### Candidates Luncheon

**Meet the candidates**

Please join us to get to know candidates for office of mayor, city council, school board, hospital and port commission at the chamber luncheon on Thursday, October 10. The format of this forum will be more relaxed and intimate than the one we are co-sponsoring with the League of Women Voters and the American Association of University Women.

We tried this last year and had a great response from candidates and the audience: while chamber members enjoy lunch, candidates will move from table to table to share their platforms and answer your questions. Make sure you take this opportunity to learn more about these individuals who may soon represent you. Bring your thoughtful questions as a member of the business community, and let’s keep the conversation going.

**Cap Sante Court Retirement Community**, our luncheon’s sponsor, offers a truly unique “enhanced independent living” experience in a caring, home-like environment. Our residents enjoy delicious home-cooked meals made from the freshest ingredients available, a full slate of activities and live performances, and most importantly, an engaged professional staff dedicated to their well-being. Please visit our website or schedule a tour to find out why it’s always a beautiful day at Cap Sante Court!

The candidate forum lunch is on Thursday October 10 from 11:30 am – 1:00 pm at the Anacortes Lutheran Church at 22nd and O Ave. Lunch will be catered by the [Swinomish Casino & Lodge](http://www.swinomishcasino.com) and is $15. RSVP to the chamber online.

In lieu of giveaways, please bring bags of candy to support the downtown trick or treating!

### Business After Hours

**Fidalgo DanceWorks at H2O**

Fidalgo DanceWorks, located at 901 3rd Street in Anacortes, is a 501(c)3 nonprofit organization. Their dance school serves over 300 students in the disciplines of Ballet, Modern Dance, Jazz, Tap, Hip Hop, Dance Conditioning, and for the very young, combination classes including creative movement, tumbling, and tap. They also offer a Dance for Parkinson’s class that provides weekly structural movement for people afflicted with Parkinson’s disease. DanceWorks students range in age from toddlers to senior citizens and come from Anacortes, the San Juan Islands, North Whidbey and the greater Skagit Valley. The school produces three performances each year. Their Winter and Spring Celebration and *The Nutcracker* reach a growing audience of over 2,800 patrons. The afterhours will be held at H2O located at 314 Commercial Ave. H2O features an innovative menu, unique craft cocktails made with house made liquors, 24 draft handles, live music, comedy and a dance floor. Sports fans can find every NFL game live on their multiple screens plus a brunch menu and Bloody Mary bar on Sundays. They are a companion business to the Rockfish Grill and Anacortes Brewery. A complete menu and event calendar can be found at [anacortesH2O.com](http://www.anacortesH2O.com).
a message from the executive director

Our board management year is coming to an end with new leadership taking over the first of November. Once again, I have had the immense pleasure to work with a stellar president, Kathy Larson. Kathy’s years of experience in leading the volunteer boards of non-profit organizations and her management experience at Puget Sound Energy have been wonderful assets to us. This year we took on a lot of projects and initiatives; Kathy lead the board flawlessly. I look forward to her continued efforts as incoming president. On November 1, Kristi Gabrielse (Ana-Cross Stitch) will be leaving the board. I am forever grateful for her leadership during my transition from staff member to executive director. I know I can always count on her to listen and give sound advice.

This is the bittersweet part of my job. Working as a team to build an amazing board of volunteer business leaders, then standing in the trenches, shoulder to shoulder forwarding the chamber’s mission. We get close. We become friends, allies, and confidants, and while that shared experience sustains ongoing friendships, I am always sad to see the active terms end. So as we say goodbye to Kristi as well as Bela Stanek (Islands Inn) and Rick Hines (Port of Anacortes), please join the staff in expressing our appreciation for their outstanding service to this business community.

At the end of this month our board of directors will spend a day planning for the future of our organization. We will be welcoming three new board members: Colleen Craig (Windermere), Duane Knapp (Pearl Buttons) and Chris Long (Jolly Mon Charters). I am excited to learn of their gifting and how they can contribute to the continued success of your chamber of commerce.

You will hear from Mark Lawrence (Simply Yards) next month as he takes the helm as the president of the board. Mark is always willing to jump in on the tough issues—it’s going to be a fun year and I am looking forward to his leadership.

—Stephanie Hamilton

TV Commercial

Our second commercial for 2013 is now running in the greater Seattle metro area. We have been so blessed by the collaboration of many talented people in our community to storyboard, film, produce and edit this spot that celebrates the beauty of Anacortes!

The Anacortes High School Broadcast Club led by Jim Thompson produced the commercial: recently graduated students Max Magerkurth, Owen Craft, Zoe O’Clock and Alex Haridson filmed using a Red One Cinema camera provided by Caleb Young of Hand Crank Films in Bellingham. Motion graphic logo effects were created by Henry Holtegeerts.

Brian Geer lent his incredible voice as narrator and local musician, Mark Clawson, performed original music while the talented Karl Blau recorded and mixed the sound.

Many community members are featured in the commercial—our thanks to Erik & Megan Schorr and family (Anacortes Kayak Tours), Sandy and Hannah Swartos, Robin Pestarino, Lisa Helm-Morrow, (KeyBank) Kent Morrow (Northwest Rigging), Greg Mustari and Kelly Libby (West Yachts), Peter and Lisa Kuhnlein and family (KP Studio) and Chris Long (Jolly Mon Charters).

The members of the Marketing and Promotions Division of the chamber meet monthly to plan the direction of our marketing campaigns. Many thanks to these dedicated volunteers led by Chris Terrell of How it Works: Steve Berentson (Berentson Communications), Lara Dunning (Fine Edge Nautical and Recreational Publishing), Jan Hersey (Biz Point Communications), who wrote the script, Leah Hines (Port of Anacortes), Catherine Mers (Windermere), Russ Olivier (Majestic Inn and Spa), Anne and Ron Smith (Upstage Boutique), Mary Staley (Marketing with Mary), Bernadette Stanek (Island Hospital Foundation), and Rick Star (Rockfish, H2O, Anacortes Brewery). Big thanks to all of those involved in the creation of this commercial, which you can now see on our website!

candidate forum

The Anacortes Chamber of Commerce along with the League of Women Voters and the American Association of University Women are hosting a candidate forum for contested races on Wednesday, October 2 at 6:00 pm at city hall council chambers. There will be a meet greet at 6:00 pm and the forum will begin at 6:30 pm with candidates for hospital commission, followed by city council and ending with mayoral candidates.
member profile

San Juan Lanes Bar & Grill

Daryl and Teresa Wainman became the new owners of San Juan Lanes and Stork’s Restaurant & Lounge just three years ago, in September of 2010. Though they relocated from Los Angeles at that time, they were no strangers to Anacortes. Teresa and her children have been visiting Anacortes and Guemes Island since childhood, Teresa’s mother was born and raised in Anacortes, and her family built a summer home on Guemes Island that became the go-to spot for family gatherings.

Over the years, the Wainmans became regular visitors to Anacortes and introduced their sons, Eli and Ethan, to the Northwest, the San Juan Islands, and to San Juan Lanes. The dream of one day buying the bowling alley started a long time ago. Turning that dream into a reality took a while but, eventually, happily, that did happen. Why? It was time for a new chapter in the Wainman family story. Living in Los Angeles with 4 million other people had just become too crowded!

Soon after new ownership took over, the business name was changed to San Juan Lanes Bar & Grill (“SJLB & G”) and the Wainmans rolled up their sleeves and got busy. From the get go, the mission was clear: keep San Juan Lanes as it had always been…a community gathering place for all ages offering great food and fun at affordable prices…with a few changes and updates here and there. A starting point was some fresh paint and a re-vamp of the menu, while maintaining old favorites (those popular breakfasts, the famous fish and chips, and don’t forget the clam chowder!) and adding some popular, trending items (thin crusted artisanal pizzas!).

Next was a campaign to breathe new life into the world of league bowling - by listening to SJL’s bowlers about what they needed and wanted in a bowling alley. With input from bowlers, the options in terms of league play expanded. Now anyone interested in joining a league will be able to find one that suits them.

And we bet you didn’t know this about SJL’s…weddings take place there, as well as anniversaries, birthday parties and baby or wedding showers…all in the newly re-done banquet room. Stop by, take a look and book your party! There is even help with party planning, including catering the entire event.

meet your board

Darren Boarnet

Darren Boarnet is the Human Resources Manager for Tesoro Refinery here in Anacortes. He moved to the area in 2012 to take the position working for Tesoro. He and his family moved here from Texas and they have quickly grown to enjoy the differences in climate and nature. He is excited to learn about the board and get involved in the community. Being new to his role on the chamber board, he is still getting an idea of the scope of opportunities there are to be involved and make an impact. He has a clear goal of expanding his network and fostering relationships. Darren moved here with his wife and three boys. They spend much of their time outside with sports, biking, hiking and in reasonable weather camping. Darren is a graduate of Texas A&M and since the age of ten until his move to the area had attended most home games with his family. He only sees irony that after the long wait his team finds success on the football field when he is too far away to make any games in person.
Experience Work Project

We are once again ramping up the Experience Work Project for the 2013-14 school year. Last year we piloted the program and successfully placed 21 Anacortes High School students in job shadows—this year our goal is 80!!

It is important that our local youth be aware of all the opportunities that exist for them as they think about life after high school. We will continue to seek involvement from businesses of all kinds to commit to a job shadow placement.

Workforce development is an integral component of economic development—and agreeing to help to guide these motivated young people will be rewarding for you as well. Please contact Genny at ewp@experience-workproject.com or Stephanie at the chamber for more information or to sign up for this great program.

Junior Achievement Fundraising Breakfast

Junior Achievement of Washington invites you to this year’s fundraising breakfast. It is designed as an opportunity to mingle with other members of the local community, to learn more about JA and to seek your financial support. The breakfast is complimentary.

Junior Achievement’s mission is supporting financial literacy and work-readiness skills for our local youth. We do this through extensive in-classroom programs staffed entirely by community volunteers. This year’s event is coming on October 9th, 2013 at McIntyre Hall from 7:00 to 8:30 am. It will feature an inspiring keynote speaker and local school district educators. You will also hear from student speakers about how Junior Achievement has positively affected their lives.

Please confirm with Julie Speck, Program Manager, your plan to attend: julies@jawashington.org. If you can’t make the breakfast, but you or your company would like to donate, please contact Julie. Every little bit helps! We are looking for company matches too!

Rich Riddell wins World Town Crier championship

Anacortes Town Crier Richard Riddell has become the first American to win the title of World Town Crier Champion, in competition in Kingston, Ontario, Canada. Pictured here with the 2nd and 3rd place winners and the host crier.

Majestic Inn & Spa ribbon cutting with owners Mike & Rob Lee, Russ Olivier and and their families, and Mayor Dean Maxwell — September 11, 2013.

North Sound Oral & Facial Surgery celebrates their opening with in-coming chamber President Mark Lawrence, Dr. Pardeep Brar and family, and Mayor Dean Maxwell on September 16, 2013.
Is it wise to buy market share?
By Kevin Hoult, MBA

Retailers who feel the heat of competition sometimes respond by lowering prices and cutting profit margins. Does anyone ever win at this game?

As they say on the midway—“The game is fixed, you can’t win and you won’t break even!”

Here are some interesting accounting insights to support the notion that you can’t win by lowering prices, also known as trying to buy market share.

First, the good news—if a business has a 30% gross profit margin (what is realized on sales before operating expenses) then that business can raise prices 10%, lose 25% of sales and take the same amount of money home. Hard to believe but true.

Sadly, the reverse is also true, and more relevant to our discussion.

If that same business lowers prices 10%, it will be necessary to increase sales 25% to get back to the same net profit. Anyone increased sales 25% lately?

Exactly—you can’t win and you won’t break even if you pay the price cut game.

Would you like to know more? Call Kevin, your free and confidential business adviser at (360) 336-6114 – do it today!

Interested in starting a new business? Call James at (360) 336-6114 to get started!

We would like to thank the following businesses for their support:

**Barrel:**
- Birch Equipment

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

**Growler:**
- Anacortes American
- Cap Sante Court Retirement Community
- Golden Services, LLC
- Lynne M Lang Accounting and Business Services Co.
- Rockfish Grill/H2O/Anacortes Brewery
- Swinomish Casino & Lodge

**Yard:**
- Brown Lantern
- Nantucket Inn
- Peoples Bank
- Trident Seafoods

**Stein:**
- Barnett Implement
- Bayside Specialties
- Business Bank
- Fidalgo Country Inn
- Island Rental and Supply
- KWLE 1340AM The Whale

**Pint:**
- Bank of the Pacific
- Gere-a-Deli
- Tammy Cotton Insurance Agency Inc.
- Whidbey Island Bank

Free photos will be taken at Read Me A Story during trick or treating (photos will be available at Walgreens the Monday after Halloween) and the always popular costume contest at Village Pizza will be at 4:30 pm.

Downtown trick or treating will be on Thursday, October 31, from 3:00 – 5:00 pm.

Drop off locations:
- Anacortes Senior Center,
- Upstage Boutique and Men’s Store,
- Read Me A Story, and
- Anacortes Chamber of Commerce lobby.

Encouraging Words
Is it wise to buy market share?
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Mark Van Oort

Mark Van Oort was born in San Diego, California on Monday, April 9th, 1984. He would eventually move to Oak Harbor with his family when his father received orders to be stationed at NAS Whidbey. After college, Mark moved around the northwest while he tried to find an occupation that interested him. He currently resides in Mount Vernon but is working on relocating to Anacortes.

Although Mark has never lived in Anacortes, he has worked in town for approximately eight years. You can currently find him on 6th Street at the new Business Bank’s loan center serving local businesses and professionals. If you have home or business financing needs Mark invites you to stop by and see what this locally owned community bank can do for you.

The allure of Anacortes comes from not just the scenery but from the people and businesses that comprise this community. The town pride is what makes him want to invest his time. Mark has been a member of the chamber since 2007 and an active member since 2009.

Mark has been an ambassador for the Anacortes Chamber for about a year and has served on committees for Waterfront festival, Oktoberfest and Spring Wine Festival.

Fun Fact: Mark once worked as a security guard in downtown Seattle. He made a few friends in the building and, when not on duty, would work with one of radio station’s DJ’s during the night programing and was give the name Mark After Dark.

Thanks...

Thank you to Barrett Financial, Ltd for sponsoring the September luncheon and to the following businesses for contributing to the give-away:

- Anacortes Ship Harbor Inn
- Bayside Specialties
- Greenfield Farm & Gardens
- Kid e Clickers
- Scott Richards Insurance, Inc
- Skagit Publishing
- SICBA
- Studio 1010
- Take Shape For Life
- Washington Federal

Thank you to the Heart of Anacortes, Rockfish Grill, Anacortes Brewery and H2O for hosting an incredible afterhours filled with wonderful music, awesome food and fabulous friends in such a beautiful setting!

Thank you to the following businesses for bringing a gift for the give-away:

- Edward Jones—Jeffery Fleet
- Fidalgo Pool & Fitness Center
- Impressions Salon and Day Spa
- Jennings Chiropractic
- Potluck Kitchen Studios
- Read Me A Story

Member renewals

- Donatello Flowers & Gifts
- Home Sweet Home Antiques
- Islands West Real Estate, LLC
- Law Office of Alan Souders
- Little Caesars Pizza
- Lovric’s Sea-Craft, Inc.
- John R. Lucke
- The Mail Box
- Papa Murphy’s Take ‘n’ Bake Pizza
- Penguin Coffee LLC
- pflynn+associates
- Pioneer Trails
- ProScapes, Inc.
- Simply Yards Landscape and Design
- Vicki Stasch, M.S.
- The Heart of Anacortes
- Tri Mariye, LLC

New members

ANDREA DOLL
(360) 899-4125
Anacortes, WA 98221
andrea.doll@gmail.com
Individual

JACKI MAYO, COLD-WELL BANKER BAIN
3110 Commercial Avenue, Suite 101
Anacortes, WA 98221
(608) 558-6778
jackimayo@cb Bain.com
Individual

NATIVE SPRINGS SPA
1005 6th Street
Anacortes, WA 98221
(360) 708-8313
nativesprings.com
Joaan Barlow
nativesprings@hotmail.com
Skin Care

THE SHRIMP SHACK
6168 SR 20
Anacortes, WA 98221
(360) 293-2531
Jeff Erickson
shrimpshackinc@gmail.com
Seafood/Restaurant

SYNERGY SPORTS TECHNOLOGY, LLC
715 Seafarers Way
Anacortes, WA 98221
(602) 548-8154
synergysports.com
Recreation

JAN WOODRUFF
Anacortes, WA 98221
5206 Heather Drive
360-531-2979
jan@outhavingfun.net
Individual

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November 5

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• anacortes ship harbor inn
• bayside specialties
• greenfield farm & gardens
• kid e clickers
• scott richards insurance, inc
• skagit publishing
• sicba
• studio 1010
• take shape for life
• washington federal

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• edward jones—jeffery fleet
• fidalgo pool & fitness center
• impressions salon and day spa
• jennings chiropractic
• potluck kitchen studios
• read me a story

member renewals

• donatello flowers & gifts
• home sweet home antiques
• islands west real estate, llc
• law office of alan souders
• little caesars pizza
• lovric’s sea-craft, inc.
• john r. lucke
• the mail box
• papa murphy’s take ‘n’ bake pizza
• penguin coffee llc
• pflynn+associates
• pioneer trails
• proscapes, inc.
• simply yards landscape and design
• vicki stasch, m.s.
• the heart of anacortes
• tri mariye, llc

new members

andrea doll
(360) 899-4125
anacortes, wa 98221
andrea.doll@gmail.com
individual

jacki mayo, cold-well banker bain
3110 commercial avenue, suite 101
anacortes, wa 98221
(608) 558-6778
jackimayo@cb bain.com
individual

native springs spa
1005 6th street
anacortes, wa 98221
(360) 708-8313
nativesprings.com
joaan barlow
nativesprings@hotmail.com
skin care

the shrimp shack
6168 sr 20
anacortes, wa 98221
(360) 293-2531
jeff erickson
shrimpshackinc@gmail.com
seafood/restaurant

synergy sports technology, ltd
715 seafarers way
anacortes, wa 98221
(602) 548-8154
synergysports.com
recreation

jan woodruff
anacortes, wa 98221
5206 heather drive
360-531-2979
jan@outhavingfun.net
individual

remember to vote
november 5
Chamber Chat
with the
Chamber Staff

Tuesday, October 8, 2013
4:00–5:00 pm
Chamber Board Room

Come and meet your chamber staff!
We will present how the chamber markets Anacortes as a destination.

Karen won $240 in ShopAnacortes Dollars by shopping at Buer’s Anacortes Floral & Gift. Look for a list of participating businesses at anacortes.org

Thank You THURSDAYS
It’s a local thing!
The sixth drawing winner of Thank You Thursdays is Karen Arnett of Anacortes.

Anacortes: Now is the time to take the lead to win a $40,000 solar array!

Businesses can help Anacortes earn up to $40,000 from Puget Sound Energy for a new solar array in our community by joining the ranks of PSE Green Power customers. We have met the original goal and earned the first $20,000—but we can get another $20,000 if we outperform the other challenge cities.

Enrolling in Green Power is a way for you to reduce your business’ environmental impact by matching electricity usage with clean renewable energy. For as little as $20 more per month on your electricity bill, PSE provides marketing and recognition benefits to let your customers know about your participation. Learn more at PSE.com/GPChallenge.

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

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

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chamber officers

Executive Board

PRESIDENT
Kathy Larson  Puget Sound Energy

PRESIDENT ELECT
Mark Lawrence  Simply Yards Landscape and Design

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 Ayón  Shell Puget Sound Refinery
Bela Berghuys  Islands Inn
Darren Boarnet  Tesoro Refining & Marketing Co.
Duane Clark  Cap Sante Court Retirement Community
Peggy Flynn  pflynn+associates
Jim Gordon  Freedom Wireless Media, Inc.
Bob Hyde  Port of Anacortes
Gary Jacobson  Attorney
Dean Maxwell  City of Anacortes
Curt Oppel  John L. Scott Real Estate
Andy Schwenk  Northwest Rigging
Mary E. Staley  Marketing With Mary
Bernadette Stanek  Island Hospital
Chris Terrell  How It Works
Carol Van Iterson  Bank of the Pacific
Mark Wenzel  Anacortes School District

Chamber Staff

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

vic (visitor information center) statistics

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<td>Web Page Views</td>
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Thank you, volunteers! Visit us on the web at www.anacortes.org

30 Northwest Breweries, 2 Days
October 4th 5-9pm  October 5th 12-6pm
Anacortes Oktoberfest
BIER ON THE PIER

Advanced tickets $35/2 day pass or $20 day
At the door $45/2 day pass or $25 day
Historic Port Warehouse • 1st & Commercial Ave • anacortes.org • 360-293-9311

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