The May President’s Luncheon brings Erica Mills, the founder and principal of Mills Communications Group, a Seattle-based marketing firm that makes marketing simple, effective and totally doable.

The lunch will be held on Thursday, May 13 at 11:30 am at the Anacortes Lutheran Church and is sponsored by People’s Bank. RSVP to the chamber by 12:00 noon on the day before the event and lunch is $15—it goes up to $20 thereafter. Lunch will be prepared by Cameron’s Living Room Dining.

You may be asking yourself some of these questions: With so many marketing tools, both on- and off-line, where should we invest our time and money? Do we have an eleva-

(see President’s Lunch continued on page 2)

Bunnies By The Bay

Join us at Bunnies By The Bay at 3115 V Place for the May 20 Business After Hours.

Founded in 1986 by sisters Krys and Suzanne, Bunnies By The Bay has gained widespread reputation for designing the soft and delightfully endearing gifts for wee ones around the world.

They invite you, their friends and neighbors to visit the workshop down by the bay to share a nibble and hear a Hareytale or two.

RSVP to the chamber at 293-7911.

Ferry Advisory Luncheon

The chamber is hosting a ferry advisory meeting on May 27 at the Anacortes Lutheran Church (22nd & O Streets) from 11:30–1:00. David Moseley, Assistant Secretary for WSDOT and director of the ferry system, will update the community on current events and will be available to answer questions. Lunch will be provided by Gere-A-Deli at a cost of $10. Please RSVP to the chamber office (293-7911).
**a message from the director**

It’s mid-April, the tulips are in bloom, the America’s Cup has come and gone, and we have just completed the second-annual Spring Wine Festival. I wanted to thank our board, our event sponsors, and our many volunteers. This was a wonderful opportunity to service out-of-town guests in our hotels and restaurants and to show off our town during a traditionally slower shoulder season period. We have always wondered how better to take advantage of tulip festival traffic—having our wine festival become an officially sponsored event in the festival brochure was an excellent first step. Feedback from wineries, participants and retailers was positive. We look forward to an annual event.

Divisional activity is making progress on a number of important fronts. The Marketing & Promotions folks are tightening up the Web site, with improved graphics and better key-word sourcing, as well as integrating social media into our mix (see below for more details). Governmental Affairs is refining our process and solidifying a legislative agenda for the coming year. Economic Development is developing a sales tool-kit for meeting business relocation inquiries, which will include a current commercial property vacancy inventory, as well as demographic and marketing information. This is slated to be completed by year-end and will supplement the work being done on the AFP. In addition, the Q1 metric was recently published and distributed to membership—it points to steadily improving numbers. The Membership division continues to work closely with the school district and Skagit Valley College to implement meaningful job-shadowing and internship programs—more on this shortly.

The AFP process is moving forward at a measured pace. Requests for Proposal were sent to a variety of consulting firms, and six responses were returned. The Steering Committee will undertake RFP review and interviews—the goal is to have a partner selected by early May so that planning for public input can begin. The visioning process that emerges will likely continue for most of the year, allowing for sub-committee formation in late-2010 or early-2011. This will lead into master plan development, review, and completion toward the end of next year. I encourage our members to take an active role in both providing input and in participating on the various committees which will form.

Enjoy the remainder of our Spring weather—looking forward to vibrant summer tourism and an improving economy. As always if there is anything the chamber can do to help you or your business, please let us know.

—Mitch Everton

**President’s Lunch**

(Continued from page 1)

**Marketing Update**

The M&P division is focused squarely on our Web site, as this is the primary vehicle that we use to promote tourism, with a URL that is referenced in all of our advertising. Over the next several months, we will be reviewing and revising the key words that are incorporated into each page. This will allow search engines to take interested readers directly to relevant information, answer their questions, and hopefully book activities and hotel rooms with our members. We will also be substantially improving the “Things To Do” portion of the site, which is information-rich but lacking in graphics. This will be addressed through a redesign of the primary page, with click-access to a variety of activities and linkages to member sites. This work should be complete prior to the summer rush.

Finally, M&P is looking hard at social networking and its application to our site. Using tools like Facebook and MySpace, the focus is on providing information in a wider net than is currently available, integrating content with graphics and video. The goal is to provide a more interactive experience for potential visitors, sparking their interest with an active approach. This will continue to be a divisional priority for the remainder of 2010.
In 1963 Willard Evans liquidated his business of 12 years, Evans Building Supplies, located at Sharpe’s Corner, and headed an entirely different direction by attending The School of Mortuary Science in San Francisco. In 1965 he purchased Chapman’s Funeral Home in Friday Harbor where he and his wife Bernice lived for a year. Returning to Anacortes, he started Evans Funeral Chapel in 1967, operating both funeral services from the Anacortes location. His son, Bob, a Stanford University graduate teaching at Anacortes High School, joined as a partner in 1969. Willard’s grandson, Rob, joined the staff in 1989, so the three generations worked together for a few years. Willard eventually retired and Rob changed careers, so Bob remains as the owner-operator of the funeral chapel. He has a rich heritage of business involvement with this community, not only from his dad, but also his grandfather, Paul Dybbro, who started with Dybbro’s Meat Market on Commercial between 4th & 5th Streets in the 1920’s, built the Super Market on the corner of 15th & Commercial (the building where Estaban’s is located) in the early 40’s and after that, owned and operated Paul’s Motel at 32nd & Commercial. An interesting side-note is that Bob’s great-grandfather, Ben Willard, was a businessman in Stanwood. He owned a furniture store in the early 1900’s “with an undertaking parlor in connection.”

Evans Funeral Chapel & Crematory, Inc. is a full-service funeral and cremation facility. This means that we meet the needs and requirements of caring for the deceased from the first notice to the final disposition, whether burial or cremation. A small chapel and an on-site crematory, as well as a complete offering of bronze and granite memorial markers, are part of the services we provide. We support and encourage both traditional and creative ways for families to honor a loved one’s memory. For those who want to pre-arrange their services, we offer a wide range of pre-planning options, from information-only appointments to a variety of funded-plan choices. Our full-time staff includes funeral directors, Joe Waham and Lennie Williams, and office manager, Paula Kidder.

Wine Festival Wrap Up

The 2nd Annual Anacortes Spring Wine Festival was successful. Thanks to our dedicated committee for all their hard work: Steve Wilhoit (committee chair), Paul Allen (Epicure), Esther Spence-Crabb (Windermere), Colleen Craig (Windermere), Laurie Gere (Gere-A-Deli), Mark Lawrence (Simply Yards), Frank Michaud (The Store), Robin Pestarino, Therese Rudzis, Mary Staley (Chandler’s Square), and Rick Star (Rockfish).

The food was superb, thanks to Avenue Catering, Cameron’s Living Room Dining, Deception Catering, il Posto, Majestic Inn & Spa and Star Bar. Thanks also to Compass Wines and The Store for helping to secure a great selection of wineries.
America’s Cup

Courtesy of Core Builders, the America’s Cup made its only public appearance in North America at the Port’s Transit Shed the evening of April 10. Attendees were treated to a high-tech documentary of the competition and keys to the city were presented by Mayor Maxwell. The chamber wishes to again congratulate Core Builders and the BMW/Oracle team for their victory—we appreciate the association with our business community and thank them for their many contributions over the past several years. It’s been a pleasure having the team in Anacortes.

brown bag series

Health Bill

Confused about what is in the new Health Bill? McGregor Benefits will host a Brown Bag lunch on May 7 to explain immediate changes for employers. We will also give you the time line of changes and how it affects your business. Please RSVP to the chamber, and grab a lunch from one of our great members.

Join the conversation!
BIG BROTHERS BIG SISTERS FORUM
Monday, May 24
7:30 – 9:30 am
PUD Building, Aqua Room
1415 Freeway Drive
Mount Vernon

Presented by Leadership Skagit and Big Brothers Big Sisters of Northwest Washington.
To RSVP, or for more information, please contact 360.671.6400

Together we can encourage and promote mentoring for all children who need and want it!

Seventh Annual Anacortes Spring Garden Fair

Saturday, May 1st
9am–2pm
Majestic Hotel Courtyard

Please come and enjoy this fun event! Help support our efforts to brighten up downtown Anacortes!

All proceeds go towards maintaining the 35 containers placed along Commercial Avenue.

SPONSORED BY
ANACORTES CHAMBER OF COMMERCE

NAVIGATING THE FUTURE
A Resource and Information Fair for Seniors
Friday, September 10th
11:30 am to 3:30 pm
Retirement... Where Life Begins!

$10.80 plus tax
18" x 24"
giclée print
on matte or gloss photo paper*
from your digital image

Other services available: scanning (up to 11x17 original—contact us for options on larger sizes), digital retouching & color correction, layout and design.

*Watercolor paper or canvas, slightly higher.

Bayshore Office Products
603 Commercial Ave. 360-293-4669
www.bayshoreoffice.com
printshop@bayshoreoffice.com
**Trawler Fest**

Trawler Fest returns to Anacortes for its third year on May 20–22 from 10:00 a.m. to 5:00 p.m. This cruising-under-power lifestyle celebration is produced by Passage-Maker magazine. The event brought well over 1,000 affluent boaters to Anacortes last year and it is projected to be even larger in 2010.

Trawler Fest encompasses a variety of activities, including a boat show, with over 60 boats and 70 exhibitors; educational seminars, covering a number of nautical topics; and a Rendezvous, including a cocktail reception and dinner, a trivia night, and a Mardi Gras party.

Trawler Fest is a wonderful opportunity for both novice and seasoned boaters to hone their skills and visit with fellow cruisers. It also provides a great economic stimulus for the business community, as participants stay in our hotels, eat in our restaurants, and shop locally. The chamber will be rolling out the “welcome mat” that week and we invite our members to do with same, with window displays and nautically-themed promotional materials.

For more information, visit [www.trawlerfest.com](http://www.trawlerfest.com).

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**Currier banners available**

The striking Al Currier banners that were installed on Commercial Avenue for two years are now available for sale to chamber members. The banners have faded some, as expected, but they are still striking and can lend a artistic, nautical motif to your home or work place. The two different banners were designed to hang side by side. They are $75 a pair or $100 a pair signed by Al, one of the most prominent artists in the region. All proceeds will fund additional winter “snowflake” lights on Commercial Avenue. The banners can be viewed at the Anacortes American office. They are bold, beautiful and big roughly 2.5 feet by 8 feet. Both the banner project and the winter lights are Chamber Beautification Committee projects.

For more information, contact Jack Darnton at 293.3122 x104 or jdarnton@goanacortes.com.

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**Electronic Reader Board being considered**

In concert with Island Hospital, the City, and the Anacortes School District, the chamber is exploring the possibility of an electronic reader-board at the old KLKI site on Commercial Avenue. This board would replace the current sign, which will be taken down by the hospital in the redesign of its property. The idea is that the new sign would provide electronic messaging capability to passing motorists, incorporating topics such as upcoming city and chamber events, hospital classes, and school district information.

Once installed, the sign would replace the over-the-street banner system that is currently used. We will keep membership informed as this project potentially moves forward.

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**APD Crime Prevention/School Resource Officer**

Officer Emerson Nordmark is the new crime prevention/school resource officer for the Anacortes Police Department. In this role, officer Nordmark coordinates the Citizen’s Auxiliary Patrol unit, works with local schools, and acts as a liaison for crime prevention practices within the city.

He is looking to assist chamber members in addressing criminal activities that may threaten their businesses. Officer Nordmark can coordinate presentations on a variety of topics and can visit your business. He can be contacted directly at 293-4684.
Thanks to the following businesses for donating door prizes the March Business After Hours:

- Alice Bohnker Insurance
- Cap Sante Inn
- Fidalgo Pool & Fitness Center
- H&R Block
- Lil Bits of Everything
- McGregor Benefits
- Port of Anacortes
- Read Me A Story
- Sound Health Chiropractic
- Star Bar

new members

STRETT DAWSON CONSTRUCTION SERVICES
(360) 708-7304
strettdawson@comcast.net
PO Box 1905
Anacortes, WA 98221
http://www.strettdawson.com
Strett Dawson

ROXY S. & ASSOCIATES
RE/MAX South—
 b/o RE/MAX Whatcom County, Inc.
(360) 421-ROXY
roxy421roxy.com
Anacortes, WA 98221
http://www.421roxy.com
Roxy Seligman

SKAGIT COUNTY FAIRGROUNDS
(360) 336-9414
fairgrounds@co.skagit.wa.us
315 S. Third Street
Mount Vernon, WA 98273
http://www.skagitcounty.net/fairgrounds
Bret Lunsford

WEST MARINE STORE
(360) 293-4262
918 Commercial Ave
Anacortes, WA 98221
http://www.westmarine.com
Phil Ratliffe
Referred by John Adams

member renewals

- Anaco Inn
- Anacortes Clean!
- Anacortes Farmers Market
- Anacortes Highliner Charters
- Anacortes Lions Club
- Anacortes Property Management
- Cedar Creek Lumber
- Fidalgo DanceWorks
- Knute Figenshow
- Island Adventures, Inc.
- The Kiwanis Shop
- Lowman House Suites
- Micro AeroDynamics, Inc.
- Art Shotwell
- Summit Park Covered Storage
- Sunnyhill Kennels & Cattery
- Surety Pest Control
- Blake A. Thomson
- U.S. Bank
- Waste Management of Skagit County

Chamber’s new bike; Chandler’s new clock

The Kiwanis Thrift Store donated a bike to the chamber. Pictured here are chamber board member, Pete Kovach (Chandler’s Square), and chamber staff, Mary and Stephanie. Mary rode the bike over to watch the clock tower raising.

The clock tower was raised on Friday, April 9 on the expansion of Chandler’s Square – A Retirement Community. The new building will have 25 units when completed in July.
Join us on May 14th for the First Ever

A TASTE OF LA CONNER

From 4–8 PM
Explore the delicious and exquisite cuisine exclusive to La Conner featuring fresh, local ingredients.

$25 for 5 Tastes
Pick a Route

Waterfront Festival marks the start of the season

In just a few short weeks our community will gather at the Cap Sante Boat Haven to celebrate the opening of the boating season at the 20th Annual Anacortes Waterfront Festival (May 15–16). A few years ago the planning committee moved to put the water back into the festival by adding new events and eliminating some of the non-water related commercial vendors. This year we are continuing to add new attractions and enhance some of the popular returning events. Our food vendors are offering a wide-variety of treats and the commercial and arts-and-crafts booths have something for everyone’s wants list.

Once again the Anacortes Yacht Club will be providing the community with free boat rides in the bay for many of us island dwellers this is our only chance to get out on the water. Rides are on both Saturday and Sunday on C/D dock.

As every islander knows the children’s boat building area is a “must do” and once again the Fidalgo Island Rotary has been preparing the fun for parents and kids alike! New this year will be a heritage place, where local historians will spin tales of our past—helping us to understand the influences that built Anacortes into the community we love today. The self-guided Walking Tour of a Working Waterfront will be on display on the esplanade circling the marina to the south.

Back for its third year is the quick and dirty boat building demonstration. This year seven teams will be competing to build and row their vessel on Saturday. Volunteers from the small boat center will be selling raffle tickets near the demonstration area allowing the community to vote for their favorite team—all monies raised go towards the new small boat center in the north parking lot of the marina. A parade at 4:00 pm will wind through the festival and spectators can cheer on their favorite at the rowing exhibition.

Entertainment on the main stage will surely please the crowd with its variety—from reggae to blues and funk; from Tijuana brass to northwest eclectic. Students from Fidalgo, Island View and the high school will show off their talent throughout the weekend as well.

The Majestic Glass Corvette Club is once again bringing us the All Corvette car show (Saturday) and the Custom Classic car show (Sunday) on 9th and R Ave. The boat show will be expanded this year, offering both trailered and in-water boats for sale from dealers throughout the region. The ever popular marine swap meet will be from 7:00 am to noon on Saturday in the gravel parking lot on 9th and Q. The Skagit Remote Controlled boat club will be showing off their vessels throughout the weekend near the promenade at the north end of the marina, when not on the water their boats will be on display near the main stage. Ending at the festival this year will be the High Tide Ride—bringing hundreds of cyclists to the event.

Once again, we could not produce this beloved community gathering without the generous support of the sponsors:

Overall Sponsor:
Shell Puget Sound Refinery

Venue:
Port of Anacortes

Fleet:
Dakota Creek Industries
Island Hospital
Skagit Valley Herald
Trident Seafoods, Inc.

Admiralty:
Barrett Financial, Ltd
Tesoro Refining & Marketing Company

Vice Admiralty:
Action Pages
March Point Cogeneration
Puget Sound Energy
Samish Indian Nation
Whidbey Island Bank

Commodores:
Anacortes American
Gere-a-Deli
Irishman Enterprises
MacGregor Publishing Company
Pacific Party Canopies
RiverCity Screen Printing
Sebo’s Hardware & Equipment Rental
Transpac Marinas
Williams & Nulle

Captains:
Chandler’s Square—a Retirement Community
Marine Supply and Hardware
People’s Bank
Quantum Construction
Soroptimist International of Anacortes

Friends:
Anaco Bay Inn
Anacortes Yacht Charters
Calico Cupboard
Cap Sante Inn
San Juan Lanes
Scott Milo Gallery
Star Bar
Upstage Boutique & Men’s Store
Thank you, volunteers!

Visit us on the web at www.anacortes.org

Visitors 836 796
Phone Calls 228 221
Information Requests 23 27

Relocation Requests 15 15
Web Visits 8,441 8,953
Web Page Views 28,676 29,546

Get ready to Rock the Dock
at the 2010 Waterfront Festival
Kick-off Dinner and Dance
Friday, May 14 at the Port Warehouse
Tickets are $50 and can be purchased through EDASC at 336-6114

HOSTED BY:
Anacortes Chamber of Commerce  •  Port of Anacortes
Economic Development Association of Skagit County

Coast in. Hang out.