Calendar

NOVEMBER 2007

Thursday, November 1
AMBASSADOR LUNCHEON
Chamber Office
11:45 am

Thursday, November 8
PRESIDENT’S LUNCHEON/ANNUAL MEETING
Salvation Army Building
3001 “R” Avenue
11:30 am – 1:00 pm

Tuesday, November 13
MEMBERSHIP DIVISION MEETING
Chamber Office
2:45 pm

Thursday, November 15
BUSINESS AFTER HOURS
Watermark Book Company
612 Commercial Avenue
5:30 pm – 7:00 pm

Friday, November 16
FINANCE/EXECUTIVE MEETING
Chamber Office
10:30 am

Tuesday, November 20
BOARD MEETING
Chamber Office
3:45 pm

Tuesday, November 27
VIC MEETING
Chamber Office
9:00 am

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Build a Bigger, Better Business:
It Takes a One-Page Plan.

Profitability is no accident. It takes a plan. Are you ready
to take your business to the next level and stop spending
so much time putting fires out?

The November 8th President’s Luncheon brings national
business and marketing strategist, Maria Marsala, founder of
Elevating Your Business. Learn the fundamentals to writing
a clear, concise and understandable business and marketing
plan simply, easily and all on one page. At this lunch you will
discover the five important parts of a plan — and why you must have one, even if
you’ve been in business for years; how to create a comprehensive plan that helps
set daily priorities; and realize that creating a strategic plan is not about creating a
plan — it’s about creating the bottom line for your future.

Maria is a former Fortune 300 executive, business strategist, author, and speaker. She entered the business world at 14 as an Avon representative and started her “second” career on Wall Street at the tender age of 17. Working for such well-

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Business After Hours: Watermark Books

Come celebrate the 18th anniversary of Watermark Book Co. at the November Business After Hours on Thursday, November 15. Browse through their recently
expanded store as you check items off your Christmas list. There will be specials
available for After-Hour attendees. Please RSVP to the chamber and remember
to bring a door prize to further promote your business.

Celebration of Trees

The Celebration of Trees is an inaugural event, sponsored by the Chamber
and the Island Hospital Health Foundation. Proceeds from the event benefit the
public health screening programs through the hospital. The celebration will be
held November 29-December 1 in the Port Warehouse, displaying ornately
decorated trees and wreaths sponsored by businesses and individuals
throughout the community.

Thursday and Friday will offer free public viewing of the trees and wreaths. Saturday evening will feature a ticketed live auction, incorporating a cocktail
reception and appetizers—a great opportunity to mix, kick-off the holiday
season, and possibly bid on a tree for your house or office. Please mark
this date on your calendar and plan to support this worthy event. For further
information or tickets, please contact the Hospital Foundation at 299-4201.
As we begin to wind down the year, thoughts turn to the Holidays and to 2008 planning.

In concert with the Island Hospital Health Foundation, the Chamber is sponsoring an inaugural event—“A Celebration of Trees.” This event, detailed on the cover, is a kick-off to the Holiday season and combines family fun with a great fundraiser, benefiting community health screenings through the Hospital. I encourage your support.

On the planning side, the Board held a retreat in late September that clarified our vision and mission statements by detailing specific divisional goals for next year. Chief among these developments was the decision to create a Retail Division. This group, acting in concert with the City’s retailers, will look at such things as a “Buy Local” program and expanded operating hours, while seeking to analyze and fill perceived “holes” in our retail mix. The Chamber would take responsibility for effectively marketing Divisional initiatives. Other thoughts which emerged from the retreat:

- Define/analyze various economic development initiatives
- Develop an effective mentoring program for prospective Board members
- Respond effectively to international ferry run threats
- Systematize the tracking of marketing effectiveness
- Optimize Chamber assistance with Trawler Fest
- Analyze/strategize the winter “slump”
- Enhance Anacortes as a tourism “destination”
- Continue to improve and communicate the benefits to Chamber membership

I want to thank all of the Board members who took part in this all-day retreat. As these goals are fleshed out by each of our Divisions, we will provide further detail in future newsletters.

Finally, in October we began offering an educational program, which will continue through the end of the quarter. The initial focus was on technical training but we are interested in expanding this initiative. I know there is interest in business writing and in various marketing approaches. If there is something specific that you would like to see taught, please contact me and it will be actively considered for winter quarter.

Any comments or questions, please give me a call (293-7911) or an e-mail (meverton@anacortes.org). Thank you for your continued support of the Chamber of Commerce.

Special Thanks to Kirk Kennedy!

Kirk Kennedy has contributed significantly to Chamber progress over the past year.

His research and data skills have been instrumental in development of various position papers, the Business Relocation videos on the website, the Community Profile packets (in concert with Steve Wilhoit), and in service to the Economic Development Division. On behalf of the Board, a huge “Thank You” to Kirk for his time, talents, and support of the Chamber.
Member Profile: Wizards of Ooze

Brian and Kelli Wadsworth moved here from Montana to purchase Wizards of Ooze and are celebrating their fourth anniversary on November 1. In Montana, Brian worked as the general manager of a guest ranch, but he and Kelli decided it was time to own a business.

Wizards of Ooze was for sale and the Wadsworths liked the business model. Although not sure where the name Wizards of Ooze is derived, it is fun to speculate. According to Brian many years ago two plumbers in Friday Harbor came up with the phrase and it stuck. Brian said, “It was probably the result of a few beers and a late night.”

The Wadsworths like the size and location of their business. “We sell service and cleanliness and our size lets us respond quickly,” said Brian. Wizards of Ooze covers San Juan, Skagit, Island, Northern Snohomish and Southern Whatcom counties. The business employs five workers who are continually trained to ensure a quality product. Plus, Brian actively works the business — you will often see him and Rhonan (his German Shepard) out on service calls.

“Anacortes is a wonderful small town in a beautiful area. I love living here,” Brian said. He feels Anacortes is a geographically perfect location for their business, in addition to giving him lots of opportunities to fly.

Contact the Wizards of Ooze to find out how they can help your business with portable sanitation needs at wizards@wavecable.com or call (360) 588-8445.

Architecture is something many of us take for granted when we visit a community. Not Mike Trafton, Vice President of The Bank of the Pacific. He believes every community has a core, with signature buildings that set the tone and he brings a wealth of knowledge to Anacortes in that area.

Mike was born and raised here, the fifth generation in Anacortes, in a family that has included boat builders, carpenters and fisherman.

Mike studied architecture at WSU and worked as an architect in San Diego, while simultaneously maintaining a commercial fishing business in Alaska for over twenty years. For two years, he served as Executive Director of the Salmon Marketing Association in Alaska.

About ten years ago, he gave up fishing and became involved in the banking industry, obtaining his banking education with J. P. Morgan & Chase in the market mortgage industry. He offered his skill as an architect to design the inviting interior of The Bank of the Pacific.

Mike is focused on how the chamber will assist in economic development and the revitalization of Anacortes. He believes people are attracted to good architecture, citing The Majestic Inn and Spa and New Wilson Hotel as a couple of examples in Anacortes.

He mentioned that in some communities, like Winthrop and Leavenworth, design is used as an economic strategy to draw tourists, maintaining the heritage of the community.

Mike enjoys golf, tennis and skiing and has coached High School basketball for the past five years. He has three children and has been married to his wife, Kimberly, for 21 years.
Did you know you can post special events, job opportunities and hot deals on our Web site? Get ready for the holidays and 2008. Call Mary for details.

Annual Meeting Notice

The 2007 annual members’ meeting will be held during the President’s Luncheon on November 8. Members will be asked to vote on the official 2008 candidate slate, Vince Oliver will give a short “State of the Chamber” review, and he will officially recognize our departing Board members.
Tourism Marketing

By Steve Berentson

The flow of tourists to Anacortes slows dramatically during fall and winter seasons, but that doesn’t mean the Chamber of Commerce takes a vacation from tourism marketing.

In fact, the Chamber of Commerce is currently engaged in separate co-op advertising efforts with local hoteliers and restaurateurs. Local restaurants are being advertised in the greater Anacortes “neighborhood,” while Vancouver, B.C. is the focus of an off-season invitation to stay the night. Our “Couple Time” advertisement will run in Vancouver’s two major newspapers several times in November and December, and again in January and February 2008, in an effort to capitalize on the growing number of Canadian shoppers coming our way (parity between Canadian and U.S. dollars acts as a “magnet” to U.S. stores).

Also underway is a review of last year’s tourism marketing budget, and initial commitments to contracts for 2008. Once again next year we will partner with state Tourism to do some television advertising. We will also advertise again with our friends from the San Juans, Whidbey and Camano under the “Treasured Islands Washington” tag, including several national publications and an ad in a magazine distributed throughout Europe.

This is also the time of year to begin getting the word out on a range of annual events ranging from Anacortes Salmon Derby to the Anacortes Jazz Festival. New to the schedule will be Trawler Fest, which is anticipated to bring hundreds of boaters to Cap Sante Boat Haven in May 2008. Our Jazz Festival, now four years old, has established itself on the calendar of many jazz lovers, and the move to Labor Day Weekend proved to be a positive decision.

Additions continue to be made to our “Press Room,” a page on the Anacortes.org site that provides photographs, newspaper articles and general information pieces for the media. The most recent addition to this section is the quarterly “Experience Anacortes” guide prepared by Chamber Visitor Center & Operations Director Mary Talosi.

Open on Sunday

A major focus of the Chamber’s new Retail Division will be promoting extended opening hours. There are a number of member businesses that are open on Sunday—please see the Web site for a current list. We will be actively marketing this aspect in the future to both residents and tourists. If you currently maintain Sunday hours or plan to do so in the future, please contact the Chamber office so that we may update the Web site.

The October Business Connections Lunch brought out record numbers for this networking membership meeting. Since its inception over a year ago, attendance has grown from four tables to eight. Sixty members and prospective members exchanged business information. This event provides our membership a great opportunity to get to know one another.
Thank You!

Thank you to the following businesses for donating raffle items at the CompuMatter Business After Hours:

- Boudoir
- Captain’s Place
- Chandler’s Square Retirement Community
- Cheesecake Café
- CompuMatter
- Maison et Jardin
- Pelican Bay Bookds
- Upstage Boutique & Men’s Store

Thanks to Johnny Picasso’s for donating to the Sunnyside Up Breakfast.

Build a Better Business
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respected firms as Merrill Lynch, Dean Witter Reynolds, and Bear Stearns, Maria’s fierce determination and keen business insights led her to becoming a bond trader at a time when women were rarely seen on the trading floor. Since 1998, Maria has worked with CEOs and Presidents, addressing the challenges of growing 6 and 7-figure companies, helping her clients streamline and automate their operations, so they can earn more, work less, and enjoy a higher quality life.

After registering, attendees can download worksheets to get started and bring along to the lunch. November 8th - 11:30 am at the Salvation Army Building 3001 R Ave. $15 for catered buffet lunch. Seating is limited, so RSVP to the chamber today.

In keeping with our holiday traditions, the Anacortes Chamber of Commerce is kicking off the season with a community Christmas Tree Lighting Celebration. Mark your calendars for Friday, December 7 at 6:00 pm at the Chamber offices on 9th and Commercial. Once again, Anacortes students and the An-O-Chords will serenade with holiday favorites, there will be free pictures with Santa, and the American Red Cross will be in their new disaster relief support unit serving hot cocoa.

After the lighting plan to walk through downtown and enjoy the festive lights and the Holiday Art Walk. Each year the Chamber sponsors the white lights decorating downtown trees for the entire community to enjoy. Additionally, the chamber member businesses can enter the White Lights and Colors Bright contest. Free Horse and Carriage Rides on Saturdays between Thanksgiving and Christmas sponsored in part by:

• 11/24  Donatello & Cheesecake Café
• 12/1  Upstage Boutique and Men’s Store
• 12/8  Wildflower & Island Home Collection
• 12/15  Maison et Jardin & Boudoir
• 12/22  Star Bar

Potential Space for Conference Center

Chamber staff has been working diligently over the past year to address membership needs with regard to conference center meeting space. A potential solution may have presented itself. The First Baptist Church is in the process of completing an annex to their sanctuary space. The addition will incorporate significant new square footage, which will accommodate between 300-500 attendees. The space is currently in construction, with a completion date estimated at one year. The space can be subdivided for smaller groups. A kitchen has been included in the design. First Baptist has requested input from service groups and other potential users re: desired features and expressions of interest in using the site. Please contact Roger Pearce with comments/questions and for a tour of the facility (293-8551).
**New Members**

**Anacortes Marine Electronics, Inc.**  
620 30th Street  
Anacortes, WA 98221  
Contact: Bryan Hennessy  
Phone: (360) 293-6100  
Fax: (360) 293-5261  
Email: bryan@anacortesmarine.com  
Web site: www.anacortesmarine.com  
Marine electronics. Design and installation of navigation and communication systems for commercial and pleasure vessels.

**Cottage Hobby House**  
1220 12th Street  
Anacortes, WA 98221  
Contact: Jackie Anderson  
Phone: (360) 293-5343  
Email: jackie@cottagehobbyhouse.com  
Web site: www.cottagehobbyhouse.com  
Meeting space for small groups - workshops/classes. Quilting, crafting & book clubs.

**Ruth Dorsey Destination Real Estate/John L. Scott**  
3201 Commercial Avenue  
Anacortes, WA 98221  
Contact: Ruth Dorsey  
Phone: (360) 202-3361  
Fax: (360) 293-5605  
Email: ruth@dorsey.com  
Web site: www.ruthdorsey.com  
Real Estate. Associate Broker, certified residential specialist. 21 years experience.

**Betty Head @ Re/Max Champions**  
2216 Commercial Avenue  
Anacortes, WA 98221  
Contact: Betty Head  
Phone: (360) 391-8192  
Fax: (360) 293-7640  
Email: bettyremax@hotmail.com  
Web site: www.nwchampions.com  
Realtor; specializing in consulting with seniors, veterans and vacation homes.

**San Juan Passage**  
PO Box 3025  
Anacortes, WA 98221  
Contact: Russell Lindquist  
Phone: (360) 588-6900  
Email: sanjuanpassage_info@gilbaneco.com  
Web site: www.sanjuanpassage.com  
Single-family Waterfront Homes. The new San Juan Passage neighborhood integrates the intimacy of casual seaside living with an exceptional natural setting overlooking the San Juan Islands. Phase I—Summer 2008.

**SonHouse**  
501 Bennett Street  
Sedro Woolley, WA 98284  
Contact: Chas Shetler  
Phone: (360) 610-1961  
Wash windows, screens and sills. Clean gutters, interior painting, pressure wash driveways, sidewalks and patios.

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**AMBASSADOR’S CORNER**

My parents retired to Anacortes from Carmel, California when I was in high school. I am an alumna of Anacortes High School and Western Washington University. After college I met my husband Steven McDermott who was working on a double major in English and Philosophy at WWU. We moved to Seattle not long after and both of us ended up working in the high-technology world.

I have spent almost 20 years working in both the public and private sectors in the area of Accounting/Finance. For the last 9 years I have worked as a Project Manager/Senior Consultant implementing and updating accounting systems for various companies. I’m a Microsoft Dynamics GP Master, and a Microsoft Certified Trainer. I have worked with more than 100 companies, including Microsoft, Experience Music Project, ChemPoint, and other high-profile companies with whom I still have active Non-Disclosure Agreements.

My husband (who works at Richard L. Sands, Inc.) and I moved back to Anacortes to be an active part of our parents’ lives. I currently work as a Sales Manager for Rockton Software (www.rocktonsoftware.com), which is an ISV with a line of Microsoft Dynamics GP enhancement products, and I’m fortunate to work with customers all over the world from my home office.

This is an exciting time to live in Anacortes and it is a pleasure to work with everyone at the Chamber. Thanks again to Mitch, Mary, and Stephanie for the welcome I received when I became an ambassador.

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**Member Renewals**

- AnacortesHomes.com/Preview Properties
- Biz Point Communications
- Chandler’s Square Retirement Community
- Deception Cafe & Grill
- Gentle Dental Care
- Glass Illusions Company
- Guemes Island Resort
- MacGregor Publishing Company
- Mooney, Pat
- San Juan Spas & Billiards
- San Juan Vineyards
- Skagit Valley Occupational Medicine
- Strawberry Bay Coffee Co.
- Wells Fargo Home Mortgage
- Zap Pro Lube & Brake
Thank you Volunteers!
Visitor Information Center
VISITORS 2337 2235
PHONE CALLS 775 771
INFORMATION REQUESTS 223 60
RELOCATIONS REQUESTS 32 37
WEB VISITS 9,689
WEB PAGE VIEWS 35,152

Who wants to cook the night before Thanksgiving?

— Wednesday, November 21 —

Round up those out-of-town guests and Taste Anacortes. Each $20 ticket provides you the opportunity to sample five restaurants.

Go to www.anacortes.org for route details.

New Member Appreciation Packages

Put your business in front of every new Chamber member by donating to the New Member Appreciation Package.

Once a member joins the chamber they will be receiving a lovely Chamber of Commerce tote bag, which we fill with member gift certificates or items of genuine value.

To participate in this program, contact Ambassador Nicole Johnston at nicolej@cityofanacortes.org or 299-1967.

This is a great way to promote your business and help to welcome fellow members.

Who wants to cook the night before Thanksgiving?