Who doesn’t love an old fashioned cake walk? At this month’s lunch, on Thursday, March 8, from 11:30 to 1:00, we are introducing our own version with prizes courtesy of Le Crema Cakes (winner of Best New Business!). Arrive promptly at 11:30am the game starts as soon as you check in, meet as many new people as you can, and find out at least three things about their business. At 11:45am the cake walk will begin, if you land on the plate that matches the number called, turn the plate over read the business name out loud, and state three facts about that business in 5 seconds or less. The business owner/representative will be the fact checker if you are correct you are a winner and that plate is taken out of play. There will be a baker’s dozen chances to win dependant on time.

This month’s luncheon is sponsored by Scott Milo Gallery at the Framemaker who has been serving the community with regional art shows and quality custom picture framing for the past 17 years. They represent over 40 regional artists and put up about 10 shows a year with receptions held in conjunction with the monthly First Friday Gallery Walks. They also provide hundreds of custom framing options and their computerized mat cutter makes each framed piece extra special. Katherine Khile will address the group while you enjoy lunch from The Farmhouse Restaurant. Speed-dating networking will take up the last third of the program, so bring your marketing materials and a gift for the give-away. Please RSVP to the chamber (360) 293-7911.

Waterfront Festival Poster Unveiling at Trident!

This month’s after hours, Trident Seafoods will again graciously open their dry goods warehouse to unveil this year’s Waterfront Festival poster and honor all of the sponsor’s who underwrite the festival. This after hours is co-sponsored by Gere-A-Deli and the Rockfish Grill/Anacortes Brewery/H2O. Mark your calendars now for Thursday, March 15, 2012 to celebrate from 5:30-7:00pm. RSVP to the chamber 360-293-7911.

Employing upwards of 250 full-time workers, Trident Seafoods’ Anacortes facility utilizes the industry’s most modern, state-of-the art equipment to produce premium-quality, breaded- and battered seafood portions for retail, club store and foodservice customers across North America. Trident’s pride in its products is matched only by the company’s pride in its people, many of whom have been with the company for more than a decade. Trident’s Anacortes plant was recently honored by the Washington State Department of Labor and Industries for its solid safety record and ongoing commitment to maintaining good jobs and a healthy workplace on the Anacortes waterfront. Trident Seafoods is located at 1400 4th Street.
Time goes so fast when there are deadlines looming...

And I got to thinking about what happens in the shop or any business as we get caught up in the day-to-day operations. As the rains of spring go on, this is a great time to take a step back.

Each week try to do something for the long term future of your business. This is the scary stuff, for me at least. Especially as it inevitably involves things like social media and website upgrades. If these things baffle you as much as me, here are a few options to look forward to.

The Economic Development Association of Skagit County holds business related classes – call 336-6114 to learn more. Upcoming March classes: Coaching Skills for Breakthroughs and Performance, Computer Security for Businesses, Health Savings Accounts 101, Planning and Financing a Business, QuickBooks Users Group, Business Intelligence. In the second half of 2012, EDASC will bring a handful of their classes here to Anacortes.

In the next several months, I will be working with the Buxton Company to answer some needs of my business (and two others) in a pilot program. This is a very sophisticated retail gap analysis based on credit card information culled from Anacortes and the surrounding area. The plan is to make this information available to all of our members in a very specific format for individual business. This will be an effective tool to identify and fill gaps in the goods and services we offer in our businesses.

As always, contact the chamber for referrals to fellow members whose business it is to advise you. This is the most basic “buy close by” model as supporting our fellow members is what the chamber is all about. We have members who are experts in all aspects of your business: from marketing to tourism.

The Marketing and Promotions Division is working to get Anacortes on the map. Our bi-monthly E-News Anacortes... Coast In. Hang Out. is one way we’re working to reach destination influencers with enticing stories about Anacortes.

The goal is to reach a larger audience and with your help we can do just that.

We’d like to request you “pass it on” when you receive the coming months issues hit the forward this email and send it to your email list.

Got story ideas or photos? We want to hear from you. Send your ideas and photos to Leah Hines at lhines@anacortes.org

We are at the very beginning of what will be a very exciting “season” for Anacortes, there is so much coming up: the Anacortes Boat Show (March 23-25), the Anacortes Salmon Derby (March 31- April 1), the Anacortes Quilt Show (April 6-7), the Anacortes Spring Wine Festival (April 14), in conjunction with the Tulip Festival we host the Anacortes Quilt Walk (all of April), TrawlerFest (May 15-19).

This is the time to position your marketing to take full advantage of these events and the additional business they bring to our community.

As I am writing this, I am relieved to report my Facebook page is finally up and running, if I can do it, you can too. Jump in—it is not quite a scary as I thought.
The John L. Scott—Anacortes office is an independently owned and operated real estate company specializing in residential and commercial properties, as well as rental property management. Through our network of over 30 professional brokers, we are the top grossing brokerage office in Skagit County. Directed over the past ten years by Jim and Kathy Clarke, a leadership change was announced last month with the naming of Mitch Everton as company President and Guy Davidson as the firm’s Designated Broker. Everton served as the chamber’s Executive Director from 2006–2010 and as an elected school board director for the past ten years. Davidson until recently was an owner of the Majestic Inn & Spa, was a principal of Coastal Realty, and has been a licensed broker for the past six years.

The values of our company are simple: (1) total dedication to our customers; (2) earning their trust every day; (3) achieving as a team; (4) a constant focus on improving the services that we offer; and (5) a commitment to enhancing our community. We believe our ultimate success is in bringing personalized solutions to buyers and sellers—this is our focus and our mission.

Why should you care? The real estate industry in Anacortes is vital to the health of the local business community. Whether you make your living in construction, retail, or a restaurant, much of your potential growth and continued well-being depends on bringing new people to town. As such, a key element of our mutual local success is reaffirming the perceived value of home ownership—promoting the financial and tax benefits, as well as a solid foundation of “home pride.” It is our belief that a vibrant home ownership credo helps chamber members, our schools, our city, and our community.

Should you, friends, or family members ever need assistance in buying or selling a home or business, please keep us in mind. John L. Scott remains deeply committed to the chamber of commerce and to Anacortes. We look forward to our continued growth and success.

Their main focus is on small-to-medium sized companies that are either just getting started in their industry or are looking to increase their market share in their specific field of business.

Sandy is also the associate publisher of the Waggoner Cruising Guide. Working with owner and publisher Mark Bunzel, she handles the advertising sales for the guide, which covers the beautiful waters from Olympia to Ketchikan, and everywhere in between. Working with the boating community has given Sandy an opportunity to get to know so much more about one of our top industries here in Anacortes and how important it is to the our economy in our home town.

If you don’t already know Sandy, give her a call and spend some time with her. Providing unique and diverse websites and design, as well as insight to the boating world are what she does for work, but fun is always foremost on her agenda. Sandy can be reached at: DuoDesign 360-708-9818 or Waggoner Cruising Guide 360-708-3065.
Partnering with our students

AVID Mentorship

The AVID (Advancement Via Individual Determination) program in the Anacortes School District is seeking citizens from the community to be part of its first mentors for AVID training. AVID finds students in middle school who show great potential for college but are falling short of their academic potential, and targets specific goals for each student.

By the time they reach their junior year in high school, they have visited college campuses, taken courses with the academic rigor to gain college admittance and need help with the final push to be accepted into college.

Mentors would accept a one-year assignment, beginning in March of the junior year in high school, and meet on a regular basis at the high school with an individual student. This is the critical time period where mentors can change the life trajectory of a student, and studies show the trajectory continues to the next generation as well.

Mentors would be skilled with the internet for helping with on-line SAT registrations, following up on month-by-month checklists for college application requirements, including financial statements, and would seek to develop cordial, helpful, encouraging relationships with the student and family.

The school’s AVID program carefully selects and assists students in this program, but budget constraints do not allow for professional staff assistance for each individual student in the final year of the program. One-on-one mentoring, studies have shown, greatly increases the chances of a student’s successful completion of the program.

To find out more about becoming a one-year mentor, contact Jodie Anderson, Assistant Principal, Anacortes High School at 293-2166.

Experience Work Project

The Experience Work Project is a program of the Mount Vernon Chamber Foundation with a mission to bring together business and education to provide robust learning opportunities that help prepare our students to become valued participants in our local business community. Last school year they worked with an opportunity grant to provide job shadows and internships to Skagit Valley College students, successfully placing 21 students.

Workforce development is a main tenant of economic development and this year the chamber is partnering with the Anacortes High School to be a testing ground for the Experience Work Project at the secondary school level. Our goal between now and the end of the school year to place 21 students and we need the business community’s help.

There are several ways your business can be involved:

- **Job Shadow:** Student scheduled at work site with a specific individual (mentor) for four hours to observe. Involves an informational interview and brief employer evaluation.

- **Internship:** Part-or full-time work for up to six weeks either paid or unpaid.

- **Speakers Bureau:** Speaking in primary or secondary schools as requested at agreed upon time. EWP staff will contact speakers to obtain more information.

- **Mentorship:** College and high school age students.

Robert Atterberry, a chamber board member and owner of Avenue Catering and Bob’s Chowder and BBQ Salmon, may be following up with you to see if your business would be willing to help in this further education and preparation of our high school students.

For more information contact Terry Findley the EWP program coordinator at 360.941.5131 or email her at ewp@experi-enceworkproject.com.

Working together we can help our students see their potential.

Vela Luka Croatian Dance Ensemble presents

**2012 Spring Fešta**

March 24, 2012 – 5:30 p.m.

Adults: $50 • Children under 13: $10

Reservations: 360-299-2525

Music by Ruže Dalmatinke, Bonaca, Dave & the Dalmatians

CROATIAN CULTURAL CENTER
801 5th Street Anacortes, WA
Honored recently at a session of the Port of Anacortes Board of Commissioners was Maintenance and Operations Supervisor Josh Beaner. Beaner, who has worked for the Port since he graduated from Anacortes High School in 1995, was named 2011 Employee of the Year. A certificate presentation was made by outgoing Board President Keith Rubin (left).

“I have worked with Josh since he started at the Port,” said Stephanie Hamilton, executive director of the chamber. “I was working at EDASC partnering to produce the Waterfront Festival Kick-off Dinner, and my first thoughts were “wow – this kid gets it.” Hamilton continues “When I think of true customer service the face that pops up is always Josh, he has an innate can-do attitude that I wish we could bottle and provide to everyone.”

The chamber staff congratulates Josh and thanks him for the years of service to our community.
Thank you to the following members for donating door prizes for the February Business After Hours at the Center for Aesthetic Reconstructive & Hand Surgery @ Island Hospital and at the Majestic Inn & Spa, and for the State of the City Luncheon. Many of you contributed gifts for more than one of these events and we thank you three times as much!!!

- Amigo Trails
- Anacortes Construction Services
- Anacortes Little League
- Anacortes Properties
- The Apothecary @ Majestic Inn & Spa
- Bayshore Office Products
- Boys & Girls Club of Skagit County
- Cap Sante Court Retirement Community
- Cap Sante Inn
- Cap Sante Marine, Ltd.
- Cascade Natural Gas
- Center for Aesthetic Reconstructive & Hand Surgery @ Island Hospital
- Companions & Care Senior Center
- DuoDesign, LLC
- Epicure...for the Passionate Cook
- Eslick House & Boat Watch
- Fidalgo Pool and Fitness Center
- Gems, LLC
- Gentry House
- Gresam Industrial Services
- Island Hospital
- Island Rentals
- KeyBank
- Lighthouse Park RV Park & Mini Storage
- Marketing With Mary
- North Islands Young Life
- Orca Information
- Pagewood Publishing Services
- Portalis, LLC
- Read Me A Story
- SICBA
- Skagit Publishing
- Tara Milas—Massage Therapist
- The Trollhouse
- Tracys Furniture
- Whidbey Island Bank
- Upstage Boutique & Men’s Store
- Zumba With Stacy

You are invited to attend the Relay For Life of Anacortes Team Rally Meeting. The first meeting will be held:
Thursday, March 15 from 6:30 PM − 7:30 PM at Gere-a-Deli, 502 Commercial Avenue.
We all have been touched by cancer in some way. So let us rally to find a cure for cancer and to make more birthdays possible.
Questions? Contact Chris Zimmerman, Event Chair, at chris.l.zimmerman@tsocorp.com.
We look forward to seeing you there!

cancer.org  |  1.800.227.2345

**new members**

**ANACORTES LITTLE LEAGUE**
P.O. Box 242
Anacortes, WA 98221
(360) 293-9032
www.anacorteslittleleague.com
Flint Rose
admin@anacorteslittleleague.com
Youth Services

**MARIA PETRISH**
1907 9th Street
Anacortes, WA 98221
(360) 293-5021
didanick@yahoo.com
Individual Member

**member renewals**

- Adrift
- Anacortes American
- Anacortes Arts Festival
- Anacortes Community Theatre
- Anacortes Econo-Wash
- Anacortes Inn
- Anacortes Senior Activity Center
- Anacortes Ship Harbor Inn
- Anderson, James E.
- Burton Inc., Jewelers
- Chicago Title Company Island Division
- City of Anacortes
- Companions & Care Senior Services
- Complete Plumbing Repair, Inc.
- Dakota Creek Industries
- Drs. Collins, DDS
- Edward Jones—Gary Thramer AAMS
- Edward Jones—Jeffery Pleet
- Epicure ... for the Passionate Cook
- Fidalgo Island Fiber Art
- Gae’s Drapery
- General Chemical
- Gere-A-Deli
- Guardian Northwest Title & Escrow
- Holiday Inn Express & Suites Burlington
- Hughes, Doug @ John. L. Scott Real Estate
- IMCO General Construction
- Island Rentals and Supply, LLC
- Island Transport Ferry Service, Inc.
- KP Studios
- Krieg Concrete Products, Inc.
- Left Bank Antiques
- Les Schwab Tire Center
- Marina Inn Hotel
- Marine Supply & Hardware
- Mister T’s Awards & Embroidery
- Pacific Marine Center
- Maria Petrish
- Portalis LLC
- Prosser, John CRB, CRS @ Windermere Real
- Puget Sound Energy
- Reisner Distributor Inc
- Richardson, Cynthia
- RIS Insurance
- Rudzis, Therese
- San Juan Lanes/Bar & Grill
- Scott Richards Insurance, Inc.
- SeaBear
- Sheely’s Floral & Gifts
- Simmonds Glass
- Skagit State Bank
- Smarter Than Your Dog!
- Tesoro Refining and Marketing Co.
- Town Graphics
- Tracys Furniture
- Upstage Boutique & Men’s Store
- Washington Federal
- Wells Fargo Bank
- Whidbey Island Bank
- Windermere Real Estate

Not a commitment to lend. Borrower must meet qualification criteria.
The 4th Annual Spring Wine Festival is in full bloom and right around the corner happening on April 14, 2012! Help us spread the word and bring more people to town by liking us on facebook, its fun and easy! Simply go to our website www.anacortes.org, under news and events click on Spring Wine Festival you can like the Festival by clicking on our facebook “Like” button! Then be bold and share the page with all your friends! Grassroots efforts like this is what turned the Oktoberfest into a two-day festival and is the same goal of the wine festival to encourage more folks to shop, play, eat, stay here in Anacortes!

The festival would like to thank the following sponsors:

**Magnum:**
- Tesoro Refining and Marketing Company

**Carafe:**
- Anacortes American
- Cornerstone Home Lending
- KeyBank

**Table Sponsors:**
- Fidalgo Country Inn
- Majestic Inn & Spa
- Samish Indian Nation
- Tri-County Recycling
- Walgreens Drug Store

**Friend of the Festival:**
- Chinook Enterprises
- Upstage Boutique and Men’s Store

Without their generosity and commitment to our community events and festivals would not be possible! Thank you.

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The 2012 Waterfront Festival Sponsors:

**Venue**
- Port of Anacortes

**Poster**
- Shell Puget Sound Refinery

**Fleet**
- Dakota Creek Industries
- Island Hospital
- Trident Seafoods

**Admiralty**
- Puget Sound Energy
- Skagit Valley Herald
- Tesoro Refining and Marketing Company
- Skagit Valley Herald

**Vice-Admiralty**
- Les Schwab Tire Center
- KeyBank
- Swinomish Casino & Hotel
- Whidbey Island Bank

**Commodore**
- Anacortes American
- Gere-a-Deli
- Irishman Enterprises
- Pacific Party Canopies
- Samish Indian Nation
- Sebo’s Hardware
- Transpac Marinas, Inc
- Williams & Nulle CPA, PLLC

**Captain**
- Best Western Plus/ Candlewood Suites
- Lovric’s Sea-Craft Inc.
- MacGregor Publishing
- Marine Hardware & Supply
- Nordic Northwest Yachts
- People’s Bank
- Soroptomist International

**Friend of the Festival**
- Anaco Bay Inn
- Calico Cupboard Café & Bakery
- Upstage Boutique and Men’s Store

For more information, visit www.anacortes.org.
vic (visitor information center) statistics

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Thank you, volunteers! Volunteer Hours: 249  Visit us on the web at www.anacortes.org

Spring Wine Festival

2012

Saturday, April 14 12pm - 4:30pm
Advance Tickets $40 at the door $45
30 Wineries • 6 Restaurants • Live Music
Located in the Historic Port of Anacortes Warehouse at 100 Commercial Avenue
Situatied on the Guemes Channel with views of the San Juan Islands and Mount Baker
360.293.7911 • Anacortes.org