities in Anacortes, Zee would like to see emphasis placed on affordable housing, the maritime industry and educating people to become leaders. In addition, Zee would like to see more local business owners actively participate in the Chamber. Their involvement is paramount to ensuring Anacortes continues to provide an environment which is inviting to prospective businesses. “Business owners take risks and we need them in leadership positions serving our community,” stated Zee.

To reach Zee Hogan, contact her through Maison et Jardin at 404 Commercial, 299.2500; at the Chamber office, or via email at MaisonJardin1@aol.com.
New Members

Curt Oppel, Realtor
John L. Scott Real Estate
3201 Commercial Avenue
Anacortes, WA 98221
T: 360.202.0121
curt@curtoppel.com
CurtOppel.com
Residential, multi-family, commercial & investing, including tax deferred exchange.

Richard Riddell, Realtor
Windermere Real Estate
3018 Commercial Avenue
Anacortes, WA 98221
T: 360.293.8008
RichardRiddell.com
Commercial, residential, investment properties. Skagit, San Juan & Island Counties.

R Avenue House
Roy Angevine
814 Fidalgo Avenue
Anacortes, WA 98221
T: 360.428.6602
royangevine@comcast.net
RavenHouse.com
Extended stay rental.

Pay Northwest
Ken Miller
1705 E. College Way
Mt. Vernon, WA 98273
T: 360.640.4599
ken@paynorthwest.com
PayNorthwest.com
Payroll services, tax compliance, payroll specialties.

Concept Solutions Construction
Ann McDonald
2209 Cranes Landing
Greenbank, WA 98253
T: 360.678.3854
ann@conceptssolutions.com
General construction contractors, commercial and residential.

Richardson Architecture
Cynthia Richardson
315 V Avenue
Anacortes, WA 98221
T: 360.299.0731
richrson@cnw.com
Professional design services for residential and commercial projects, new construction and renovation.

Blue Cow Carwash Inc.
Larry Nelson
12521 Christianson Road
Anacortes, WA 98221
T: 360.293.2200
info@bluecowcarwash.com
BlueCowCarWash.com
Automatic carwash, self-serve car, boat, RV wash. Self-serve dog wash.

Eco-Blasting Unlimited, LLC
P.O. Box 123
Anacortes, WA 98221
T: 360.320.0330
ecoblasting@hotmail.com
Paint, graffiti & rust removal; sand, soda & media blasting; cleaning; marine refinishing; building restoration; mold remediation.

Therese Rudzis, Individual
2399 Skyline Way
Anacortes, WA 98221
T: 360.293.5970
l_rudzis@hotmail.com

Cultivate Health Chinese Herbs & Acupuncture
Christopher Steckler, L.A.
2027 N Avenue
Anacortes, WA 98221
T: 360.299.8022
esteckler@verizon.net
Japanese & Chinese acupuncture treatment, Chinese herb prescriptions, whole herb pharmacy, promoting health & wellness naturally.

Gae’s Drapery
Gae & Jen Dunton
5048 Sharpe Road
Anacortes, WA 98221
T: 360.293.9732
jendunton@hotmail.com
Gae’s Drapery.com
We design, measure, fabricate & install draperies, large fabric, trim & decorative hardware department, bedspreads & accessories.

Q Solutions
Michelle West
Principal
Anacortes, WA
T: 360.770.1743
MichelleWest@comcast.net
Providing an individualized approach to marketing your business.

Correction from February Newsletter: Washington State Employment Security Department/ Worksource Skagit
T: 360.416.3573

Taste Anacortes
March 21 is your last opportunity this season to TASTE ANACORTES. The Restaurant Trades Association will be putting the highly popular monthly event on hiatus until this fall. “The Taste was organized to allow people to experience - in a fun and unique way - the many excellent restaurants we have right here in Anacortes,” explains Rick Star of the Rockfish Grill.

There will be three routes for the final Taste and tickets, which are $20, are available at the Chamber and participat-

Get Connected
Have you connected with a fellow chamber member lately? Have you helped their business grow? We want to hear about it. Last month, new members Ward McCary of McCary Creative and Jerry Ellis of Orca Communication Systems hooked up at the chamber office to work on a project together. They had not previously met, but soon realized they could be very beneficial to one another.

Who can you help?
As the remodeling of Shahnaz Ally-Gard's home neared completion, Chamber members put the finishing touches on her residence just in time for a holiday party. Deck designers Brian Nyeste and Nels Strandberg of S & N Design Group recommended Molly McIntosh of Gracious Living Interior Design to fill the house with furniture and accessories. Molly knew she could count on Anacortes's wealth of shops to put the finishing touches on the Ally-Gard home. Here's a tiny sampling of the resources provided:

- Gae's Drapery fashioned exquisite drapes for every room;
- Donatello soaps and embroidered towels added a spa-like feel to the master bath and their flowers made the holiday party festive;
- A Maison et Jardin shell-covered pillow and nautical items, as well as books from Watermark, added personality to a boy's room;
- Anacortes Windows & Doors cut glass tops for furniture pieces;
- A box clock for the Media room and a floor lamp for a bedroom from Sheely's;
- Matting from Scott Milo helped frame last-minute photos; and
- Garner's Northwest landscaped the backyard and hung Christmas lighting.
- Other Chamber members that worked on the home include Mike Sawyer (now with MLS Bi-Coastal Construction); Frontier Building Supply; Sebo’s Do-It-Center; Ace Hardware and Viking Moving Services, Inc.

Ally-Gard’s company, GEMSAF, LLC, purchased the Star Bar last April and is currently renovating it, with plans to reopen the restaurant in a month, and open a lounge in early spring. More information on these Chamber businesses can be found at anacortes.org.

Member Renewals

- Adrift
- Anacortes American
- Anacortes Arts Festival
- Anacortes Community Theatre
- Anacortes Econo-Wash
- Anacortes Inn
- Anacortes Senior Center
- Anacortes Yacht Charters
- B & B Association of San Juan Island
- Buer’s Floral and Gifts
- Bunnies by the Bay
- Burton Jewelers
- Cap Sante Court Retirement Community
- Cascade Loop
- Chicago Title Company Island Division
- City of Anacortes
- Complete Plumbing Repair Co.
- Cortelyou, David
- Dakota Creek Industries
- Fidalgo Chevron
- First American Title Co.
- General Chemical
- Gere-A-Deli
- Horizon Bank
- Island Hospital
- Island Transport Ferry Service, Inc.
- James E. Anderson P.S.
- KLKI Radio
- KP Studios
- Left Bank Antiques
- Marina Inn Hotel & Suites
- Marine Servicenter Inc.
- Marine Supply & Hardware
- Peoples Bank
- Port of Anacortes
- Portalis LLC.
- PUD #1 of Skagit County
- Ragen MacKenzie
- RIS Insurance
- Ron Smith & Associates
- Salvation Army
- San Juan Lanes
- Scott Richards Insurance, Inc.
- SeaBear
- Sheely’s Floral & Gifts
- Ship Harbor Inn
- Simmonds Glass
- Skagit State Bank
- Tesoro Refining and Marketing Tracy’s
- Upstage Boutique & Men’s Store
- Vintage Investments, Inc
- Wallgren Tire Center/Les Schwab
- Washington Federal Savings
- Wells Fargo & Co
- Whidbey Island Bank
- Williams & Nulle CPA, PLLC
- Windermere Real Estate

Thank You!!!
Thank You

Thanks to the following businesses who donated prizes for the Business After Hours at the Majestic Hotel:

- ALL DATA Shredding
- Bearce Design
- Donatello
- Gentle Dental
- Hampton Inn & Suites
- Johnny Picasso's
- KLKI
- Maison et Jardin
- Majestic Inn and Spa
- Mark Nilson Mortgage Consultant
- Read Me a Story
- Star Bar
- The Beach House

Thanks to the following businesses who donated raffled prizes to the President's Luncheon:

- Chandler's Square
- Donatello
- Island Medical Spa
- KLKI
- Mark Nilson Mortgage Consultant
- Star Bar
- The Beach House
- Whidbey Island Bank

The Value of Exit Interviews

Want the inside story on your business from an employee's point of view? Ask the people who are quitting. Exit interviews often highlight the things you might not notice, including supervisory shortcomings, a lack of training incentives, or salary issues. Listening to what employees have to say is often critical to building and retaining a strong team.

Turnover is an expensive proposition, and 32 percent of companies surveyed by PricewaterhouseCoopers expect that cost to increase this year. Exit interviews can be an excellent way to stem turnover because people are more likely to be candid about problems once they know they're moving on, especially if they can discuss them with an objective party.

Eliciting useful information requires skill because departing employees may feel that they will burn bridges or that their views won't be shared with anyone who will act on them. Asking open-ended questions is a key element to the process. These might include:

- How do you feel you were treated by your supervisor? By your co-workers?
- How well do your believe your work was recognized and appreciated?
- How could training and job-specific learning have been improved?
- What is your opinion of the advancement opportunities within the company?
- What could be done to make this company a better place to work?

Rather than cautioning departing employees about the risk of the door hitting them on the way out, businesses would do well to hold that door open and offer a ready ear as to why the employee is leaving. That may be the best way to make sure that fewer do.

--Taken from CFO Magazine, February 2007

Gallery Walk

Friday, March 2, 6-9 p.m.

Anne Martin McCool Gallery
711 Commercial—Paintings and prints, guest artist Michael Stark and other gallery artists

Keystone Center for the Arts
619 Commercial—Elisabeth's Cottage by the Sea, Lorraine Beegle Studio, Katalyst Kreations and Earthbound Books will be open during the Gallery Walk

Adrift
510 Commercial—Work by Local artists

Insights Gallery
516 Commercial—Bold pastels by Bill McEnroe, acrylics by Dianna Shyne in her Russian Impressionistic style and bold, textured, abstracts by Michael Moe

Digital Art Moments
512 Commercial—Black and White - A World Without Color by John Pendelton

Scott Milo Gallery
420 Commercial—Pastels by Ann Jones of Orcas Island; oils by Becky Bragg; watercolors by Larry Mason; acrylics by Jennifer Bowman; photographs by Randy Dana and Dick Garvey; oils by Don deLlamas and other gallery artists

Gallery at the Depot
611 R Avenue—The gallery is spotlighting the Annual Anacortes School District's Youth Art Show for grades K-12

Bowman Gallery
801 5th Street—Handmade paper jewelry by Jerlyn Caba; oil paintings by Deborah Kerr and mosaics by Jean Kroll.

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603 Commercial Avenue
293-4669
printshop@bayshoreoffice.com
Ambassadors Corner

David Lyness

David Lyness is the owner of Secure 1 Networks and has been a member of the Chamber for over 3 years. David pulled up stakes from sunny San Diego, left his Information Technology (IT) Management position at Pfizer Pharmaceuticals and moved to Anacortes 6 years ago with his daughter Kristen. She is now 17 and a junior at Anacortes High School where she has been active in Band and spearheaded the return of the Flag Team. Kristen works part time at Jack in the Box and cleans yachts in the summer time. Kristen is studying digital design and would like a career in graphic arts and web development.

David has a BS Degree in Electronic Engineering and over 30 year’s experience in Aerospace, Flight Simulation, Information Technology, System Engineering, Software Development and Web Design. After moving to Anacortes he spent a couple of years getting to know the people and understanding the way they like to live and do business here. He decided to create a mobile, full-service computer, network and consulting business taking his knowledge and experience directly to his clients. He is also a Clearwire Wireless Broadband dealer providing in-house setup. His slogan is, “We Come to YOU.”

David says he is always at work but he enjoys bowling to relax and sponsors two teams at San Juan Lanes. He treats his clients as partners and enjoys being an Ambassador to help spread his view that we are all stronger when we work together for the success of the Anacortes Community.

The Garden Fair

The 2006 Garden Fair is scheduled for May 5 in the Majestic Inn Garden. This year Christianson’s Nursery donated 538 premium stock roses for the event, which raises funds for planting and maintaining the downtown planter pots. Fair goers can purchase the roses for $5 – which had retailed for up to $25. Plants of all varieties are also for sale as well as garden art. There is also a silent auction to help the fundraiser. Chamber members who would like to promote their business by donating to the auction can contact Stephanie @ the chamber.

The Garden Fair was started by a local coffee club a few years ago and is headed by Jo and Wally Vandertoom and BethAnn and JP Smith. This active group plans the plant design each year, cleans out the pots, plants them, nurses plants and baby sits the over 500 roses. They are looking for volunteers to plant the pots on Friday May 19. Volunteers can contact bethannsea@aol.com.
VIC Statistics

THANK YOU VOLUNTEERS!

Visitor Information Center

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Chamber Officers

Executive Board

President
Vince Oliver / Island Hospital
President-Elect
Robin Pestarino / AllData Shredding
Secretary
Zee Hogan / Maison et Jardin
Treasurer
Carol Yterson / Horizon Bank
Past President
Bill Berry / KLKI Radio

Board of Directors

Patti Anderson / Captain's Place
Chris Borgen* / ASD
Bob Hyde* / Port of Anacortes
Mike King* / City of Anacortes
Mark Lione / Cape Sante Inn
Pat Meyer / Viking Moving Services
Curtis Payne / Farmer’s Insurance Agency
John Pope / Tesoro Refining & Marketing Co.
Nate Scott / Windermere Real Estate
Peter Steffen / ABC Yacht Charters
Dave Storkson / San Juan Lanes & Stork's
Mike Trafton / Bank of the Pacific
Thomas Wood* / Shell Puget Sound Refinery
*ex-officio

Staff

Executive Director
Mitch Everton
Program & Events Director
Stephanie Hamilton
Visitor Information & Operations Director
Mary Talosi
Licensing Sub-agents
Kristi Daniels, Kathleen Mitchell, Beverly Babarovich
Newsletter Editor
Michelle West

Mayor Dean Maxwell delivering annual “State of the City” message to Chamber of Commerce audience. Among those present was City Council Member Erica Pickett (foreground).

Guests sample the comforts offered by Bayshore Office Products (left) at February's Business After Hours. Doug Vanderpool and Duane Remmenga, owners of Bayshore, enjoy the festivities.