### Calendar

**OCTOBER 2008**

- **Thursday, October 2**  
  **Ambassador Lunch**  
  American Red Cross  
  2900 “T” Avenue  
  11:45 am

- **Thursday, October 9**  
  **Business Connections Lunch**  
  Anacortes Lutheran Church  
  2100 “O” Avenue  
  11:30 am – 1:00 pm

- **Thursday, October 9**  
  **Economic Development/Governmental Affairs Division Meeting**  
  Chamber Office  
  3:45 pm

- **Thursday, October 9**  
  **Ribbon Cutting**  
  Encompass Financial Services  
  1211-12th Street  
  4:30 pm

- **Monday, October 13**  
  **Marketing & Promotions Division Meeting**  
  Chamber Office  
  2:30 pm

- **Tuesday, October 14**  
  **Retail Trades Division Meeting**  
  Chamber Office  
  8:45 am

- **Tuesday, October 14**  
  **Membership Division Meeting**  
  Chamber Office  
  2:45 pm

- **Thursday, October 16**  
  **Business After Hours**  
  KWLE and Deception Café & Catering  
  904-32nd Street  
  5:30 pm

- **Friday, October 17**  
  **Finance/Executive Meeting**  
  Chamber Office  
  10:30 am

- **Tuesday, October 28**  
  **Annual Board Retreat**  
  Majestic Inn & Spa  
  9:00 am – 5:00 pm

- **Thursday, October 30**  
  **VIC Meeting**  
  Chamber Office  
  9:00 am

- **Friday, October 31**  
  **Trick or Treat Downtown**  
  4:00 pm – Pizza Bites/Village Pizza

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### Referral Magic of Tony Rubleski

Need ways to make more money? Your chamber of commerce is focused on helping your business become more competitive by continually providing the experts you need to find innovative approaches.

Join us on Wednesday, October 29 from 8:00 –10:00 am at the Anacortes Lutheran Church as the chamber features #1 bestselling author Tony Rubleski who will present his program: “Referral Magic: Capturing the Mind of Your Customers.” The cost of this program is $40 for chamber members and $55 for non-members.

(Continued on page 5)

### Business Connections

Summer has ended, vacations are over and now is the time to get back to business. This all-networking event is designed to help you better know your fellow members. Lunch is only $15, the networking is free. Bring your marketing materials, prepare your one-minute infomercial and get ready for speed dating business style on Thursday, October 9, 11:30 am - 1:00 pm at the Anacortes Lutheran Church. Please RSVP at 293-7911 or info@anacortes.org. Also, if you bring a colleague that is not from your business, the second lunch is free.

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### Business After Hours

KWLE 1340 the Whale and Deception Café & Catering are co-hosting the Business After Hours on October 16 at 5:30 pm, beginning with a ribbon cutting ceremony to celebrate the new location of the radio station — 904 32nd Street.

KWLE plays the best of the 1970’s, 80’s, 90’s and now, with a focus on local news, sports, music. In addition, via Whale TV, you can watch Anacortes High School sporting events, school concerts, graduation and more. KWLE is the first local radio station to offer this unique form of entertainment at www.1340thewhale.com. Deception Café & Catering provides high quality, homemade food from simple take-out to formal sit-down banquets. www.deceptioncafe.com.

We hope to see you there! Please RSVP to the chamber at 293-7911.
Robin Pestarino
TOuRIsM MARkETInG
by Steve Berentson

Although we enjoyed some of our best “summer” weather several weeks into the school year, the reality is we are now on the downhill side of the peak tourism season. With Halloween marketing in full swing and Christmas promotion just around the corner, this is a good time to review our tourism marketing efforts over the past year.

The Anacortes Chamber of Commerce partnered in several cooperative tourism marketing efforts. We advertised at national and international levels with the state Tourism Department and as one of “Washington’s Treasured Islands” with the San Juan Islands Visitors Bureau and the Whidbey-Camano Tourism organization.

In addition to co-hosting an Internet portal linking to our Web site, the latter cooperative advertised in national magazines including Coastal Living, Sunset, Budget Travel, Outside, Smithsonian and Portland Monthly. We also advertised for the second year in a new European travel publication titled Discover America USA Travel Guide. National and international advertising represented 15 percent of the marketing budget. Partnerships also included cooperative advertising with local hotels/motels and restaurants. As this community’s reputation for excellent dining and entertainment grows, we committed to promoting that exciting element of our local economy among neighboring communities including Burlington, Mount Vernon and the San Juan Islands.

The board is currently reviewing our events schedule to determine the viability of the Waterfront Festival, Shipwreck Days, and the Jazz Festival. We are especially interested in the effects—positive and negative—that these events have on members businesses. As such, we will be surveying members over the next several weeks to get input and allow us to make an educated decision. We appreciate your candor and support on this front.

Anacortes looks wonderful in its fall colors and brisk weather—get out there and enjoy it! Thank you for your continued confidence in your board and your help in keeping our chamber strong and vibrant.

(Continued on page 3)
In 1957, fisherman Tom Savidge and his wife Marie built a backyard smokehouse and began selling smoked wild salmon to local taverns here in Anacortes. With that Specialty Seafoods was born (later renamed SeaBear after a Native American legend). The tavern owners and their patrons loved Tom’s smoked salmon, but asked him to find a way to preserve it longer. Tom took their challenge and created a whole new idea in packaging... the Gold Seal pouch, for which he received a patent. The Gold Seal pouch preserves the salmon naturally, and no refrigeration is required until the pouch is opened. This made it easy for tourists traveling through Anacortes on the way to Washington’s San Juan Islands to take Tom’s salmon back home with them, or to ship it to family and friends in different parts of the country. From this, word spread about our smoked wild salmon.

WHO WE ARE—SeaBear has offered the best of wild Alaskan salmon with a history of award-winning quality, highlighted by numerous industry recognitions as well as coverage in leading media such as Prevention, Bon Appetit, Saveur, Fitness, QVC and Parade’s What America Eats.

WHAT WE OFFER—While we sell a range of Pacific Northwest seafood, our focus is wild salmon for entertaining, healthy eating and gifts. We feature traditional Northwest smoked salmon fillets; wild salmon dinner fillets; appetizers such as BeerGarden Smoked Salmon; smoked salmon chowder, and much, much more.

WHAT MAKES US DIFFERENT—SeaBear starts with only premier pure, natural wild salmon (less than 1% of all Alaskan salmon meets our specifications), hand-fillet each one, and prepares and packages for simple, delicious use.

Included in the SeaBear Company family are Made In Washington Stores and Gerard and Dominique Seafoods. SeaBear is proud to have as its sister company, Made In Washington stores, a chain of retail specialty stores dedicated to offering artisan gifts with a truly local flavor. Gerard & Dominique Smoked Salmon has been the salmon of choice for many prestigious hotels, elegant restaurants and specialty markets around the world.

To learn more about SeaBear, visit http://www.seabear.com.
Fund Raising for Small Non-Profits

Staff and volunteers of non-profit organizations: Is it difficult to focus on your mission while constantly searching for funds? The Anacortes Chamber of Commerce has teamed up with the Mount Vernon Chamber and Skagit Valley College Small Resource Center to bring you “Fund Raising for Small Non-Profits.” This two day course (November 5 and 6) taught by Bob Schwartzberg, faculty member of the Indiana University Center of Philanthropy, will give you the knowledge needed to build your organization’s resources with confidence and success.

The Fund Raising School helps thousands of staff and volunteers each year achieve new levels of success in fund raising. This high-impact, two-day course is designed for staff and volunteers who work for organizations with budgets of less than $1 million.

WHO SHOULD ATTEND?
• Staff who must raise funds as well as oversee operations
• Board members and volunteers
• Anyone looking for a career in fund raising
• Seasoned development staff who want to hone their skills

PARTICIPANTS WILL RECEIVE:
• A comprehensive, easy-to-use study guide with models for future reference
• A chance to network with other professionals dealing with similar challenges
• Hands-on experience in planning special events
• Interactive training on how to ask for contributions

PEOPLE ATTENDING THIS COURSE WILL LEARN HOW TO:
• Build a convincing case for financial support
• Select the donors and markets best suited to your non-profit
• Choose the right fundraising vehicles for your organization
• Inspire the leadership of potential volunteers
• Create a fundraising process that works, but is attainable with limited resources

WHAT ATTENDEES SAY ABOUT FUND RAISING FOR SMALL NON-PROFITS:

“Taking Bob’s fundraising course kicked our fundraising program into a whole new universe. We’re now organized, more impassioned and most importantly, we know how to cultivate and strengthen relationships with donors, and how to make the “ask” in a way that keeps people involved and excited about our mission.”
– Westcott Bay Institute, Friday Harbor

“The Fund Raising School has been the key factor in my organization’s success. Before this course I dreaded asking for money, now I truly enjoy providing opportunities for people to become an integral part of the solution to the many challenges facing our world. The course opened my mind.”
– Whit Press, Seattle

Tuition is only $295 for two full days of training plus a valuable workbook. Training will take place at Skagit Valley College, to register or for more information contact: SVC Business and Community Development 360.416.7873 or www.svc-brc.com.

Downtown Trick or Treat

In tandem with our friends at Village Pizza, the chamber of commerce will be sponsoring downtown trick or treating on Friday, October 31 from 1:00-4:00 pm, open to all children 12 and under, who must be accompanied by an adult.

The event will culminate at Village Pizza at 4:00 pm, with pizza bites and prizes to the most imaginative costumes. We will be distributing window placards to all participating merchants the week before the event (who should definitely stock up on candy, as volumes have increased over the past several years). We are also looking for prizes, which we will acknowledge at the contest—please contact the chamber office if interested.

Toastmasters Sessions

Research indicates that for many folks the fear of public speaking ranks above fear of death. In other words, they would rather die than get up in front of an audience. If you fit into this group (or would simply like to improve your speaking skills), Toastmasters is offering a six-week session, beginning October 15, 6:00-8:00 pm, upstairs at Village Pizza. Participants will learn to better organize presentations, conquer fear of public speaking and negative stress, and make their performance skills, sense of humor, and personality work for them. Please contact Bob Hyde at 588-8853 or at hyde.family5@verizon.net.
In this dynamic program you will discover:

- How to tap into the mind of today’s busy prospect
- Proven and low-cost ways to supercharge your marketing and promotions
- Effective ways to gain more referrals and repeat business
- The shift from pure sales pitch to great content

Tony is the President of Mind Capture Group. He focuses on referral, retention and repeat marketing strategies for a wide range of industries. His core expertise, teaching and work focuses on the topic of “capturing” customers minds. He’s been called “real-world,” street smart, edgy, controversial, clever, funny, direct, but never boring.

This Generation X author skyrocketed to the top of the Amazon.com “Marketing & Sales” charts in August with his new book Mind Capture: How You Can Stand Out In The Age of Advertiser Deficit Disorder. This feat was accomplished within hours after the book launched on the popular retail site.

WHAT OTHERS ARE SAYING!

Discover why dollar-for-dollar no other marketing and sales authority in America comes close to revealing as much valuable, and in-demand profit building strategies and actual ‘know-how’ for your chamber members as speaker, author and marketing expert Tony Rubleski.

“The sold-out crowd was entertained all the way through with your dynamic personality and stories. As reflected in the attendee evaluations, you were one of the most popular and well-received presentations we’ve ever had!” — The Greater Seattle Chamber

“Tony used everyday experiences to relate to our members. They walked away with useful industry leading tools to help grow their businesses and I would gladly invite him back to motivate and inspire others to do the same.” — North Las Vegas Chamber

Join us on Thursday, October 9 at 4:30 pm for a ribbon cutting as Encompass Financial Services celebrates their grand opening at 1211-12th Street.

Parking is available behind Encompass in the lower parking lot of the Anacortes Christian Church or along M avenue. Encompass will offer a full range of professional services for clients including accounting, tax preparation, insurance, investments, and financial planning.

The board and staff of the chamber thank the sponsors, steering committee and volunteers of the 5th Annual Jazz Festival. We would also like to say thanks again to our Stage Sponsor, Tesoro Refining & Marketing Co!

The weekend was filled with great music, wonderful food, pleasant weather, and lots of enthusiastic jazz fans.

5 Star Real Estate Services
www.JeanGrosbeck.com
(360) 941-5734 info@JeanGrosbeck.com
Windermere Real Estate/Anacortes Properties

TONY RUBLESKI’S REFERRAL MAGIC

PRESENTED BY

The Anacortes Chamber of Commerce, the League of Women Voters and the Association of University Women present a candidates forum on October 21 at 6:00 pm at City Hall. All candidates running for office, along with the public, are invited to attend. KWLE 1340 the Whale, the Anacortes American and the Skagit Valley Herald will be on hand to capture the highlights of the forum.

Anacortes Jazz Festival

Bayshore Office Products, Inc.

FULL-SERVICE DOCUMENT CENTER

Come see our remodeled copy center and showroom! Copies, prints, scans, faxes, blueprints, artistic giclée prints, and much more!

603 Commercial Avenue
293-4669
printshop@bayshoreoffice.com
Celebrating a fabulous year at the Anacortes chamber of commerce — First Annual Chamber Cheers Dinner/Dance — “A Night On The Town.” This fantastic event is a celebration and culmination of a successful 2008 for our Anacortes chamber of commerce members. It will be held at the Port building on Saturday, November 15 from 6:00 – 11:00 pm. Tickets are $40 per person and can be purchased at the chamber office. Many promotional opportunities are available through sponsorship, contact the chamber for further information.

The steering committee, headed by Carrie Tisinger at The Bank of the Pacific, is busy planning a memorable evening you won’t want to miss. Other key members of the steering committee include: Barry Hartger, Central Payment Corp; Zee Hogan, Maison et Jardin and Boudoir; Matt McKay, Human Resources, Inc. and Sandy Swartos, Steam Interactive.

We would like to thank the following members who are sponsoring this event: (list reflects those who have committed by newsletter print date). Band Sponsor: Mark Nilson Mortgage Consultant. Signature sponsors: Allied REALTORS, American Red Cross, Boudoir, John L. Scott, Ponte Vecchio, Read Me A Story, Starr Map, The Bank of the Pacific, Upstage Boutique & Men’s Store, Viking Moving Services, Inc. and Whidbey Island Bank.

VIC VOLUNTEER: Rita King

Responding to an article in the Anacortes American about the Visitor Center 14 years ago was one of the better decisions I have made. I love welcoming guests to Anacortes and sharing our city with them. I’ve met so many wonderful visitors and, through them, have learned a great deal about this world we live in. I have also found many friends in my co-volunteers.

My husband, Mike, our sons John and Marc, and I moved from Longview, Washington to Anacortes in 1994 when Mike became Chief of Police. We welcomed Emily to the family when she married John in 2004. I became involved with the schools, Fidalgo Island Reading Is FUNdamental, Noon Kiwanis, and of course the VIC. One of the most rewarding experiences was serving as the Kiwanis Advisor for the AHS Key Club. There is nothing like working with teenagers to make you feel alive (and exhausted).

I earned a degree in Police Science and Administration from WSU and worked as an Identification Technician for Seattle PD and also a Cowlitz County 911 dispatcher before our boys came along. I enjoy woodworking, reading, quilting, and, most of all, playing with my grandsons Joseph (3) and Julian (9 months).
CINTAS DOCUMENT SHREDDING
631 Valley Avenue NW
Puyallup, WA 98371
Phone: (253) 405-4603
Fax: (503) 416-7056
Contact: Matt Aller
Email: allerm@cintas.com
www.cintas.com
Mobile on-site destruction of confidential paperwork.

PEGGY FLYNN
2317-18th Street
Anacortes, WA 98221
Contact: (360) 293-3424
Email: peggy-flynn@comcast.net
Individual Member

HORIZON AUDIO VIDEO
1010-34th Street, Suite C
Anacortes, WA 98221
Phone: (360) 293-7335
Fax: (360) 293-5628
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Email: brad@horizonaudiovideo.com
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www.papamurphys.com
Hand-made preparations of pizzas using the freshest possible ingredients to be baked at home.
Referred by Mary Staley / Chandler’s Square – A Retirement Community

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La Conner, WA 98257
Phone: (360) 466-1579
Contact: Marla Vallee
High quality, reasonably priced seafood, steak, chicken, “The Big Elvis” burger.
Scrumptious desserts. Banquet room.
Referred by Mark Nilson / Mortgage Consultant

TRI MARIYE, LLC
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Anacortes, WA 98221
Phone: (360) 293-5021
Contact: Maria Petrish
Multi-use facility for special events, meetings, showers, weddings, receptions, etc.
Full commercial kitchen.

UNDERWOOD & ASSOCIATES, LLC
1005-4th Street
Anacortes, WA 98221
Phone: (360) 588-0471
Fax: (360) 588-0471
Contact: Mike Underwood and Jeremy McNett
Email: mike@underwoodarchitecture.com / jeremy@underwoodarchitecture.com
www.underwoodarchitecture.com
A firm providing building design — specializing in custom residences and light commercial projects.

NEW MEMBERS

MEMBER RENEWALS

• A-1 Mobile Lock & Key
• Allstate Insurance Company
• Anacortes School District #103
• The Bank of the Pacific
• Coupeville Lodging Association
• Hampton Inn & Suites
• Holiday Motel
• Home Sweet Home Antiques
• KWLE Radio
• Mail Box, The
• Northwest Tug Sales, LLC.
• Orca Information
• ProScapes, Inc.
• Rasmussen, Aaron M. Attorney at Law
• Souders, Alan
• Total Home Inc.
• Your Stove Shop/YOHS LLC

Thanks to the following businesses for donating to the August Business After Hours:

Countrywide Bank
Mark Nilson Mortgage Consultant
Raymond James Financial Services, Inc.
Read Me A Story
San Juan Toffee & Gift

Thank You!

Wildlife Habitat

ANOTHER TIDBIT FOR MEMBER MARKETING PROGRAMS:

Anacortes/Fidalgo Island has been certified as a Community Wildlife Habitat by the National Wildlife Federation.

This makes us the fourth such designation in Washington State and 26th in the country. Congratulations to Rich Bergner and the other members of the Fidalgo Backyard Wildlife Habitat steering group for their great work in this area.

To get additional information, see the current display in the 800 book section at the Anacortes City Library.
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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Jim Clarke / John L. Scott Real Estate
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 6 for more information.)