The 2014 State of the City on March 13, 2014 reflects the findings of the Mayor’s Listening Tour. Mayor Gere is committed to providing open, transparent, and accessible government. These guiding principles are reflective in the city’s 2014 projects, including creating the 2016 Comprehensive Plan and the debut of the city’s new website. The Comprehensive Plan will include a community-wide visioning process and will help define an integrated strategy for future economic development and design standards that provide clear city administrative processes. Community participation and input are necessary in an inclusive and participatory government.

The mayor has been busy listening and learning, meeting with staff, and local, county and state representatives. It is evident that strong partnerships are in place; however, additional improvements can foster an even safer community for our residents and visitors. To this end, the fire department and police department are both actively recruiting and will be fully staffed by year end. A pavement management plan is being discussed with the city council to address street and sidewalk repair funding mechanisms. The city is also partnering with local agencies to continue efforts to clean up the effects of past industries including Wyman’s Marina and the plywood mill cleanup along the Tommy Thompson Trail. They have reason to believe that the 2015 state budget may contain an appropriation to help complete the Guemes Channel Trail.

Our luncheon sponsor, Anacortes-based Summit Assistance Dogs, creates life-changing partnerships throughout the Northwest by pairing highly-skilled mobility, hearing and therapy dogs with people living with disabilities. Come and hear inspiring stories about some of these wonderful matches, including some right here in Anacortes. The luncheon will be held at the Anacortes Lutheran Church 22nd & O and catered by Gere-a-Deli. Please RSVP online.

The Anacortes Arts Festival is partnering with KP Studios to host the March 20th after-hours at 705 Commercial Ave (KP Studios). Art and exciting upcoming events will be the focus of the evening. Skagit Valley sculptor Peregrine O’Gormley will be featured, along with tulip photos by David McCrae and Festival steamroller prints. Expect some tasty nibbles, wine and several fabulous Festival giveaways.

The Arts Festival is venturing into tulip season activities with several exciting new events, hoping to put Anacortes on the map as the art destination during the busy Tulip Festival. The new Best of the Fest fine art exhibition at the Depot, April 4 – 12, is an invitational featuring artwork from 25 of the Festival’s best fine artists and booth artists, with a large number from Anacortes. The exhibition opens during the first Friday Gallery Walk on Friday, April 4.
See Yourself in China!

Last April I had the opportunity to travel to China with other chamber executives on a 10 day familiarization tour! We visited four cities: Beijing, Shanghai, Hangzhou and Suzhou. In Beijing we visited the Olympic Village, the Ming Tombs Tianannmen Square and the Forbidden City (just to name a few). Some of us even climbed the Great Wall! My favorite spots in Suzhou was the magnificent Lingering Garden and Tiger Hill. Shanghai is a most metropolitan city—I enjoyed witnessing all of the commerce on the Bund.

I tell you this because the chamber is partnering with Citslinc to offer these amazing tours to our community. Starting at $2,299 your trip includes roundtrip airfare from SEATAC to Beijing, 4-5-star hotel accommodations, three meals per day, grand transportation and most importantly…an English-speaking tour guide.

To say this was a trip of a lifetime would be selling it short! China has such a rich history—shared with us by our knowledgeable guides. You will experience their culture and food, learn of their beliefs and economy.

The trip we are preparing is October 13–22, 2014.

Come learn more at an orientation meeting with the President of Citslinc on Wednesday, March 25 at 5:30 pm at the chamber (see insert for more information).

—Stephanie Hamilton
Anderson’s General Store

Just a Five Minute Ferry Ride Away From Old Town Anacortes...and a world away

Lots of changes have been going on at this quaint island store and restaurant. Anderson’s was recently purchased by Terran and Michelle Reneau from Win Anderson, the previous original owner, following 15 years of operations. Terran and Michelle founded a “C” Corp for the purchase named the Friendly Island Corporation. Along with new owners, and new company came the installation of leading restaurant, store and gasoline station point of sale and inventory technology. Along with dramatic improvements in the quality of food in the restaurant, and product offerings in the store. The store boasts the only island gas station, retail, grocery store and restaurant, but behind this quaint setting the new owners are pushing the technology, food service and grocery envelopes. The technology being utilized here set them far in front of the everyday small business. They hope to make this the best place for islanders and visitors to gather and have a memorable experiences.

Last month, February 25, 2014, Mayor Laurie Gere attended the event to perform a Ribbon Cutting Grand Opening ceremony with the Reneau’s, others in attendance were local business chamber members, the public and members of the press. Afterward, everyone attending was invited to have a small bits tasting of a variety of Anderson’s restaurant offerings along with wine tasting lead by a Sommelier from Unique Wines.

Laurie M. Gere

Laurie Gere’s passion is community service. During the 36 years she has lived in Anacortes, Laurie has been deeply involved in the community and served in a number of civic leadership positions, culminating in her election as mayor in 2013. Laurie was elected a commissioner of Public Hospital District No. 2, Skagit County (Island Hospital) in 2001, and she served a term as President of the Commission. For 20 years, she was a member of the Anacortes Planning Commission, serving as its chairperson from 2006-12.

From 1983–96, Laurie was a member of the Chamber of Commerce Board of Directors, and twice was elected president. In addition, Laurie has served on the Anacortes Red Cross Board, as president of the Skagit County Developmental Disability Advisory Board, and as a Girl Scout leader. In recognition of her leadership and community service, Laurie has been named the SWAN Business and Professional Woman of the Year (2001); and a Woman of Distinction by the Soroptimists (2000). She also received the Paul Harris award for Community Service (1999 and 2006) from the Rotary.

Laurie is a mother and grandmother; she chose to raise her family here and in 1981 started her business to fulfill her dream of living and working in Anacortes. Today her son manages the business and is raising his children in this wonderful community. She is the founder and owner of Gere-A-Deli, a successful restaurant and catering firm. In 1999, Gere-a-Deli was named the Skagit County Business of the Year and Small Business of the Year for Anacortes in 1988.

Laurie is a graduate of the Women’s Campaign School, sponsored by Yale Law School, which is a week-long program to train women interested in holding higher elective office. She holds a B.A. from Central Washington University.
We would like to thank the following community members for their support in making this festival possible:

**Magnum**
- Tesoro Refining and Marketing Company

**Cask**
- Shell Puget Sound Refinery
- Swinomish Casino & Lodge

**Carafe**
- Anacortes American

**Bottle**
- Cornerstone Home Lending
- Island Rentals & Supply LLC
- Peoples Bank
- Trident Seafoods

**Bota**
- Cap Sante Court Retirement Community
- Island Rentals and Supply

**Majestic Inn & Spa**
- Scott Milo Gallery
- Tri-County Recycling
- Whidbey Island Bank

**Cork**
- Birch Equipment

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Tag, you’re it!

Many Island businesses have interesting logos. Some have memorable taglines. When you combine a great logo with a great tagline, you have created a powerful marketing combo that can communicate a lot in a very small space.

There’s an art to developing a great tagline. Begin by writing down a few sentences that describe the benefits a customer enjoys after buying your product or service, then strip down those sentences to capture the bare essentials.

When you develop a tagline that really tells the story of the benefits of your business, you will become a memorable business in your community.

Best of all, you will have a powerful tool to enhance the identity of your business if you use your tagline effectively.

Add your tagline to your business card, to your email signature and to your invoices. Put your tagline on your website, your facebook page and on your twitter feed. Put your tagline on your outdoor displays, vehicle signage and even on your name badges.

Would you like to know more? Call Kevin, your free and confidential business adviser at (360) 336-6114 to review your approach to business preparation.

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**EDASC**

Business Insights is a service of EDASC, enhancing our quality of life through the creation and preservation of healthy businesses and good jobs.

Learn more at [www.skagit.org](http://www.skagit.org).
Art in Bloom, An Evening of Color, is a new event on Saturday evening, April 5th, also at the Depot. Proceeds from this event will support artists in residence through a partnership with Anacortes School District. Art in Bloom will feature creative food and spirits, lively silent and live auctions. Ticket prices are $40. Check the Festival website AnacortesArtsFestival.com or call 293-6211 for ticket information.

Skagit Business Alliance presents 2nd annual “Candidate College”

The Skagit Business Alliance is excited to host the 2nd annual “Candidate College.” The Skagit Business Alliance is a business minded group made up of the county chambers of commerce, Skagit Island Builders Association, North Sound Realtors Association and The Economic Development Association of Skagit County. The event offers an opportunity for those interested in campaigning for elected offices to hear from current elected officials and past candidates about running for office as well as what it’s like once you are in office.

To run for an elected office is one of the most rewarding things you can do for your community. We are fortunate to have well qualified people among us who are willing to file for public office—are you one of them? If you are thinking about filing for an elected position, please join us for this educational opportunity. Learn what is expected of you and what you can expect as a candidate. We will help you with your decision-making process to determine if this is right for you.

Please RSVP to the chamber attend the informational no-host breakfast: Tuesday March 25th, 7:30–9:00 am at the Farmhouse Inn.

Put your ideas into action, be a candidate for the upcoming 2014 and beyond elections.

The Waterfront Festival is entering its 25th year!

Don’t miss this opportunity to be a part of this loved family event: you can become a sponsor (there are many levels available), have your business operate a children’s activity booth, volunteer, build a milk carton derby boat with your kids, compete in the Quick and Dirty, ride a boat with the Anacortes Yacht Club, build a boat with the Fidalgo Island Rotary, take a walk with Trail Tales or just sit back and enjoy the live music and entertainment on the main stage.

Call (360-293-7911) or email Cecilie (cmiller@anacortes.org) at the chamber office to find the best way to get involved and welcome back summer with this awesome community event!

Save the date!
Poster Unveiling at Trident Thursday, April 24, 2014 5:30PM
member renewals

- Adrift
- Anacortes American
- Anacortes Arts Festival
- Anacortes Community Theatre
- Anacortes Econo-Wash
- Anacortes Inn
- Anacortes Senior Activity Center
- Anacortes Ship Harbor Inn
- Anacortes Yacht Charters
- B & B Association of San Juan Island
- Cap Sante Court Retirement Community
- Cascade Loop Scenic Highway
- Chicago Title Company
- City of Anacortes
- Secret Harbor
- CPI Plumbing & Heating
- Dakota Creek Industries
- Charlie & Ute Collins DDS
- Edward Jones—Jeffery Pleet
- Epicure ... for the Passionate Cook
- General Chemical
- Gere-a-Deli
- Guardian Northwest Title & Escrow
- Doug Hughes, John L. Scott Real Estate
- Island Rentals and Supply, LLC
- Island Transport Ferry Service, Inc.
- Judd & Black
- KP Studios
- Left Bank Antiques
- Les Schwab Tire Center
- Marina Inn Hotel
- Marine Supply & Hardware
- McCary Creative
- Mister T's Awards & Embroidery
- Pacific Marine Center
- Maria Petrish
- Port of Anacortes
- Portalis LLC
- Reiser Distributor Inc
- Cynthia Richardson
- RIS Insurance
- Therese Rudzis
- Samish Indian Nation
- San Juan Lanes/Bar & Grill
- Scott Milo at the Framemaker
- SeaBear
- Sheely's Floral & Gifts
- Simmonds Glass
- Skagit State Bank
- The Salvation Army
- The Store
- Town Graphics
- Tracys Furniture
- Upstage Boutique & Men’s Store
- Washington Federal
- Wells Fargo Bank
- Williams & Nulle CPA, PLLC
- Windermere Real Estate

new members

- ANACORTES PHYSICAL THERAPY
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  Anacortes, WA 98221
  (360) 299-2781
  www.anacortespt.com
  Carla Derie
cjilag@dialo.com
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- ELSA AND COMPANY CHARITY OUTLET
  704 Commercial Ave
  Anacortes, WA 98221
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  www.elsaandcompany.com
  Linda Hendricks
  lhlinsuesan@gmail.com
  Furniture, Retail Store
  Retail outlet for charity minded citizens to convert value through consignment sales of donated high quality new or slightly used home furnishings into tax deductible cash donations to local charities.

- LA CONNER RETIREMENT INN
  204 N 1st Street
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  (360) 466-5700
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  (360) 708-7267
  Mitch Larson
  soundeventsone@gmail.com
  Sound Contractor, Events & Festivals
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thanks...

Thank you to the Swinomish Casino & Lodge for hosting, sponsoring and catering a fabulous, fun luncheon in February—a great time was had by all! And thanks to the following businesses for bringing a gift for the give-away!

- Anacortes Ship Harbor Inn
- Bayside Specialties
- Highline Pavement Maintenance
- Skagit Land Trust
- Skagit Publishing
- Swinomish Casino & Lodge
- Washington Federal
- Whidbey Island Bank

Thank you to the Wound Care & Hyperbaric Medicine Center at Island Hospital for hosting an informative and educational after hours last month! And thank you to the following businesses for bringing a gift for the give-away!

- Fidalgo Pool and Fitness Center
- Island Hospital
- Island Hospital Gifts & More
- Coldwell Banker Bain—Jacki Mayo
- Lake Campbell Lodging
- Washington Federal
2014 Ambassadors

April Breckenridge—Anacortes Sun
Jack Hamilton—Cap Sante Court Retirement Community
Barry Harter—Central Payment Corporation
Linda Harvey—Anacortes Ship Harbor Inn
Rich Heidecker—Youth Dynamics
Lisa Helm-Morrow—KeyBank
Sarah Jurkovich—Washington Federal
Kari Kennedy—KeyBank

Matt McKay—Nantucket Inn; Anchor Catering
Catherine Mers—Windermere Real Estate
Therese Rudzis—Individual member
Veronica Spencer—Take Shape For Life
Mary Staley—La Conner Retirement Inn
Mark Van Oort—Business Bank
Boyd Veer—Seaside Autobody & Accessories
John Williams—Skagit Publishing

The February drawing winner of Thank You Thursdays is Jeanne Longworth.

Jeanne won $240 in ShopAnacortes Dollars by shopping at Upstage Boutique and Men’s Store in February. Look for a list of participating businesses at anacortes.org

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PRESIDENT ELECT
Karin Baldwin  Quantum Construction
TREASURER
Matt Miller  Read Me A Story
PAST PRESIDENT
Kathy Larson  Puget Sound Energy
BOARD MEMBER AT LARGE
Carol Van Iterson  Bank of the Pacific

Board of Directors
Darren Boarnet  Tesoro Refining & Marketing Co.
Jody Carlisle  Shell Puget Sound Refinery
Duane Clark  Cap Sante Court Retirement Community
Colleen Craig  Windermere Real Estate
Peggy Flynn  pflynn+associates
Laurie Gere  City of Anacortes
Jim Gordon  Freedom Wireless Media, Inc.
Bob Hyde  Port of Anacortes
Gary Jacobson  Attorney
Brian Johnson  Anacortes Construction Services
Chris Long  Jolly Mon Charters
Duane Knapp  Pearl Buttons
Andy Schwenk  Northwest Rigging
Bernadette Stanek  Island Hospital
Chris Terrell  How It Works
Mark Wenzel  Anacortes School District

Chamber Staff
Stephanie Hamilton  Executive Director
Mary Talosi  Visitor Information & Operations Director
Cecilie Miller  Event & Communications Director
Tricia Sharp  Marketing & Promotions Coordinator
Kristi Daniels & Crystal Johnson  Licensing Sub-Agents

vict (visitor information center) statistics

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<td>Visit us on the web at <a href="http://www.anacortes.org">www.anacortes.org</a></td>
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Thank you, volunteers!
Visit us on the web at www.anacortes.org

ANACORTES SPRING WINE FESTIVAL
April 12th 2014 | 12pm to 4:30pm
30 Wineries | 6 Restaurants
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anacortes.org

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