calendar

Wednesday, November 6
3:30 pm
Marketing & Promotions Division Meeting
Chamber Office

Monday, November 11
10:45 am – 12 noon
Veteran’s Day Celebration
Port Warehouse

Tuesday, November 12
4:00 pm
Membership Division Meeting
Chamber Office

Wednesday, November 13
2:30 pm
Economic Development Division Meeting
Chamber Office

Thursday, November 14
1:30 am – 1:00 pm
Chamber Luncheon
Anacortes Lutheran Church

Wednesday, November 13
2:30 pm
Economic Development Division Meeting
Chamber Office

Thursday, November 14
3:45 pm
Governmental Affairs Division Meeting
Chamber Office

Thursday, November 14
5:30–630 pm
Port Commissioner Round Table
Seafarers’ Memorial Park Building

Friday, November 15
10:30 am
Finance/Executive Meeting
Chamber Office

Tuesday, November 19
3:30 pm
Board of Directors Meeting
Anacortes School District Conference Room

Thursday, November 21
5:30 – 7:00 pm
Business After Hours
Scott Milo Gallery

Tuesday, November 26
9:00 am
VIC Meeting
Chamber Office

cornerstone members

TESORO Puget Sound Refinery

chamber luncheon

Personal Marketing Opportunity

Back by popular demand, Vicki Stasch Management Consultant, will lead us in a variety of fun activities you won’t even realize that you are networking! Vicki has 30 years’ experience as a management and organizational development consultant, group facilitator and professional coach for many types and size of businesses. This entire meeting will be interactive so be prepared to move around and meet at least 10–15 new people, pass out your business cards and marketing materials and talk about what makes you unique as a business person.

Our luncheon sponsor this month is the United Way of Skagit County. Give. Advocate. Volunteer. Find out about the many ways you can support the United Way of Skagit County.

Presenter Philip Prud’homme will inform, wow, and enlighten you!
Lunch will be catered by The Farmhouse Restaurant. Please RSVP by registering online. This month’s luncheon is on November 14, 2013 and is $15.

business after hours

Scott Milo Gallery

This fall, Scott Milo Gallery at the Framemaker, kicks off their 19 year anniversary by hosting the Business After Hours event. For the past 19 years they have offered custom picture framing and a fine art gallery featuring regional artists. The shop is open six days a week, from 10:30am – 4:30pm and they open each gallery show with an artist reception on the First Friday Art Walk each month.

The frame shop offers 100’s of custom frame samples, a computerized mat cutter for expert precision and qualified staff to design and build the perfect picture frame to preserve your pieces.

The art gallery represents over 60 regional artists with about 10 shows per year. You will find original paintings, glass work, wood tables, sculptures, jewelry and textile work. Please join us at 420 Commercial Ave. on November 21 from 5:30 to 7:30 pm. RSVP online at www.anacortes.org.
a message from the executive director

It’s your chamber – be included!!

Our board year begins November 1 following our planning session. As you know, the work of our chamber is completed at the divisional level – and each year we need more division members. Have you considered being a part of the fabric of the chamber and being included by working on a division? We consider this part of the two-way street, the chamber marches forward and you have the opportunity to more closely get to know fellow members.

Here are the four divisions, statements about their purpose and the times when they meet. Please call the chamber if you would like to take part.

**Membership Development—Meets the 2nd Tuesday at 4:00 pm**
Provide existing and offer prospective members value that outweighs their investment and the opportunity to get involved and stay connected.

**Government Affairs—Meets the 2nd Thursday at 3:45 pm**
Monitor and filter key issues in concert with county- and state-wide business organizations for recommendations to the board and membership. Strive to encourage and develop business friendly candidates.

**Marketing and Promotions—Meets the 1st Wednesday at 3:30 pm**
Tell positive stories about Anacortes and help local entities (businesses, civic organizations, chamber members, etc.) to become part of the story. To be good stewards of our promotional responsibilities, creating public outreach programs that encourage visitors to invest in our community.

**Economic and Community Development—Meets the 2nd Wednesday from 2:30 – 4:00 pm**
Lead the partnership among the business community, land owners and developers, the city, the port and other organizations to communicate, develop leadership opportunities and support and develop programs that benefit the economic core of Anacortes.

**Event Committees**
Contact Cecilie if you are interested in participating on one of our event committees.
- Oktoberfest
- Spring Wine Festival
- Waterfront Festival

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**tourism**

**Tricia Sharp**

Are y’all ready to have some fun? Tricia Sharp, the new Marketing & Promotions Coordinator, brings a whole new perspective to the Anacortes Chamber team. Born and raised in the south, Tricia lived in Oak Harbor during the mid-nineties and after traveling all over the United States she moved back June 1st with her daughter and life-partner. Why, you ask? … Because Anacortes is awesome, that’s why.

With her more than 20 years in graphic design she has spent the last six years in the video game industry promoting brand awareness in the prepaid market. Her enthusiasm and outlook on life makes her relate to today’s youth from a completely different perspective and she brings that social energy to Anacortes. Her interest in community service (particularly Habitat for Humanity) and volunteering at the local High School is just a fraction of what’s to come from this creative genius.

Tricia’s mix-racial background allows her to view life in so many different ways, her compassion for the environment and how important our connection to the planet is very important to her and you will notice it the moment you meet her and feel her energy.

Tricia’s sense of humor is a lively one and she has many funny stories she could tell you. From how she was babysat by the famous blues guitarist, BB King, for 20 minutes when she was a child to getting lost in Tokyo Japan while on tour with National Geographic when she was 14.

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**ribbon cutting**

Mayor Dean Maxwell celebrates the opening of Strandberg Construction with Nels Strandberg, chamber dignitaries, employees, family and friends at a ribbon cutting on October 24.
member profile

Creative Cabinets

Our Kitchens Are the Heart of Our Homes. From a few guests coming over for dinner, to the big family events, we all seem to gather in the kitchen. We want our kitchens to reflect our home. We want all who enter to be comfortable and stay to visit. Yet, on the other hand, our kitchen is our everyday work space, where we want designed function and convenience.

Creative Cabinets has been in business since 2003 but our roots go back for over 30 years. Colleen Case and her husband Jeff designed and manufactured cabinets in Eastern Washington before moving to Anacortes in 2003. Colleen and Jeff met with Dave Sem from Sebo’s Hardware and they decided to form Creative Cabinets.

The people at Creative Cabinets understand the importance of your kitchen. Creative Cabinets has two very experienced designers, who can make your kitchen into the heart of your home, and make it as unique as you. The showroom has been designed, as a tool, to help each customer find the perfect, unique, look for their space. They offer a wide variety of countertop materials. Laminates, Soapstone, Paperstone, Corian, Quartz, Marble and Granite. They also have a large selection of cabinet knobs and pulls.

Creative Cabinets carries four lines of cabinets to fit into any budget. The entry level lines are locally made, and have many quality features built into them while offering a super price. They also offer two cabinet lines moderately priced, but built with high end quality. And, of course, they offer their own custom line. Whether your budget is $2,000 or $100,000 they have something for everyone!

meet your board

Colleen Craig

Colleen’s family moved to Anacortes from Huntington Beach, California when she was a bitty-baby so her dad could take a position on the state ferries as a chief engineer. Growing up out on Dewey Beach, days were filled running amok on Gibralter, riding the lawn mower to Harold’s Market with her brother for nickel candy and attending Fidalgo Elementary School. Holidays were always a fun time with large Christmas and Thanksgiving dinners cooked by her mom, in the engine room of the ferries with the crew followed by roller skating around the deck of the empty boat. After graduating from Anacortes High, Colleen attended Trinity Western University in British Columbia, just outside of Vancouver, to pursue a degree in psychology. After having her first daughter, Colleen got her real estate license and has worked for Windermere Real Estate since. With two girls, Colleen lives at Cap Sante with Nels Strandberg and his family. Being involved in the community is an important part of Colleen’s life: the Island Hospital Foundation and Anacortes Rotary have been a couple areas of focus. Colleen is excited to become part of the Anacortes Chamber board, and she looks forward to helping facilitate the introduction of our amazing city to out-of-towners as well as to locals that might not yet have discovered our very own business community and how many things it offers right here at home.

A little known fact about Colleen and one that she is really excited to share…she’s actually cuddled a koala bear in Australia (a live one)!

Christmas Tree Lighting

Friday, December 6 ~ 6:00 pm.
Port Commission Round Table Meeting

The Port Commissioners will be available for questions/comments in a business roundtable to be held on Thursday, November 14 from 5:30 – 6:30 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 — 2013 accomplishments and 2014 goals, as well as provide input to the Port Commissioners. Please RSVP online at www.anacortes.org.

Veteran’s Day Celebration

The Port of Anacortes invites you to join us as we celebrate the service of all U.S. Military Veterans.

10:45 am - 12:30 pm
Monday, November 11, 2013

Local Veteran speakers, Music and Dedication
Fly over from the Blackjack Squadron
Wear your patriotic gear and join us in celebrating the men and women who have served and continue to serve our country

100 Commercial Avenue • Anacortes • more info 360-299-1818

The Island Chicks

ANTIOQUES, VINTAGE, REPURPOSED, REFRESHED AND HANDMADE TREASURES FOR HOME & GIFTS, 9 AM TO 4 PM

SATURDAY NOVEMBER 16 2013

THE PORT OF ANACORTES, 100 COMMERCIAL AVENUE

OVER 40 VENDORS WITH FABULOUS STUFF! $5 PER PERSON, $3 WITH A FOOD ITEM, DONATED TO THE ANACORTES 100 FOOD BANK

Facebook: ISLAND CHICKS • www.theislandchicks.com • info@theislandchicks.com • 360.420.8225
Creating a business of value

By Kevin Hoult, MBA

As the calendar rushes by and the daily needs of running a business consume so many hours, many entrepreneurs lose sight of the value of their enterprise. Creating a business of value comes from three key activities. Focus on these activities and value will follow.

First is understanding the market served. Who are the best customers? What motivates, or fails to motivate, customer engagement? What forces impact customer demand? What’s trending?

Second is treating your financial reporting as an input-output system. Bookkeeping is not just for taxes, anymore. Financial records tell the story of a business in the language of dollars.

Third are best practices. Industry and market best practices are widely published and updated frequently. A business of value establishes best practices, key performance indicators and an institutional memory.

Would you like to know more? Call Kevin, at (360) 336-6114, for a free and confidential review. Interested in starting a new business or gaining market share by exporting? Call James at (360) 336-6114 to get started!

Our Sponsors:

Barrel
- Birch Equipment
- Swinomish Casino & Lodge

Keg
- Shell Puget Sound Refinery
- Tesoro Refining and Marketing Company

Growler
- Anacortes American
- Cap Sante Court Retirement Community
- Lynne M Lang Accounting and Business Services Co.

Stein
- Barnett Implement
- Bayside Specialties

Business Bank
- Fidalgo Country Inn
- Island Rental & Supply
- KWLE 1340 AM The Whale

Pint
- Bank of the Pacific
- Gere-a-Deli
- Tammy Cotton Insurance Agency Inc.

Whidbey Island Bank

Encouraging Words is a service of EDASC, enhancing our quality of life through the creation and preservation of healthy businesses and good jobs. Learn more at www.skagit.org.
Rich Heidecker

Rich was born in Trenton, New Jersey on New Year’s Day, 1966. His family moved to San Diego before his first birthday, and he lived there until he was 32 years old. Rich moved to Oak Harbor with his then-wife and their two daughters, because they wanted to raise their girls in a better environment than San Diego offered. He was divorced shortly after moving, and settled in Anacortes, where he has been ever since. Rich met his wife Amy in 2004, and five months later, on November 13, 2004, they were married.

Rich’s occupational background is mostly in construction, and with 20+ years of experience, he was happy to continue building in Anacortes... that is, until he and his wife had the opportunity to volunteer in his church’s youth program working with teens. They were hooked. It took a couple of years, but eventually, in 2007, Rich and Amy both accepted full-time positions with Youth Dynamics. Rich currently operates as the Director of the Anacortes YD. He is passionate about sharing life and the love of Jesus with the teens of Anacortes.

Rich just recently became an active member at the chamber, and looks forward to connecting with people who are interested in changing the drug culture in Anacortes. He is also excited about the opportunity to serve the community through the avenue of the chamber, which has been a big supporter of YD throughout the years.

Fun fact: Rich is a die-hard Chargers fan, and accurately makes every call before the refs and announcers do. Go Chargers!!

member renewals

- All About Honeymoons & Vacations
- Alley Cat Antiques
- Anacortes Clean! LLC
- Anacortes Dental Care—David L. Olausen
- Anacortes Farmers Market
- Anacortes Hearing Center
- Anacortes Studio 1010
- Anchor Art Space
- Anthony’s Restaurant
- Buer’s Anacortes Floral and Gift
- Central Payment Corporation
- Chinook Enterprises
- Costco Wholesale
- Fidalgo Animal Medical Center
- Island Internal Medicine
- Tom Kuhn
- John C. Olsen
- Orcas Island Eclipse Charters & Whale Watching
- Robin H. Pestarino
- Rockfish Grill/Anacortes Brewery/H2O
- Ship House Inn
- Trident Seafoods Corporation
- Anthony Young

new members

ANACORTES ANTIQUE SHOPPE
902 Commercial
Anacortes, WA 98221
(360) 299-1286
Kristen Nicolls
knicolls@al.com
Antiques

MY TAILOR
1010 17th Street
Anacortes, WA 98221
(360) 941-6622
Tara Hakenson
mytailor763@gmail.com
Alterations

E2 PROMOTIONS, INC.
Stanwood, WA 98282
(888) 321-3678
www.e2promo.com
Elizabeth Boivin
info@e2promo.com
Promotional Marketing

LITTLE FOLKS UNIVERSITY
2008 32nd Street
Anacortes, Washington 98221
(360) 293-9400
Kim Barrett
kimbarrett@frontier.com
Day Care

ALLEN CONSTRUCTION
Anacortes, Washington 98221
(360) 293-7754
allencollectables.com
Pam Allen
allencollectables@yahoo.com
Construction/Construction Management/Contractor

thanks...

In lieu of the gift give-away at this month’s luncheon and business after hours, we asked for donations of candy for the downtown Trick or Treat. We would like to extend a grateful note of thanks from all of the downtown retailers.
The September drawing winner of Thank You Thursdays is Catalina Kohring.
Catalina won $240 in ShopAnacortes Dollars by shopping at Read Me A Story in September. Look for a list of participating businesses at anacortes.org.

2013 Ambassadors

Carla Cummins—All About Honeymoons & Vacations
Lara Dunning—Fine Edge
Jim Gordon—Freedom Wireless Media, Inc.
Jack Hamilton—Cap Sante Court Retirement Community
Barry Harter—Central Payment Corporation
Lisa Helm-Morrow—KeyBank
Sarah Jurkovich—Washington Federal
Kari Kennedy—KeyBank
Matt McKay—Nantucket Inn; Anchor Catering
Jeffery Pleet, CLU, ChFC—Edward Jones
Therese Rudzis—Individual member
Michelle Scheremeta—Aulday Bookkeeping Solutions
Veronica Spencer—Take Shape For Life
Mary Staley—Marketing with Mary
Mark Van Oort—Business Bank
Boyd Veer—Seaside Autobody & Accessories
John Williams—Skagit Publishing

Shell Puget Sound Refinery Geoffrey Castle’s Christmas Celebration

Saturday, December 21st, 2013
At the Port of Anacortes Transit Shed
100 Commercial Avenue, Anacortes
Free
A suggested donation of an unwrapped toy or nonperishable food item are greatly appreciated.
Matinee 4:00 pm (approx. 1 hour)
Evening Performance 6:30 pm (approx. 2 hours)
Evening performance following the Christmas Boat Parade
Executive Board

PRESIDENT
Mark Lawrence  Simply Yards Landscape and Design

PRESIDENT ELECT
Karin Baldwin  Quantum Construction

TREASURER
Matt Miller  Read Me A Story

PAST PRESIDENT
Kathy Larson  Puget Sound Energy

BOARD MEMBER AT LARGE
Carol Van Iterson  Bank of the Pacific

Board of Directors

Jody Ayón  Shell Puget Sound Refinery
Darren Boarnet  Tesoro Refining & Marketing Co.
Duane Clark  Cap Sante Court Retirement Community
Colleen Craig  Windermere Real Estate
Peggy Flynn  pflynn+associates
Jim Gordon  Freedom Wireless Media, Inc.
Bob Hyde  Port of Anacortes
Gary Jacobson  Attorney
Chris Long  Jolly Mon Charters
Duane Knapp  Pearl Buttons
Dean Maxwell  City of Anacortes
Andy Schwenk  Northwest Rigging
Mary E. Staley  Marketing With Mary
Bernadette Stanek  Island Hospital
Chris Terrell  How It Works
Mark Wenzel  Anacortes School District

Chamber Staff

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

Thank you, volunteers!

Visit us on the web at www.anacortes.org

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