Improvis for Business

Get ready for a lunch filled with fun and learning all wrapped up in one! The chamber is proud to bring you Galen Emanuele from Ryan Stiles’ Upfront Theatre in Bellingham.

Galen will be speaking to give us a taste of The Upfront’s high-impact business skills “BizProv” workshops. Using the principles of improv, these workshops teach individuals to be better communicators, more confident, to think quickly on their feet and develop better relationship building and interpersonal skills for business.

Galen, who is the Marketing & Sales Director for The Upfront has also been performing and teaching improv for almost seven years, since the theater opened.

As always be prepared with your marketing materials for networking and bring a gift for the raffle. Lunch will be catered by Gere-A-Deli. Please RSVP to the chamber no later than Wednesday, May 11th, at (360) 293-7911.

Flooring Connections

Flooring Connections Inc. is an affordable connection to any floor covering needs: hardwood, stone, tile, carpet, linoleum, laminate and vinyl set in a local retail environment. They offer over 20,000 square feet of “in stock” inventory, and they can custom order anything out of their 2,000 square foot warehouse showroom and have it delivered from Seattle.

Flooring Connections Inc. is hosting the upcoming Business After Hours on Thursday, May 19, 2011, 5:30–7:00pm. Catering will be by Cameron’s Living Room Dining. Please RSVP to the chamber (360) 293-7911.

In Cloud We Trust?

An Internet Technology Roadshow for Anacortes Businesses

FREE event for Anacortes Chamber Business Members

Place: Seafarers Memorial Building, Seafarers Way, Anacortes, WA
Date: Thursday, May 26, 2011
Time: 9:00 AM – 12:00 noon

We welcome local businesses to join our Internet Technology Roadshow in a networking session at the newly renovated Seafarers Memorial (see Roadshow continued on page 5)
Volunteers make the difference

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While at the chamber’s Spring Wine Festival, I was looking over the enthusiastic crowd from the front entrance when someone leaned over to me and commented, “You know, the Anacortes Chamber of Commerce has the largest and most enthusiastic group of volunteers of any chamber in the area.” My friend should know, as she has been a member of several area chambers for the last several years. The compliment did not go unnoticed. That day in April, we had over 50 chamber member volunteers smoothly working to make the Spring Wine Festival a very successful event for some 600 guests. For many organizations, you see the same dedicated volunteers working at the events. At our wine festival it was refreshing to see a lot of different members of our local business community who elected to volunteer their time for this fun event.

Did you know?—The chamber’s Visitors Information Center (VIC) has a staff of over 40 dedicated and enthusiastic volunteers, who are experts in briefing guests in our town on what to do and where you can find the special activities Anacortes offers its visitors. The requests can range from asking about local hotels, and restaurants to where are the bicycle trails and where are the places for the best kayaking. Want to learn something that you may never have known about Anacortes? Stop in at our visitors center. Our VIC volunteers are fun to talk to. Many have been working there for 15 to 20 years or more!

Volunteers are the heart of our chamber. Our divisions and committees meet monthly to review progress on various events, activities, and projects the business community and the board feels are important for Anacortes. Between meetings committee members are getting work done. This can extend from planning and organizing our upcoming Waterfront Festival, which in itself will involve over 50 chamber volunteers working during the two day event, to our “Connect the Dots” taskforce working with the city and the port to connect our waterfront to our downtown and provide signage for our trails and walkways as part of the Economic Development Division. The chamber manages a $160,000 marketing campaign through the Marketing and Promotions Division. Members of the Government Affairs Division have been working very hard on monitoring this legislative session and being the voice of the Anacortes business community on ferry cuts, workers comp and legislation affecting our marine trades. Volunteers on the Retail Committee are already starting work on the promotions for the holiday season in Anacortes. The Restaurants Committee runs the successful Taste of Anacortes. And our Ambassadors are there to welcome the crews of ships that come into the port, or to provide assistance for our special events.

The 19 members of the Chamber Board of Directors each contribute some 36–60 hours per year of their valuable time to their chamber activities, providing the strategic direction and leadership to the organization and volunteering to lead divisions and committees. Elected officers of the chamber will work double that amount of time in a year. For the whole board, committee and division chairs this could total over a thousand hours of time from some of the best minds in our community all focused on making Anacortes a better and more profitable place to live and work. In fact, if you add up an estimate of all of the volunteer time committed by our members in a typical year, it totals over an estimated 10,500 hours and provides tremendous value to the community!!!

Why do we do it? As my friend pointed out, Anacortes is different from other chambers. We dispense with the politics and our staff of four in the office, under Executive Director Stephanie Hamilton’s leadership, make volunteering fun. We have a vibrant community with some very smart, and passionate people that are interesting to work with side by side. Volunteers vote with their feet. If the work is not fun and meaningful, they don’t participate. They have better things to do with their time. Our members are involved.

Our divisions and committees are making a difference. Progress is being made, projects are being completed and our promotion and events are bringing commerce to the community. We are working to attract more tourism, more jobs from local businesses expanding to new companies locating here. Most of all, we are working to make Anacortes a better place to live and work while still maintaining the charming character of a working waterfront community.

Did you know that volunteer time can be money in the bank? While researching how to apply and win tourism grants last year, we found out that grant application committees value volunteer time in their selection. An active community donating volunteer time is a positive sign of potential success in a grant application. The chamber is now tracking all volunteer time for use in future grant applications.

If you are a chamber volunteer, thank you for your dedication and contribution of your valuable time. If you have not volunteered for an event or a chamber committee and activity, give it a try. You will meet new friends and work with an amazing and fun group of people in our business community and get to make a difference too.

Interested in getting involved with the Anacortes Chamber?

Call Mary Talosi, our Director of Operations at 293-7911, and she can tell you about some of the committees and activities you may want to consider joining.
Studies continue to show that effective signage impacts consumer buying decisions. For many businesses, the message installed on their building is an afterthought made on the way to other marketing decisions. The reality: investing in vibrant and expressive signage helps define your company, its products and the services offered. Unlike other media, a well-conceived sign continuously speaks to customers—24 hours a day, seven days a week. Optimizing signage depends on contracting with a professional who understands what is allowable under current ordinance and has a demonstrated ability to produce a full range of signage options, from conceptual design to a quality, finished product. There is a local company that meets these criteria.

Owned and operated by Steve and Rhonda Felts, Anchor Signs and Awnings has been in business for over 25 years, initially in Ohio and since 2006, serving Anacortes and greater Skagit and Island Counties. As the only fully-licensed sign company on the Islands, Anchor Signs offers a full line of marketing products and services focused on signage design, messaging, and maintenance. With capabilities stretching from vinyl lettering to digital message centers, Anchor Signs holds true to the slogan “Big or Small... We Do It All.” The company’s products and services run the gamut—from lighted signs and awnings to boat canvas and custom-sewn products, signs, vehicle wraps, banners, sandwich boards, boat graphics, business cards and trade show materials. Customer service is the primary focus, incorporating an individualized approach to meeting customer needs in a timely and cost-effective manner.

Steve Felts discovered a talent for design early in his career. As a former attack helicopter crew chief, Steve painted his first sign while serving in the Army. In no time, his talent was recognized and he landed a position as the battalion artist, painting signs for the entire post. Upon his honorable discharge, Steve started his own sign company in 1984 and has been in the business ever since, providing quality signs at affordable prices. Thousands of satisfied customers can’t be wrong—you can see examples of his local work on the web site (www.anchor-signsandawnings.com). Replacing—or upgrading—your current sign is a marketing investment that will quickly pay for itself. A productive and affordable sign is only a phone call away (299-0430).

Bunnies By The Bay® has captured the imagination of pedestrians walking by the famed FAO Schwarz® store in New York City. An impressive window display was unveiled early this week captivating shoppers and drawing them into the enchanted world of Bunnies By The Bay.

Jeanne-ming Hayes, Bunnies By The Bay’s “Director of Serious Stuff” (aka CEO) explains why FAO Swartz is a good partner. “FAO is a cultural icon as well as a classic toy store and is one of the five top tourist attractions in the Big Apple!”

“People come to FAO’s Fifth Avenue store to be enchanted,” Jeanne-ming emphasizes, “and since Bunnies By The Bay is ALL about charm, it makes a perfect partnership. Our spring window is now an FAO Swartz tradition with this unveiling of our fourth annual display. Our characters, Blossom and Bloom are plucking carrots in the Good Friends Garden and they will delight wee ones for the entire month of April.”

This year Bunnies By The Bay celebrates its 25th Anniversary. Through the years, this women-owned company has embarked on a journey to bring joy to others. What started as a healing hobby to share the belief that everything can be mended and repurposed and that the wildest adventures are the dreams in your own imagination, is now an internationally known legacy children’s brand.

May 7th is opening day of boating season

May 7 marks the official opening day of boating season here in Anacortes. Come on down to Cap Sante Boat Haven to celebrate with members of our maritime industries at 12:00 noon on Saturday, May 7. Festivities include a cannon shot, a welcome from Town Crier Rich Riddell, and a round of sea shanties. Enjoy a cup of chowder once the event is over.
Chamber members out on the town (and the ferry)

Chamber members, city officials and Anacortes Sister Cities Association members travelled to Sidney BC on March 27 for the opening international ferry run. A ceremony with Sidney and Saanich Peninsula crowds welcomed us.

Thanks to chamber board member, Jody Barnett (Shell Puget Sound Refinery) who worked with Sandy Swartos (Steam Interactive) to set up an all-county chamber board and ambassador tour of Shell.

Mayor Dean Maxwell cuts the ribbon at Gary Thramer’s new downtown Edward Jones office with friends and fellow chamber members.

Seafarer’s Memorial Park Ribbon Cutting

Searcers’ Memorial Park is re-opening on Friday, May 20 with a public celebration at 11:30 a.m. This $34 million investment cleaned both upland and tidal areas of the former Scott Paper mill site. The public park will now feature better access, a public pier with small craft launch, a performing art space (summer concert series) and a refurbished building with capacity for 120 people.
2011 Waterfront Festival

Free Boat Rides

Even though we live in one of the most beautiful waterfront communities in the country, many people around us have never been out on the water. In 2004 Anacortes Yacht Club began offering “free boat rides” to the community as part of the Waterfront Festival. As the event has grown over the years, Fidalgo Yacht Club and Flounder Bay Yacht Club have joined in these efforts. Last year these efforts provided hundreds of rides to the community and festival visitors.

This year we will once again be joined by Flounder Bay Yacht Club to achieve our shared goal of getting the community out on the water. Our objective is quite simply, to share our passion for the water by helping others to develop the same.

Rides will be available during the festival on Saturday (10–6) and Sunday (10–5).

Family Fun Activities!

The Anacortes Waterfront Festival is just a few short weeks away, one of Fidalgo Island’s favorite family festivals! So many people and organizations are gearing up to ensure a week-end of fun for the entire family, take a sneak peak!

- Free boat rides from Anacortes & Founder Bay Yacht Clubs
- Free kids boat building sponsored by Fidalgo Island Rotary
- Quick and Dirty Boat Building & Rowing Competition to benefit the Small Boat Center
- Channel of Discovery—learn the ongoing efforts of many local non-profits
- Car show sponsored by the Majestic Glass Car Club
- Boys & Girls Club face-painting and other activities
- Heritage Place—local historians will share stories of Anacortes
- Radio-controlled boats near main stage and below in the water

Waterfront Festival Sponsors

OVERALL SPONSOR:
- Shell Puget Sound Refinery

VENUE:
- Port of Anacortes

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

ADMARALTY:
- Barrett Financial, Ltd.
- Tesoro Refining & Marketing Company
- Puget Sound Energy

VICE ADMIRALTY:
- KeyBank
- Les Schwab Tire Center
- Whidbey Island Bank

COMMODORE
- Anacortes American

- Gere-a-Deli
- Irishman Enterprises
- MacGregor Publishing Company
- Pacific Party Canopies
- RiverCity Screen Printing
- Samish Indian Nation
- Sebo’s Hardware & Equipment Rental
- Transpac Marinas
- Williams & Nulle

CAPTAIN
- Marine Supply and Hardware
- Lovric’s Sea-Craft Inc.
- Quantum Construction
- Skagit State Bank

FRIEND OF THE FESTIVAL
- Anaco Bay Inn
- Anacortes Yacht Charters
- Calico Cupboard
- Cap Sante Inn
- Upstage Boutique & Men’s Store

- Arts and crafts booths, marine related booths, scrumptious and delectable food
- Trailered Boat Show
- Music all day long and so much more!

Make sure to save the date May 21 & 22. See you all there!

Roadshow
Continued from page 1

Building. What are your options in the cloud? Come learn at this free event.

This educational roadshow event is hosted by the Anacortes Chamber of Commerce in partnership with:

- CyberStreams Inc.: remote IT management and cloud consulting.
- SonicWall Inc.: a provider for robust online security.
- Bonsai Media Group: web design and local search engine optimization.

Learn for yourself what new business productivity technologies will fit your business model. Ask us the hard questions you need answers to; learn ways to grow your business.

When you leave, you will have a better understanding of:

- Cloud computing and how it applies to your industry.
- Ways to use cloud computing to “connect-the-dots” between customers and partners.
- Various cost and quality tradeoffs around the security implications of the cloud.
- How search engine optimization should tie into your online and social media presence.

For this event we will provide a continental breakfast, followed by a live and interactive demo of newly released and unreleased technology products such as Sharepoint Online 2010 and Office 365. This is your opportunity for a Q & A session with leading industry experts on cloud computing, network security, and social media image control. At the end, attendees will have the opportunity to win various products and services including a free copy of Microsoft Windows.

Participation for the event will be limited. Reservations should be made through the Anacortes Chamber office by calling 360-293-7911. The Seafarers Memorial building is located on Seafarers Way, Anacortes, WA 98221.
ambassador profile
Jack Hamilton

Jack Hamilton grew up across the bay in Bayview, but he has been an Anacortesian at heart all his life. “My mom used to bring us to the arts festival every year. I dreamed of being a musician and living where they played music in the streets,” he recalls. Fourteen years ago, working as an insurance rep in Colorado, Jack decided to make his dream come true, packing up his guitars and heading home.

After two years of playing around town as “Mr. Entertainment,” Jack met and married our now Executive Director Stephanie Hamilton. Family life called him to resume his sales career, mostly in advertising and consulting services. “Mr. Entertainment morphed into Mr. Advertisement for a decade, but while I enjoyed helping business owners market their services, I was ready for something new.”

Jack wanted to help the less fortunate during the recession, and in late 2009, he found the perfect outlet as Branch Manager of Labor Ready. “I am still consulting with businesses, and helping them save money, which I love,” he effuses, “but I am also helping workers find jobs.” Jack worked his way through college in his twenties as a day-laborer, and feels that background helps him evaluate and assign workers, often to jobs he has done himself.

The ambassador team also is a good fit for Jack. He has always been an eager volunteer for Stephanie’s projects at the Mount Vernon and Anacortes Chambers, as well as EDASC. “I tell my kids we are a chamber family, and serving the community is what we do” Jack states, adding that “I have often been drafted as a substitute ambassador over the years, so I am glad to finally make it official.”

member renewals

- Anaco Inn
- Anacortes Highliner Charters
- Anacortes Lions Club
- Anacortes Marine Electronics, Inc.
- Anacortes Property Management
- Fidalgo DanceWorks
- Knute Figenshow
- Humane Society of Skagit Valley
- Island Adventures, Inc.
- The Kiwanis Shop
- Micro AeroDynamics, Inc.
- Art Shotwell
- Skagit County Fairgrounds
- Sunnyhill Kennels & Cattery
- Surety Pest Control
- Blake A. Thomson
- Waste Management of Skagit County

new members

**ABSOLUTE TOWING & RECOVERY BY JIM’S TOWING**
(360) 293-4333
Anacortes, WA 98221
Rynnea Krauch
Towing Service

**KARYN’S ERRANDS**
(360) 202-1499
karynwithaynot@yahoo.com
PO Box 1153
Anacortes, WA 98221
http://karynshops4u.com
Karyn Pringle
Grocery Delivery

**BELLINGHAM WHATCOM COUNTY TOURISM**
(360) 671-3990
info@bellingham.org
904 Potter Street
Anacortes, WA 98221
http://www.bellingham.org
Tourism

**ANACORTES PROPERTIES, LLC**
(360) 298-4567
info@loveanacortesliving.com
Anacortes, WA 98221
http://www.loveanacortesliving.com
Larry & Helen Prier
Real Estate

**D+A STUDIO**
(360) 370-5955
anna@dandastudio.com
P.O. Box 3018
Friday Harbor, WA 98250
http://www.dandastudio.com

**ANNA HOWDEN**
Architect
West Point Custom Homes LLC
(360) 298-2647
http://westpointdesign@msn.com
3961 Rockridge Pkwy
Anacortes, WA 98221
www.westpointcustomhomes.com
Cory Brizendine
Construction

**Need help? Call us (360) 293-4511**

See the latest advances: www.CBIIslandLiving.com

**Thanks...**

Thank you to the following members for donating door prizes for the March Membership Luncheon, Business After Hours, and After Hours at the Library:

- Airporter Shuttle/Bellair Charters
- Anacortes AJ Rentals
- Anacortes Housing Authority
- Arbonne International—Marilee Maricich
- Bayside Specialties, Inc
- Buer’s Flowers
- Chandler’s Square Retirement Community
- Curt Oppel Chamber Realtor—John L Scott
- Earthbound Used Books
- Edward Jones—Jeffery Pleet
- Express Employment Services
- Fidalgo Pool & Fitness Center
- Friend’s of the Library Bookstore
- Gems, LLC
- Island Medical Spa
- Key Bank
- Lil Bits of Everything
- Majestic Inn & Spa
- Opulence Salon & Day Spa
- Port of Anacortes
- Read Me A Story
- Social Biz Local Biz
- Steam Interactive

Always on top of the latest technology, Coldwell Banker Island Living is using QR codes that can be read by any smart phones.

See the latest advances: www.CBIIslandLiving.com
The U.S. Small Business Administration’s Jeffrey Butland Family-Owned Business award honors a company with at least a fifteen-year track record that is passed from one generation to the next and strengthens the community. The 2011 award winner is A-1 Mobile Lock & Key, a family-owned company that specializes in professional locksmith services and meeting the security needs of commercial, residential and automotive customers in Skagit County and beyond. It services safes, installs doors, sets up master key systems, and can duplicate almost any type of key. It rekeys homes and offices, replaces lost automotive keys, supplies panic hardware, and installs card-based access control systems.

The Olsons bought competitor companies when the opportunities arose. As the company expanded from one to seven employees, they modernized equipment and vehicles, updated technology, and made operational changes. To open doors for more growth, they contracted with roadside assistance organizations and with building maintenance and security companies who handled big box retailers. They worked with property management companies to offer quick rekeying services to their tenants. They built relationships with engineers at hospitals, refineries, and manufacturing plants to be positioned to install security hardware when equipment upgrade cycles occurred.

Andrew and Christina Olson have never had to lay anyone off due to lack of work. Their company grew from a sole proprietor running a business from a home office and mobile van to a company with seven employees, four full-time locksmith vehicles, and a 2,000 square-foot shop. In ten years, their revenue has grown tenfold. Their key to success was having the right combination of business acumen to unlock opportunities to not only carry on the family locksmith legacy but to open doors for growth on all fronts.

Seattle—The Skagit Symphony Presents the fourth annual Gardens of Note Tour seven private town & country gardens in Anacortes, with LIVE music in every garden.

Sunday, June 26, 2011
10 am to 5 pm
Tickets: $25

This fund raising event supports the Skagit Symphony and Youth Programs.

For tickets and information:
(360) 848-9336
Purchase tickets online at:
http://www.brownpapertickets.com/event/167844
or visit our website at
http://www.skagit symphony.com/concerts-events/garden-tour
to download a ticket request form.

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to download a ticket request form.
Thank you, volunteers!

Visit us on the web at www.anacortes.org

WATERFRONT FESTIVAL KICKOFF DINNER

An evening of fun, great food and dancing

Tickets: $50 per person, or reserve your table of 8 for $390.
To register by phone, call: EDASC: (360) 336-6114

MAY 20, 2011

Coastin’ Hangout