Marina Inn to Host Business After Hours

The Marina Inn wants to show off their new lobby and will be hosting the May Business After Hours (BAH). They have just completed the final phase of their renovations and the hotel looks gorgeous. Last year their guest rooms received a complete makeover and now their lobby has been transformed with new carpet, paint, front desk and a cozy, inviting seating area for guests. The staff at the Marina Inn ask chamber members to join them for the Chamber’s Business After Hours!

The BAH is May 24th (PLEASE NOTE THIS IS NOT THE THIRD THURSDAY), 5:30 – 7:00 p.m., RSVP to the chamber if you wish to attend. This will allow the Chamber staff to prepare nametags for each attendee, as well as obtain an accurate headcount for catering purposes. Also, please remember if you do RSVP and find that you can’t attend, it is helpful if you call and cancel (for the same headcount reason).

President’s Luncheon
Employment Screening – Best Line of Defense

Prevent workplace fraud: avoid embezzlement, violence in the workplace, sexual harassment; find out who has been naughty or nice BEFORE you hire them at the May 10th President’s Luncheon.

Rebekah Near, CEO of Orca Information, Inc., a nationwide employment and tenant screening company since 1993, will share the “secrets” of defending yourself from costly lawsuits and inventory loss. Embezzlement accounts for half a trillion dollars in the U.S. each year. Companies both large and small are paying a price for employee theft like never before. Some of the known embezzlements in Skagit County are textbook examples. Come to Rebekah’s presentation and find out how you can avoid being one of these statistics.

Come enjoy a great lunch and learn how to keep your business safe. The President’s lunch takes place May 10th at 11:30 a.m. at the Salvation Army. Please RSVP to the chamber.

Waterfront Festival Kick-off Dinner

Join the Anacortes Chamber of Commerce and the Economic Development Association of Skagit County as they celebrate the Port of Anacortes at the Waterfront Festival Kick-off Dinner on May 18 at Pier 1. The evening starts off with treats on the pier and continues with a great dinner and then dancing to Tim Casey and the Bluescats. Tickets are $47 or $360 for a table of 8 and can be reserved by contacting EDASC at 360.336.6114. Come on out and Rock the Dock.
A Message from the President

In speaking with members over the past several weeks, I have noted an upsurge in commercial activity and tourism, a number of new businesses in town and the anticipation of better weather and upcoming events. To that end, the Waterfront Festival begins May 18 with a kick-off dinner, hosted by the Chamber and EDASC, in honor of the Port. The dinner will be followed by two wonderful days on the waterfront. Visitors enjoying the festival will notice a number of new and innovative changes, including a “Big Top Tent”, which will house all of our informational vendors under one roof, an increased presence of arts and crafts vendors, fewer interior booths, a revamped food court and great music. As always, the flavor of the Waterfront Festival is on families and a celebration of our maritime heritage, with shipbuilding, remote-control boats, a climbing wall and the Pirate (with parrots). Please come down and enjoy the festivities.

The 2007 tourist brochure is complete. We have increased this year’s run to 120,000 pieces distributed throughout the Northwest. Our goal was to make the brochure more vibrant, easier to read and more apt to quickly catch the interest of potential visitors. If you haven’t seen the brochure, please visit the VIC or the Chamber office for a copy.

An Economic Profile, incorporating updated statistics, has been compiled and is in place for relocation and business development inquiries. This replaces information that was very outdated and will soon be available via on the website. Special thanks to one of our individual members, Steve Wilhoit and Kirk Kennedy, for their work on this project.

Your Membership Directory, if not already received, is on the way. In partnership with the Anacortes American, this resource is being mailed to approximately 1,400 locations throughout the City and will be placed in our relocation packets. Thanks to all of you who supported this publication through your advertising.

Finally, the hanging baskets will be in place the first week of May and the street-side planters by mid-May. Please join me in enjoying this splash of color and the coming of spring. If you have any questions or suggestions, please feel free to contact me at 299-1300 or voliver@islandhospital.org.

Tourism Marketing

By Steve Berentson

As the annual challenge of drawing tourists kicks into full swing, the 2007 Anacortes marketing campaign moves forward on several major fronts.

Locally, look for a series of quality publications from MacGregor and Skagit Valley Herald publishing companies (the Anacortes American is part of the Skagit Valley Herald family). Among MacGregor publications, teeming with photographs, maps, demographics and feature articles, are the Skagit County, Anacortes and LaConner Newcomers’ & Visitors’ guides. The county guide, from which Anacortes and LaConner guides are created, is a whopping 128 pages, with a glossy cover.

A display advertisement promoting the Anacortes-Sidney, B.C. ferry is featured on a two-page map of the city. Another display advertisement promoting the city is one of two ads on the back panel of the glossy Skagit County Activities Map, distributed as a guide insert and independently as a rack publication.

Skagit Valley Herald and Anacortes American publications include the San Juaner, Skagit Valley Tulip Guide, the quarterly Arts & Entertainment magazine and a regional Summer Travel Guide. We also advertise the Anacortes/Sidney Ferry in an annual Saanich Peninsula (B.C.) Visitor’s Guide that is published in cooperation with the Anacortes American and the Peninsula News Review. We are pleased to work in partnership once again with both of these award-winning publishing companies.

On another front, it’s out with the old and in with the new as Certified Folder Display blankets the state with our eight-panel color brochure. Contributors on the creative team behind the new brochure (fewer words, larger photos!) are volunteer members of the Chamber Marketing and Promotions Brochure Subcommittee: Mark Lione, Jim Clarke, Mindy Walton and Nate Scott. Our thanks also to Keith Eyre of the talented How It Works graphics team.

Over coming months Certified will distribute 120,000 Anacortes brochures to lodging and accommodations businesses; visitor centers and attractions including the Boeing Future of Flight Center; Washington State and British Columbia ferries; Bellingham Cruise Terminal and the two cruise terminals in Seattle. Certified representative Jill Andrews reports that the brochure will be featured in more than 1,200 locations in the state of Washington and B.C. Ferries during the peak season, from April to September.

Look for news next month about our nine-week TV commercial contract with Belo, Inc., owner of NW Cable News and KING-5 TV.
Member Profile

Epicure

Epicure, a new downtown kitchen store owned by Duncan and Cheryl Frazier, opened for business in early April after months of preparation and shop renovation. The store, located at 714 Commercial Avenue, is staffed by manager Nancy Jankelson, former manager of Penguin Coffee, along with sales associates Linda Everton and Erin Swortz.

Epicure’s staff offers a wealth of knowledge when it comes to kitchen products, techniques and recipes. Product lines include Wusthof cutlery, Emile Henry and All Clad cookware and will be featured in the store’s demonstration kitchen. Store hours are 10 a.m. to 5:30 p.m. Monday through Saturday, with Sunday hours beginning May 12 from noon to 4 p.m.

In addition to high-quality kitchenware and textiles, Epicure also offers gift cards in any amount, gift wrapping and delivery services. Customer service is the highest priority and the owners and staff invite chamber members to visit the store to review the broad selection of interesting inventory. If something’s missing, just inform the staff and they will add your items to their list of requested products.

Since opening the store in early April, Epicure has become a popular destination for the growing number of “passionate cooks” who live in Anacortes. The staff invites everyone who enjoys fine food preparation and entertaining - or those who want to learn more about such things - to participate in the growth of this new venture.

Cheryl Frazier, a long-time agent with Windermere Real Estate Anacortes and husband Duncan Frazier, owner of Anacortes Financial Associates, an investment services firm and former publisher of the Anacortes American, continue in their corresponding roles.

Meet Your Board

By Michelle West

Vince Oliver

Roughly six years ago, Vince Oliver made the journey from San Francisco to Anacortes to fill the position of Chief Executive Officer at Island Hospital. His involvement in the Chamber began right away as an ex-officio and non-voting board member representing the hospital. Shortly thereafter, the hospital became immersed in a bond-levy campaign, affording Vince the opportunity to meet with all segments of the Anacortes community. In listening to their interests and desires, he gained insight into both the needs of the community and those of the hospital. When asked to take an official position with the Chamber, he was ready to serve.

Upon being elected Chamber President, Vince quickly found himself needing to hire a new Executive Director due to a management crisis. He knew the Director had to be someone who could restore membership confidence and respect for the organization, as its credibility and integrity had been compromised. Vince placed his trust in Mitch Everton and together, they formulated a plan that would serve membership with a focus on becoming the economic voice of the community, providing member value through networking opportunities and fostering relationships with groups such as the port, city and the ferries. The Chamber of Commerce is emerging as an essential resource for its members.

“There is no better time to join and become active in the Chamber. We have reorganized ourselves into a more balanced organization representing business, economic development, marketing and tourism and are better able to meet our mission of creating a vibrant business climate in Anacortes,” said Vince. “We have become known for our special events; our hotels and restaurants are filled and the Jazz Festival is proving to be a successful event. We will strive to maintain a good balance between the events and the economic development arena.”

Continuing to connect with members will be at the forefront of the Board’s efforts. For example, the Chamber website can now be utilized to quickly disburse information to members or obtain feedback on an important issue through surveys. On an external basis, the site content is being enhanced to provide greater value to visitors, those looking to relocate and future business owners.

Vince concluded by stating “the Board is constantly exploring ways to increase the value of membership and subsequently evaluate whether the needs of our members are being served.”
The Business Resource Center at Skagit Valley College and the various Skagit Valley Chambers of Commerce are hosting the annual Small Business of the Year dinner at McIn-tyre Hall on May 17 from 5:30-8:30. The dinner recognizes outstanding small businesses from each community. This year’s Anacortes selections were taken from nominations at the April Business After Hours event at Burton’s Jewelers. Tickets for the awards reception are available at the Chamber for $35. Please join us in congratulating our nominees:

❖ Adrift
The restaurant opened in October 2001 in the back of The Business and subse-quently moved to its present location at 510 Commercial in August, 2003. The goal of Adrift is to “transform the bounty of the Skagit Valley farmlands and the surround-ing water of the Straits of Juan de Fuca into superior cuisine and to present it in an atmosphere that will nurture both body and spirit.”

❖ How It Works
How It Works is a graphic design, web development and printing firm. The com-pany opened in 1995 and currently employs twelve people. How It Works “has become successful because we have attempted to answer the question: ‘I would really like to accomplish something but I don’t know ‘how it works’ can you help me?’ The most important activity of How It Works is listening and responding to this question.”

❖ Read Me A Story
Read Me A Story opened in May 2004 and currently employs seven people. The company operates a retail storefront catering to children—books, toys, and clothes. RMAS has largely been successful “because we brought products to the community that weren’t here before—we filled a huge niche. Coupled with that, we provide exceptional customer service, including gift wrap, registries and a playroom for kids while parents and grandparents shop.”

Prepare to Negotiate

Five questions to ask before your next negotiation:

1. What are your goals for this relationship, whether it is with a customer, vendor, or service provider? How do these goals fit into the larger picture at your company? Does it make sense to pursue these goals with this customer or vendor?
2. What are the factors motivating you and the other person to work together? List the factors that motivate you and then the factors that motivate them. The key to gaining strength at the bargaining table is to identify what you and the other person really want and need from the relationship. Money is obvious, so try to peel the onion and go a little deeper to identify additional needs you and the other person may have.
3. What must you absolutely have in order to work with the other person? Rank these in order of importance. Going into the conversa-tion, identify the “must haves” with the “nice to haves”.
4. What issues can you give a little on? Do not give something up without getting something of value in return.
5. Who are you talking to? Is this person the decision-maker? If not, you need a different objective, i.e. providing information rather than seeking resolution.

The two main advantages of going to the table prepared: (1) the process solidifies your thinking about what would be good for you and your company; and (2) the process will provide an immediate picture of what you don’t know (which may kill you at the bargaining table).

—Northwest Meetings and Events (Spring, 2007)
Member News

New chamber member, Anacortes Sears, celebrated their ribbon cutting on March 26. Owner Leo Mitchell, Mayor Dean Maxwell and Mitch Everton, along with other Sears representatives cut the ribbon marking the official opening of the new store located at 2403 Commercial Avenue.

Get your official Waterfront Festival merchandise at the Chamber. As always, chamber members receive a discount.

For those who believe Anacortes is a great place to retire young, you are apparently in good company. The City was recently named by Money Magazine as the 6th best place in America for youthful retirement! An excerpt of the article may be accessed at http://finance.yahoo.com/retirement/article/102845/best-places-to-retire-young&.pf=retirement.

Waterfront Festival Sponsors

We would like to thank our sponsors of the 2007 Waterfront Festival for their contribution and commitment to this great community event:

**Shell Puget Sound Refinery**
**Port of Anacortes**
**Skagit Valley Herald**
**Trident Seafoods, Inc.**
**Dakota Creek Industries**
**Island Hospital**
**KLKI Radio**
**Mark Nilson Mortgage Consultant**
**Tesoro Refining & Marketing Co.**
**Anacortes Family Medicine**
**March Point Cogeneration**
**Anacortes Kiwanis Club**
**Anacortes American**
**Anacortes Yacht Charters**
**Cap Sante Marine**
**Pacific Party Canopies**
**Puget Sound Energy**
**Skagit State Bank**
**Viking Moving Services, Inc.**
**ABC Yacht Charters**
**First American Title Company**
**Gere a Deli**
**Horizon Bank**
**MacGregor Publishing Company**
**People’s Bank**
**Sebo’s**
**Whidbey Island Bank**
**Williams & Nulle**
**American Gold Seafood**
**Anacortes Inn**
**Anaco Bay Inn**
**Anders Sign Company**
**Calico Cupboard**
**Cap Sante Inn**
**Fidalgo Country Inn**
**Fidalgo Island Walk In Clinic**
**Hampton Inn & Suites**
**Island Transport**
**Jean Groesbeck, Windermere Real Estate**
**Laws/Craig Real Estate Group**
**Marine Supply and Hardware**
**Scott Milo Gallery**
**Strawberry Bay Coffee Company**
**Teriyaki Time**
Thank You

Thanks to the following members who donated raffle items to the Business After Hours at Burton Jewelers.

- ALLDATA SHREDDING
- American Gold Seafoods
- Burton Jewelers
- Cap Sante Inn
- Chandler’s Square
- Cheesecake Café
- Donatello
- Mark Nilson Mortgage Consultant
- Pay Northwest
- Read Me a Story

Thanks to the following members who donated raffle items at the Business Connections Lunch in April:

- Cedar Creek Lumber
- Costco
- Eco-Blasting Unlimited
- Mark Nilson Mortgage Consultant
- Read Me a Story

Ambassadors Corner

Ken Miller

After having both sides of our families move ‘north’ my wife and I made the life changing decision four years ago to leave California and move to Anacortes with our two small children. Growing up in northern California from the age of six made it hard to leave—until I arrived on Fidalgo Island. We instantly felt at home and have never looked back! I’ve been pleased to see the family atmosphere in Anacortes and hope that I can help convey that feeling to others I come in contact with. The friendly attitude makes my job as a Payroll Consultant with PayNorthwest a fun one indeed. I have the opportunity to visit people at their places of business and help them with their payroll needs. I have worked with PayNorthwest – a growing payroll servicing company - for approximately 5 months.

I married my college classmate and sweetheart (we are both identical twins) and our family includes – Nathan (8 years), Carrie (6 years) and two cats. When we aren’t in the garage driving model trains around miniature landscapes, we are exploring the beautiful surroundings; taking the fishing poles on these outings is something we all look forward to. We also enjoy riding our bikes on the Tommy Thompson Trail and watching the beautiful sunsets at Deception Pass.

New Member Appreciation Package

Introduce your business to every new member! The Ambassador Committee’s “Appreciation Package” for new members is a great way to connect with new Chamber members!

When a member joins the Chamber an Ambassador will personally deliver a bag full of goodies and gift cards provided by 10-15 existing Chamber members (i.e., a gift certificate for a free coffee or service, a product sample, or an item with your logo on it)! We anticipate each appreciation package will contain 10-15 slightly different items. The idea is to get your business name in front of these new members so they in turn come through your door!

How do you get involved? All you need to do is provide gift certificates or items with a genuine value that have YOUR business name on them. You can supply as many as you want! Please take into consideration that these items are a GIFT to the new member – not just a percentage off of a future purchase.

If you’d like to market your business to our new members with promotional items, gift certificates and other goodies, contact Chamber Ambassador Ken Miller at 360.640.4599 or ken@paynorthwest.com. We intend to kick this off in June, so get your items to Ken today!

The Community Profile that we include in all relocation packets has been updated. Special thanks to two of our individual members—Steve Wilhoit and Kirk Kennedy—for their efforts in making this happen.
New Members

Anacortes Meats
910-B 11th Street
Anacortes, WA 98221
Contact: Paul Wiles
Phone: 360-202-6789
pdwiles@comcast.net
www.anacortesmeats.com
All natural meats, beef, pork, chicken, lamb, cheese, cold cuts, wines, rubs & marinades.

Anacortes Sears
2403 Commercial Avenue
Anacortes, WA 98221
Contact: Leo Mitchell
Phone: 360-299-2430
ds4912@searshc.com
www.sears.com
Appliances, fitness equipment, electronics, lawn & garden.

Art Shotwell Web Design
1004 Commercial Avenue
PO Box 349
Anacortes, WA 98221
Contact: Art Shotwell
Phone: 360-299-0890
Fax: 360-299-8392
art@artshotwell.com
www.artshotwell.com
Local web designer and web host, northwest-books.com.

Bayside Inn, LLC
2019 Commercial Ave.
Anacortes, WA 98221
Contact: Esther Spence-Crabb
Phone: 360-293-2655
Phone2: 360-929-0953
Baysidedn@yahoo.com
2 bedroom & kitchen units avail, near restaurants, shops, walking distance to downtown.

Cedar Creek Lumber
950 B Fountain Street
Burlington, WA 98233
Contact: Kym Kelly
Phone: 360-757-6343
Fax: 360-757-1050
kym@cclumber.com
www.cclumber.com
Supplier of quality home building materials to contractors & home owners including siding, decking, fencing & much more.

Idearc Media Services
P.O. Box 2363
Mount Vernon, WA 98273
Contact: Krishna Mathison
Phone: 360-428-7653
Fax: 877-592-0126
krishna.f.mathison@idearc.com
www.idearc.com
Advertising, direct mail, yellow pages, internet, magazines.

Malseed Property Management, LLC
P.O. Box 625
Anacortes, WA 98221
Contact: Dave Malseed
Phone: 360-293-7547
kaymalseed@yahoo.com
Property management.

Northwind Gallery
5362 Guemes Island Road
Anacortes, WA 98221
Contact: Sally Ross Riordan
Phone: 360-299-2700
Art gallery, printing, jewelry, craft items.

Paraclete Charters
3609 W. 3rd Street
Anacortes, WA 98221
Contact: Skip Heeter
Phone: 360-293-5920
Phone2: 800-808-2999
skip@paracletecharters.com
www.paracletecharters.com
Boat charter & excursions.

Skagit/Island Counties Builders Association (SICBA)
15571-A Peterson Road
Burlington, WA 98233
Contact: Wayne Crider
Phone: 360-757-6916
Fax: 360-757-0604
info@sicba.org
www.sicba.org
The voice of the building industry providing education & support for industry professionals.

Surety Pest Control
P.O. Box 159
Oak Harbor, WA 98277
Contact: Steve Lindsey
Phone: 360-293-0937
Fax: 360-675-3301
phwi@yahoo.com
Pest Control Services.

SBA Disaster Assistance
The US Small Business Administration (SBA) announced they are making low-interest Economic Injury Disaster Loans available to small businesses that were economically impacted by a severe windstorm that occurred on December 14 and 15, 2006.
Visit www.sba.gov/services/disasterassistance - click on recent disasters – ours is Washington Windstorm #10849 or call 800.659.2955 to schedule a meeting with an SBA representative.

Member Renewals

✦ ALLDATA SHREDDING
✦ Allen Workman, Realtor
✦ An-O-Chords Chapter
✦ SPECQSQA
✦ Anaco Inn
✦ Anacortes Lions Club
✦ Anacortes Sister Cities
✦ Anacortes U-Save Auto Rental
✦ Bearce Design
✦ The Dance Center
✦ Humane Society of Skagit County
✦ Island Adventure Inc.
✦ Kiwanis Noon Club
✦ Lowman House
✦ Micro Aero Dynamics
✦ Northern Lights Casino – Swinomish
✦ Skagit Speedway
✦ Sunnyhill Kennels
✦ U.S. Bank
✦ Waste Management of Skagit County

Captain Brett Ginther and Jack Hartt, Manager for Deception Pass State Park, celebrate the launch of Deception Pass Tours.
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 Van Iterson / 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
Joe Schlundt* / 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, Bev Babarovich
Newsletter Editor
Michelle West

About 75 chamber members attended the Business After Hours at the Cheesecake Café in April. Chamber Visitor Information and Operations Director, Mary Talosi, spent time with CompuMatter staffers Linda McGuire and Lynn McBee.