chamber luncheon

Washington Policy Center

Join the Washington Policy Center (WPC) at our November luncheon as one of the biennial small business forums throughout the state. WPC policy experts and business leaders in our community will gather to discuss the important issues facing businesses, including health care reform, regulation and workers’ compensation. This is your opportunity to meet with policy makers, business leaders and elected officials to share the challenges facing your business, develop solutions and to look ahead to what’s in store for 2013 with a new governor and legislature.

Our sponsor of this luncheon, Peoples Bank, will be on hand to highlight their Small Business Lending and Merchant Services Solutions—because running your business is hard work, managing your cash needs shouldn’t be. Presented by Peoples Bank Anacortes Branch Manager, Marge Milnor and Business Services Specialist, Nathaniel Mouw.

This event is co-produced with the Skagit Business Alliance and will be held on Thursday, November 8 (11:30 am – 1:00 pm) at the Anacortes Lutheran Church. Cost is $15. RSVP to the chamber at (360) 293-7911 or online at www.anacortes.org.

business after hours

SeaBear

SeaBear Company is a small, growing, privately owned marketer of three specialty consumer brands, each with a strong Northwest heritage and leadership position in its niche: SeaBear, Gerard & Dominique, and the Made In Washington Stores.

At our smokehouse here in Anacortes, we hand-fillet, traditionally smoke, and prepare our SeaBear wild salmon selling direct to customers in all 50 states through our catalog and website, and to a select group of high-end specialty retailers across the country. It is in this same plant that we produce Gerard & Dominique smoked salmon, created in 1990 by two premier Seattle area chefs with high standards that have become the salmon of choice for many prestigious retailers and upscale restaurants all across the country.

Our Made In Washington Stores offer a variety of specialty gifts inspired by our home state. The products we offer go to market through our own stores in the Puget Sound region and nationally through web and catalog (direct-to-consumer) helping locals, visitors, and businesses share gifts that celebrate their love for our state.

We, here at SeaBear Company, are guided by our values and our vision. We believe the success of our company, and the growth of our brands, are the direct result of our commitment to thrilling our customers through product and experience!

Join us at SeaBear on November 15, 2012 from 5:30pm–7:00pm at 605 30th Street and be sure to bring a gift for the give-away! RSVP to the chamber at (360) 293-7911 or online at www.anacortes.org.
Greetings from the incoming chamber board president

It’s November, and as many businesses gear up for the holiday season as well as preparing to close the books for 2012, your chamber is busy looking at the successes of 2012 and planning for 2013. And it’s all about serving you—the chamber members—and driving success for your business and our Anacortes community.

It’s YOUR chamber—so get involved. Members make up the chamber of commerce; they sit on committees, volunteer at events and help drive our mission. Chamber members are needed to develop the forward movement that the chamber staff facilitate on behalf of members.

Volunteer to be part of the action. It’s good for your business and its good for the chamber organization. Here is the lineup for the once a month one hour meetings:

**Divisional Meetings**

**Membership**—second Tuesday at 4:00 pm
Ensures our members get a good return on their investment in the chamber.

**Marketing and Promotions**—first Wednesday at 3:30 pm. Entrusted with city collected tourism dollars from our hoteliers, this group oversees how the money is spent and what the message is to put “heads in beds.”

**Economic and Community Development**—first Thursday at 3:00 pm. Recruiting and retaining jobs, ensuring a ready workforce and working with community groups to live up to our vision of the most livable waterfront community in the northwest.

**Governmental Affairs**—second Thursday at 3:45 pm. The voice of the business community to our elected officials, this group keeps up with legislation that affects the business community and attends city council and port commission meetings when warranted.

**Other Committees**

**Beautification**—4th Wednesday at noon. Help beautify Anacortes by sponsoring projects as the downtown flowering baskets and uptown banner projects.

**Chamber Ambassadors**—first Thursday at 11:45 am. Greet new members and work at events.

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Chamber board members spent a day planning for a vibrant 2013 at the Walla Walla Marine Research facility at Rosario. We so appreciate the dedication of these business leaders who direct the work of the chamber.
Smarter than Your Dog

Smarter than your Dog! daycare has been up and running since July 1 and it’s a BLAST! (For both the staff and the dogs.) It offers dogs a full day of play and mental stimulation and owners a guilt-free, dog-free day to themselves.

This daycare model is based on the development of a stable-canine pack or in other words—a dog family. Owners decide which day of the week they will bring their dog and then stick to that schedule weekly. Under this system, we have our “Monday dogs,” our “Tuesday dogs,” our “Thursday dogs,” etc. This is a departure from the conventional drop-in daycare model which can be very stressful to dogs. Under that approach, a dog is continuously reintroduced to new dogs on every visit. With this system the dogs get to know each other, develop friendships and form a stable pack. They actually rush up to greet their pals when they arrive.

Daycare is available Mondays, Tuesdays and Thursdays (next we’ll add Fridays) from 7:30 am until 5:30 pm at 9119 Molly Lane #101. It’s easy to find, just off Reservation Road and Highway 20 behind the Jerry Smith Chevrolet dealer.

Owners drop their dogs off between 7:30 and 9:30 in the morning—that’s when pack development occurs. After 9:30 entry of a new dog causes arousal and destabilizes the pack. Not surprisingly dogs must pass a handling test to assure non-aggression before being accepted in daycare.

There is plenty of equipment and toys for the dogs to play on. They generally take a short snooze about mid day (and I mean short. We’ve timed it—about 12 minutes!) followed by “bone time” and then they get their second wind and begin spinning and twirling again. We have rubber floors to prevent leg injuries.

The dogs are 100% supervised on the daycare floor and inappropriate canine play behaviors are interrupted. They have a clean outside area where they go to relieve themselves. The dogs are T I R E D when they go home and that gives the owners a bit of a respite also.

“I see the dogs’ excitement when they arrive. I believe the daycare is a really happy event for them and I think that makes the owners happy too.”

Chamber professionals from Skagit County attended the Oregon/Washington Leadership Conference in Vancouver, WA. Pictured here: Lisa Swanberg (Mount Vernon), Linda Fergusson (Burlington), Stephanie Hamilton (Anacortes), Kristen Keltz (Mount Vernon), Pola Kelley (Sedro-Woolley) and Mary Talosi (Anacortes).

Port Commissioner Roundtable

The Port Commissioners will be available for questions/comments in a business roundtable to be held Monday, November 5 from 5:15–6:45 pm at Seafarers’ Memorial Park Building. All chamber members are invited. This is a great opportunity to hear about what is going on at the Port – 2012 accomplishments and 2013 goals, as well as provide input to the Port Commissioners. Please RSVP to the chamber office (293-7911).
**Encouraging Words**

Share marketing costs

Successful entrepreneurs are finding vertical and horizontal partners to share the cost of marketing efforts. Vertical approaches use business partners up and down the supply chain to improve marketing purchasing power. Co-op advertising is one example, where manufacturers or distributors subsidize costs for advertising that prominently features a specific product line. Co-op advertising dollars are available from the manufacturer or distributor of almost every product sold to the public. Surprisingly, many of these dollars go unclaimed.

Horizontal approaches use dissimilar local enterprises occupying the same position on the supply chain. These partnerships often use joint advertising, where geographically related firms share advertising costs.

Group oriented advertising gets more exposure for your business and builds community reputation. Examples include community calendars and directories, business services guides and group sign boards.

In all marketing efforts, a coordinated, sustained effort is the most effective. Would you like to know more? Call Kevin, your free and confidential business adviser at (360) 336-6114 to review your marketing strategy. Interested in starting a new business or gaining market share by exporting? Call James at (360) 336-6114 to get started!

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**Executive Director Transition at Cap Sante Court Retirement Community**

On October 1, Jack Hamilton stepped into the position of Executive Director at Cap Sante Court Retirement Community. Jack and his wife, Stephanie (Director of the Anacortes Chamber of Commerce) have lived in Anacortes for many years.

Jack, known for being a real “people person,” has experience in employee management, marketing and sales, and leadership in his church family. Comments from business and personal references consistently indicated that Jack “was a perfect fit” for the Cap Sante Court position.

As the new Executive Director of Cap Sante Court, Jack will enjoy a very diverse and dynamic experience. His primary task is to ensure that Cap Sante Court continues to provide a safe and secure and stimulating environment for Anacortes’ seniors—that has been its trademark for 26 years. Jack will also be responsible for managing the staff, marketing, and making sure that indeed Cap Sante Court continues to be “The Finest in Full Service Retirement Living.”

Jack replaces Nancy Laeha who has been at the helm at Cap Sante Court for many years and is much loved by residents, families and staff. Nancy is returning to Hawaii, the home of several members of her family, and the place where her first grandchild is to be born. Nancy will be missed.

Transition often comes with some sadness and much excitement about the future. Cap Sante Court wishes Nancy Laeha the very best, and welcomes Jack Hamilton, and is looking forward to many years of his leadership.

Cap Sante Court’s website address is: www.capsantecourt.com.

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**Fidalgo Bay Resort available for events**

Fidalgo Bay Resort is excited to share all of the changes happening at the RV Park! We are now renting our convention center for weddings, reunions, corporate events, etc. We can accommodate any size group from your office Christmas party to a wedding with 200 people. We are also under new management. Scott Cooper has been employed by the Samish Tribe for over 14 years and is a Samish tribal member. Debbie Nore was self-employed for many years and is a life-long Anacortes resident. We are open year-round so come and check out our new cabins with a view of Fidalgo Bay! You can sit in the cozy living room and watch the heron out the front window. They are perfect for a quiet weekend get-away. Please call us for reservations 360-293-5353 or find us online at fidalgobay.com.

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**2012 Ambassadors**

Angie Baker—Opulence Salon & Day Spa
Carla Cummins—All About Honeymoons & Vacations
Lara Dunning—Fine Edge & FIWG
Jim Gordon—Freedom Wireless Media, Inc.
Jack Hamilton—Cap Sante Court Retirement Community
Barry Harter—Central Payment Corporation
Lisa Helm-Morrow—KeyBank
Jan Hersey—Biz Point Communications
Debra Jones—Individual Member
Kari Kennedy—KeyBank
Tara Milas— Massage Therapy
Jeffery Pleet, CLU, ChFC—Edward Jones—Jeffery Pleet
Therese Rudzis—Individual Member
Mary Staley—Marketing with Mary
Sandy Swartos—Duodesign, LLC
Boyd Veer—Seaside Autobody & Accessories
John Williams—Skagit Publishing
December 15, 2012
Port of Anacortes Transit Shed Event Center
Children’s Matinee  4pm
Evening Concert  7pm

Cost to the Public:
Free with a suggested donation to Toys for Tots, Local Food Banks or The Rick Epting Foundation for the Arts.

VIP Gold Circle Reserved Seating is available for a suggested donation or $25 purchased through Brown Paper Tickets.
www.brownpapertickets.com • 800.838.3006

ANACORTES CHAMBER OF COMMERCE
VEHICLE & VESSEL LICENSING

Come see us for all your vehicle or vessel needs!

Registration renewals, title transfers, disabled parking placards, monthly tonnage, trip permits, dealer work.

819 COMMERCIAL AVE STE. B
ANACORTES, WA 98221
(360) 293-5533
HOURS: MON–FRI 9AM–5PM

EVENT SCHEDULE
10:45-11:15: Celebration begins at Causland Park
11:30-12:30: Celebration continues POA Transit Shed Veterans Day Moorage Special! Veterans will receive 75% off moorage on Veterans Day weekend. Please contact 360-293-0694 for details.

We hope to see you there!
Please wear your uniform or patriotic gear.

Port of Anacortes
Please see our website for more information: www.portofanacortes.com
Angie Baker

Angie is the owner and hair designer at Opulence Salon and Day Spa. Angie has been a hair designer for 19 years, with a variety of experiences in the industry. She was initially drawn to this industry because of her love of people and her desire to build meaningful relationships through her creativity.

Angie is very experienced with all aspects of hair but her passion has always been hair color. Aside from color she loves doing styling services, hair cutting, and texture services. Angie has extensive advanced education and certification in hair color, foiling, and hair cutting techniques.

Angie opened Opulence in 2005 because of the desire to create a place for people to work that is team based, innovative, and supportive. Opulence celebrates 5 years in March at its current location in beautiful downtown Anacortes.

As an Ambassador of the Chamber of Anacortes, Angie has enjoyed meeting new people, supporting business growth, and volunteering her time to the many events that our chamber holds in our community.

Angie loves change and always has new ideas to offer her clients. Angie creates new images for her clients that are customized to their lifestyle and individuality. Angie loves that she is able to develop a committed relationship with her clients through her creative and artistic inspirations.

Outside of the salon… Angie was raised in Alaska and moved to Anacortes in 1995. She loves spending time with her four sons, daughter-in-law, friends, family, and her three pets. Angie enjoys hiking, camping, dancing, reading, and time with those who loves.

Opulence is located at 902 Commercial Avenue. Currently open Wednesday–Sunday. Opulence is a full service salon and art gallery. Visit us on the web at opulencesalonanddayspa.com.

member renewals

- 7-Eleven Food Store
- Pam & Tom Allen
- Allied Realtors
- Anacortes Arts Foundation (Depot Arts Center)
- Biz Point Communications
- Chandler’s Square Retirement Community
- Christ the King Community Church
- Clean & Clip
- Crash Scene Safety Instruction (CSSI)
- Farmhouse Restaurant
- Fidalgo Island Quilters
- Gateway Yachts
- Guemes Island Resort
- Humane Society of Skagit Valley
- David J. Kuzma, DDS PS
- KWLE Radio
- North Sound Oral and Facial Surgery P.S.
- San Juan Passage
- Skagit Regional Health
- SonHouse
- The Griffin Group
- The Juicy Dog Revolution

new members

ANCHOR YACHT BROKERS
2415 T Avenue, Suite 112
Anacortes, WA 98221
(360) 299-0545
anchoryachtbrokers.com
Galen Tyler
captaingalen@yahoo.com
Yacht Broker

CHAMPIONS REAL ESTATE SERVICES
804 Commercial Ave
Anacortes, WA 98221
(360) 293-8600
www.anacortesrent.com
Brian Youngquist
brianyoungquist@hotmail.com
Real Estate

FIDALGO ISLAND ARTILLERY COMPANY, LLC
6136 Parkside Drive
Anacortes, WA 98221
(360) 293-4092
Lee & Betty Dawes
LRCOML@frontier.com
Entertainment—Cannon Shots

GATEWAY INTERIORS
2913 Commercial Ave
Anacortes, WA 98221
(360) 770-0827
www.gtiflooring.com
Margie O’Harra
margie@gtiflooring.com
Flooring

BOB & DIANE THOMPSON
13994 Biz Point Lane
Anacortes, WA 98221
(360) 588-4796
Bob & Diane Thompson
boht3@comcast.net
Individual Member

A big thank you to Studio 1010 for hosting October’s after hours!
The Anacortes Oktoberfest was a wild success thanks to the one hundred plus volunteers, committee members and sponsors of this third annual event! Attendees and breweries alike were amazed by the beautiful location, the organization, and the participation by our entire town to make this a great destination event right here in Anacortes. Oktoberfest attracted nearly 2,200 people to Anacortes over the weekend of October 5th & 6th. Businesses, restaurants, and hotels were bustling with event goers who stayed over to explore our beautiful island. A heart-felt thank you to all!

2012 Oktoberfest Committee Members:
- Olof Anderson – Birch Equipment
- Lara Dunning – Fidalgo Island Writer’s Guild
- Jim Gordon – Freedom Wireless Media Inc
- Lisa Helm-Morrow – KeyBank
- Matt McKay – Anchor Catering
- Caren McKay – Nantucket Inn
- Leileah Petty – Farmer’s Insurance
- Kevin Pierce – Anacortes Brewery
- Richard Riddell – Anacortes Town Crier
- Rick Star – Rockfish Grill/ H2O

2012 Anacortes Oktoberfest Sponsors:

BARREL
- Birch Equipment

KEG
- KWLE 1340 AM
- Shell Puget Sound Refinery
- Tesoro Refining and Marketing Company

GROWLER
- Anacortes American
- Anacortes Inn
- Brown Lantern Ale House
- Jolly Mon Charters
- Labor Ready
- Rockfish Grill/Anacortes Brewery/H2O

PINT
- Upstage Boutique & Men’s Store

STEIN
- Anchor Catering
- Barnett Implements
- Hampton Inn & Suites
- Island Rental & Supply
- Marine Supply & Hardware
- Nantucket Inn
- Reisner Distributor Inc
- Skagit Software Solutions
- Simply Yards Landscape and Design
- Whidbey Island Bank

Pretzel-fest!
Thank you, volunteers! Volunteer Hours: 328
Visit us on the web at www.anacortes.org

![Keep the Cheer Here](image)

**Keep the Cheer Here**

**Shop local and win!**
Visit 5 shops, locate the Big Red Ornament and enter to win! Two opportunities to win big!

- **December 7th**: Drawing is for a gift basket of goodies comprised from each participating retailer.
- **December 21st**: Gift certificate basket valued at $500 for a list of participating retailers go to [www.anacortes.org](http://www.anacortes.org)

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**vic (visitor information center) statistics**

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**Chamber Officers**

### Executive Board

**President**
Kathy Larson  Puget Sound Energy

**President Elect**
Mark Lawrence  Simply Yards

**Treasurer**
Karin Baldwin  Quantum Construction

**Past President**
Kristi Gabrielse  Ana-Cross Stitch

**Board Member at Large**
Matt Miller  Read Me A Story

### Board of Directors

- Jody Barnett  Shell Puget Sound Refinery
- Bela Berghuys  Islands Inn
- Chris Borgen  Anacortes School District
- Dan Cameron  Tesoro Refining & Marketing Co.
- Duane Clark  Cap Sante Court Retirement Community
- Peggy Flynn  pflynn+associates
- Brian Geer  KeyBank
- Jim Gordon  Freedom Wireless Media, Inc.
- Bob Hyde  Port of Anacortes
- Gary Jacobson  Attorney
- Dean Maxwell  City of Anacortes
- Vince Oliver  Island Hospital
- Curt Oppel  John L. Scott Real Estate
- Andy Schwenk  Northwest Rigging
- Mary E. Staley  Marketing With Mary
- Chris Terrell  How It Works

### Chamber Staff

- **Stephanie Hamilton**  Executive Director
- **Mary Talosi**  Visitor Information & Operations Director
- **Cecilie Miller**  Event & Communications Coordinator
- **Leah Hines**  Marketing & Promotions Coordinator
- **Kristi Daniels & Crystal Johnson**  Licensing Sub-Agents

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Newsletter designed by Linda J. McGuire

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