President’s Luncheon: Sunny Kobe Cook

The November President’s Luncheon is also the chamber’s annual membership meeting, where members will vote on the slate of incoming board members.

The chamber is pleased to bring in entrepreneur and inspirational speaker, Sunny Kobe Cook, who will share proven ways to improve any business through employee recognition and motivation. Sunny Kobe Cook founded Sleep Country USA in 1991. She served both as CEO and company spokesperson in both radio and television advertisements for many years. During that time, she was named Inc. Magazine’s Northwest Woman Entrepreneur of the Year along with numerous other business and corporate good citizen awards. She was featured on the cover of Washington CEO magazine when her company was the first retailer to ever be recognized as “Best Place to Work.” The President’s Luncheon is sponsored by People’s Bank. Cost is $15 for chamber members and $20 for nonmembers. Mark your calendar for November 13 at 11:30 am at the Anacortes Lutheran Church. RSVP today.

Business After Hours

Please join us for the monthly Business After Hours at the Samish Indian Nation offices (2918 Commercial Avenue) on November 20 from 5:30-7:00 p.m. This is a great opportunity to become better acquainted.

The Samish Indian Nation is governed by a seven member Tribal Council elected to ensure staff members fulfill the Tribal Mission “to use the talents, knowledge and skills of tribal members to preserve and strengthen our culture, and to ensure quality of life, prosperity, health, and education for all members through progressive, diversified tribal and individual enterprises that sustain our Nation into the future.”

Membership Campaign

Over the past two years, chamber membership has increased in size from 320 to over 470 (+48%). The chamber’s Membership Division set a goal in January of 500 members by the end of 2008. To meet this mark, we are asking for the help of existing members.
A Message from the Executive Director

In tough economic times, the thought of maintaining marketing spending seems counterintuitive. After all, if the budget is tight, cash is king and should be conserved for the “rainy day” that has arrived.

The reality is that there is nothing more important than maintaining contact with your customer base. They need to continue to hear your consistent message—how your product or service improves their business. You have spent a lot of time, effort, and resources building these relationships. Leveraging your customer base is a key strategy.

Chambers of commerce can play a vital role in this process. Investment in your local chamber is an efficient and effective way to reach both existing and new clients, as well as enhancing credibility. A research study recently published by The Schapiro Group (“The Real Value of Joining a Local Chamber of Commerce”) cites the following findings:

- Most consumers (59%) think that being active in the local chamber is an effective business strategy overall, communicating that a business uses good practices and is reputable and an industry leader.

- When consumers know that a restaurant is a chamber member, they are 40% more likely to eat at the franchise in the next few months.

- When consumers know that an insurance company is a chamber member, they are 43% more likely to consider purchasing insurance.

- When consumers know that a small business is a member of the chamber, they are 44% more likely to think favorably of it and 63% more likely to purchase goods and services in the future.

Your chamber has initiated a number of projects to support membership, which will come to fruition over the next several months.

The Retail Division, under the direction of Heather Miller (Read Me A Story), will launch a comprehensive Buy Close By program, encouraging local consumers to buy locally (see accompanying story in this issue).

The Marketing & Promotions Division, under the leadership of Jim Clarke (John L. Scott Real Estate), will produce a new tag line and logo, with accompanying advertising by the end of this year. This effort can be imported to member advertising, allowing a consistent and cohesive look-and-feel. A key element of this work will be the construction of cooperative marketing programs, assisting member businesses with marketing production and providing cost savings.

The Economic Development Division, overseen by Curtis Payne (Curtis Payne Insurance & Financial Services) has approved a legislative agenda, which will be up on our web site in November. The agenda details a blueprint for chamber action during 2009 in such areas as transportation, land use, job skills programs, energy policy, housing, and healthcare and will drive future action and prioritization by your chamber.

2009 looks to a challenging year for the city and its business community. I urge you to remain involved with the chamber and our programs. Be assured that both the chamber board and staff are totally focused on helping you promote and improve your business.

As we move into our fall and winter season, I plan on spending considerable face time with members, identifying issues and potential solutions, which will be fed back to our board and will further inform our policy development. In the meantime, I welcome any comments or questions that you might have.

Thank you for your continued support of the chamber. Your active participation makes our organization possible.
Papa Murphy’s Anacortes

As my wife and I sit here today, we are amazed at the fact that it has been nearly 10 years since we first moved to Anacortes to start our own business. We are very grateful for the never-ending support that we have received from our employees, our customers and our community. They have given us the support we need to build a business that will have an impact in a community that we hope will be beyond the financial implications.

When the opportunity to open a Papa Murphy’s franchise in Anacortes was first presented to us, my wife and I were a little tentative. We were both employed at the Costco Corporate offices, and had been with the company for quite some time. We did not have any children at the time, so the possibility of taking on such an endeavor seemed much easier with just the two of us. Visiting our friend’s Papa Murphy’s store in Oak Harbor became the one factor that really made the decision for us.

Penelope and I have always had a passion for working with teens and young adults. We were always active in youth groups in the various places that we have lived. When we visited our friend’s store and saw all the teens that were employed at his store, we knew this was something we were supposed to do. Our goal became to make Papa Murphy’s Anacortes a place that did more than just provide jobs for teens. We want it to be a place where we can invest in the lives of those that work for us. We want to offer our employees a place that maybe some of them did not have before. Our desire is to continue to build relationships that go beyond the walls of the business.

Although we have three children of our own now, our vision for the business has not changed. As with any business, we certainly have gone through some tough times, but we are beyond blessed by the some of the life changes that we have witnessed; in our lives as well as those that have passed through our doors.

TOURISM MARKETING

CONTINUED FROM THE OCTOBER EDITION

All of our tourism marketing includes promotion of our Web site (created and maintained by chamber member Steve Berentson) and the Cascade Loop Association’s Web site. Visits to the Web site are also encouraged in our eight-panel tourism brochure (120,000 distributed throughout the Pacific Northwest) and in regional travel publications including the state tourism guide, the Anacortes American, San Juanderer and MacGregor’s Visitor and Newcomers guides and Activity Map. State-based marketing accounted for 37 percent of the 2008 budget.

Once again this year, we partnered with Washington State Ferries to promote the Anacortes-Sidney international ferry. Elements of that spring campaign included Web site notices, press releases and display advertisements in RV Life and RV West magazines, promoting the 50 percent RV rate reduction, which is in effect. The international ferry was also promoted on our KOMO TV ad and on the back panel of our tourism brochure.

Promotion of chamber events including the Waterfront Festival, Shipwreck Day and the Anacortes Jazz Festival represented 23 percent of our 2008 budget. These promotional campaigns serve not only to invite festival guests, but to feed the city’s reputation as a community where there is always something to do.

In line with the ‘Trips on a Tankful’ campaign, we will likely focus next year on regional vacations and weekend getaways. Research indicates that state residents account for more than 50 percent of Anacortes hotel stays. In this time of high fuel prices and tight budgets, “in-state”’ will be a target market for us. We will provide specifics as planning coalesces.
The event is set for Saturday, November 15 from 6:00 – 11:00 pm in the Port Warehouse, which will be transformed into A Night on the Town. A unique feature of this event will be the Martini Bar, where local lounges have provided a signature martini recipe for us to try.

Anaco Bay, Cap Sante Inn, and the Majestic Inn are offering room specials for those who want to stay in town that night.

Reservations are only $40 (until November 7, when the price goes up). So call the chamber today and take A Night on the Town before the holiday rush.

**Thanks to the following chamber members for sponsoring this event:**

**BAND SPONSOR:**
Mark Nilson Mortgage Consultant, Vacation & Property Rentals

**SIGNATURE SPONSORS:**
- Allied, REALTORS
- Anaco Bay Inn
- Anacortes/San Juan Islands American Red Cross
- The Bank of the Pacific
- Boudoir
- Countrywide Bank
- Human Resources, Inc.
- Jennings Chiropractic
- John L. Scott
- John Prosser Windermere
- Laws/Craig Real Estate Group
- Lighthouse RV Park & Mini Storage
- Ponte Vecchio
- Read Me A Story
- Scott Milo
- Samish Indian Nation
- Starr Map Co, Publishers of Destination Map
- Steam Interactive
- Swinomish Northern Lights Casino
- Upstage Boutique & Men’s Store
- Viking Moving Services
- Whidbey Island Bank

**WINE SPONSORS:**
- Avenue Catering
- The Bank of the Pacific
- Bunnies by the Bay
- Countrywide Bank
- Horizon Bank
- Island Electric Supply
- Mystic Sea Charters
- Star Bar

**MARTINI BAR SPONSORS:**
- Bellissima Trattoria
- Brown Lantern
- Majestic Inn & Spa
- Randy’s Pier 61
- Star Bar
The Chamber of Commerce is spearheading a buy local campaign, which we are calling “Buy Close By,” and which will initiate with a Buy Local Day on Saturday, November 29. This will serve as both a city-wide kick-off to the holiday season and an introduction of this new program to local consumers.

The program’s goal is to highlight the benefits of supporting local businesses, addressing seasonality issues during periods of low tourism, and encouraging residents to think first about the Anacortes business community before going off-island.

The program itself comprises a variety of collateral pieces, including seasonal posters, a window decal, participation stickers, informational counter giveaways, and a merchant FAQ. We have also developed a bag program, with Buy Close By identification.

We will support the program with significant advertising and public relations materials in the Anacortes American, Clamdigger, and KWLE this month. This will culminate in a two-page spadia in the November 26 edition of the American (a spadia folds around the front and back pages of the newspaper, covering 1/3 of each, with front and back coverage.) Throughout November, we will be describing in detail the program, the Buy Local Day, and planned events.

We are asking local merchants to plan and execute store activities on November 29 that we can showcase in our publicity. The focus of our message is FUN. We want to draw local consumers into businesses and get them excited about the program and educated about the benefits of buying locally.

There will also be the opportunity for reduced advertising rates (up to 75%) in the November 26 American, under the chamber’s umbrella for Buy Close By participants. This is a good time to think about getting a message out about your own Holiday plans, highlight your planned November 29 event, and tie into the Buy Close By program.

This campaign is the culmination of months of planning from our retail division, headed by Heather Miller (Read Me A Story) and including Zee Hogan (Maison Group), Anne Smith (Upstage), Karla Locke (That Photo Shoppe), Jean Fantini (Donatello), and Melissa White (Bayside Sweets & Treats). We are excited about its potential and for the support this will provide members businesses in a challenging economic environment.

Any questions/comments/concerns, please contact the chamber office (293-7911).

WELCOME, NEW BUSINESSES IN ANACORTES!
Please think about business relationships that you have with various local companies. If you don’t already know whether those businesses are members, you can easily determine this by accessing the chamber Web site (www.anacortes.org). Application forms, which will provide you with great membership benefits speaking points, are available through the Chamber office.

Note: you can also print this form and access speaking points on-line, under the chamber tab.

The fact is that our membership is a great recruiting resource--personal relationships go a long way. To put our effort into perspective: if just 10% of our current base sold one new member, we would achieve our goal.

For each new member that signs up, we will place the referring member’s name in a hat (one entry for each successful recruitment). The winning entry, pulled on 11/12, will receive a $250 value toward next year’s membership investment and two tickets to the upcoming Chamber Cheers: A Night on the Town event on November 15 ($80 value).

Comments or questions, please give the office a call at 293-7911.

Thank you in advance for your assistance with this project and your continued support of the Chamber of Commerce.

Chamber-sponsored — ART WALK—
December 5 & 6

The bi-annual Chamber-sponsored Art Walk is scheduled for December 5 and 6. Businesses who would like to participate should contact Kathy Sherman at Scott Milo Gallery.

The Holiday Art Walk is one of the best attended. It begins immediately following the community Christmas Tree Lighting, which begins at 6:00 pm on Friday, December 5 and continues from 10:00 am to 5:00 pm on Saturday, December 6.

The cost for a business to participate is $20 – checks payable to the Anacortes Chamber of Commerce.

CELEBRATION OF TREES
December 4th through 6th

The Island Hospital Foundation is proud to present the Second Annual Celebration of Trees, a community event and fundraiser to be held December 4th through 6, 2008 at the Port of Anacortes Warehouse.

For more information or to purchase tickets to the reception and auction on the evening of December 6th, please call the Island Hospital Foundation at 360-299-4201. The reception ticket price of $50 includes heavy appetizers (catered by Gere-a-deli) and wine. Proceeds from the Celebration of Trees benefit Community Health Screenings at Island Hospital.

INCOMING BOARD SLATE

The slate of incoming members to the chamber’s Board of Directors has been finalized and will be voted on at the annual meeting on November 13. We are excited at the new perspectives and energy these new members will bring to our chamber.

Patti Fischer
SeaBear

Kristi Gabrielse
Ana-Cross Stitch

Erik Schorr
Anacortes Kayak Tours

Peter Whiting
Northwest Trawlers

We will be providing bios on our new members in upcoming Communicators. Please join us in welcoming and congratulating our new Board members.

Grand Opening Celebration!

Anacortes Construction Services

Anacortes Construction Services is scheduling a grand opening celebration on Friday, November 7 from noon to 5:00 pm at their new location on the corner of 12th and Commercial 1004 12th Street, Ste #106.

A ribbon cutting is scheduled for 12:00 noon to celebrate the new headquarters and seven years in business. Brian and Kathleen Johnson invite you to come by and see their new space, have a bite to eat and meet some wonderful people.
THE BOEING COMPANY
P.O. Box 821
Oak Harbor, WA 98277-0821
Phone: (360) 257-8243
Fax: (360) 257-8244
Contact: Robert Papadakis
E-mail: robert.p.papadakis2@boeing.com
http://www.boeing.com
Boeing EA-IBG Growler support center.
Provide technical and logistic support to the U.S. Navy.

FIDALGO ISLAND QUILT GUILD
PO Box 1302
Anacortes, WA 98221
Phone: (360) 466-0109
Contact: Patti Olds
E-mail: eagle.moon@wavecable.com
Non-profit 501(c)(3) quilting guild, approximately 250+ members. Focus on community service projects and education.

NORTHWEST WOMEN’S BUSINESS CENTER
2333 Seaway Blvd, Suite 108
Everett, WA 98203
Phone: (425) 423-9090
Contact: Danica Williams
E-mail: danicaw@seattleccd.com
http://www.seattleccd.com/wbcmain
Business counseling/non-profit. NW WBC offers technical training and counseling to women, men and minority business owners.

TRUE TONE AUDIO
1915 Larrabee Avenue
Bellingham, WA 98225
Phone: (360) 734-2500
Fax: (360) 756-0278
Contact: Steven Wood
E-mail: steve@truetoneaudio.com
http://www.truetoneaudio.com
Sound Contractor – concert production, corporate services, AV presentations, audio consulting and acoustical design.

T.K. WEGG
2014 Cascade Court
Anacortes, WA 98221
Phone: (360) 299-3895
Individual Member

Ambassador’s Corner: Tammy Masalonis of McGregor Benefits

I am the newest agent of our local McGregor Benefits, a medical insurance agency. I am excited to help individuals and businesses find and manage their medical insurance.

Anacortes has been my home since 2002. I am a native Californian, but came to Anacortes via BC Canada. You might have seen me around town when I co-founded the Department of Safety or helped manage Gerea-Deli. I received a degree in International Politics and Development. I have traveled all over the world from Mongolia to Zambia, and spent extensive periods of time in Russia.

Community is what brought me to Anacortes and I am excited to be part of a chamber that supports so many great events from Shipwreck Days to the Jazz Festival. I am a Localvore, and understand that buying local is good for everyone in the community. I am excited about becoming more involved in the chamber as an Ambassador and helping with buy local campaigns and other activities that support and grow our economy.

My family, with a musician husband, a ninth grader, a Manx, and a Newfoundland mix, keeps me busy. I enjoy canning, crocheting and gardening. One of my unproven claims to fame is my tomatoes were the tastiest in the valley this year.
VIC Statistics

THANK YOU VOLUNTEERS!
Visitor Information Center

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Chamber Officers

Executive Board
President
Robin Pestarino / Ponte Vecchio Corp.
President-Elect
Zee Hogan / Maison et Jardin & Boudoir
Secretary
Mark Lione / Cap Sante Inn
Treasurer
Patti Anderson / Williams & Nulle
Past President
Vince Oliver / Island Hospital

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Suzanne Knutson / Bunnies By The Bay
Pat Meyer / Viking Moving Services
Heather Miller / Read Me A Story
Curtis Payne / Farmer’s Insurance Agency
John Pope / Tesoro Refinery & Marketing Co.
Joe Schlundt / Shell Puget Sound Refinery
Rick Star / Rockfish Grill
Mike Trafton / The Bank of the Pacific

Staff
Executive Director
Mitch Everton
Program & Events Director
Stephanie Hamilton
Visitor Information & Operations Director
Mary Talosi
Licensing Sub-Agents
Kristi Daniels & Mandy Murdoch
Newsletter Editor
Sheila Powell, Graphic Concepts

A chamber member dinner, dance and celebration
November 15, 6:00 pm
Port Warehouse
(See page 4 for more information.)

Sponsored by:

Anacortes Chamber of Commerce 819 Commercial Ave., Suite F
Anacortes, WA 98221

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