Volume 17 / Issue 9

Calendar

SEPTEMBER 2007

Thursday, September 6
Ambassador Luncheon
Greek Islands Restaurant
2001 Commercial Avenue
11:45 am

Tuesday, September 11
Membership Division Meeting
Chamber Office
2:45 pm

Thursday, September 13
Sunnyside Up Breakfast
Flounder Bay Restaurant
2201 Skyline Way
7:30 am – 9:00 am

Friday, September 14
Finance/Executive Committee Meeting
Chamber Office
10:30 am

Thursday, September 20
Business After Hours
CompuMatter
616 Commercial Avenue
5:30 pm – 7:00 pm

Tuesday, September 25
VIC Meeting
Chamber Office
9:00 am

Tuesday, September 25
Board Retreat
@ The Quarry
12893 Dodge Valley Road
9:00 am – 4:00 pm

Sunnyside Up

The Sunnyside Up breakfast is scheduled for Thursday, September 13 at 7:30 a.m. at Flounder Bay Café. This event is half community update and half networking. Representative Barbara Bailey will come and speak about small business issues, the emergency clause and other items before the legislature pertinent to our community.

Practice your one minute infomercial and bring plenty of business cards. You must RSVP to attend this event — the cost is $10 for a full breakfast.

CompuMatter to Host Business After Hours

Join us at CompuMatter on September 20 for the Business After Hours. Owner Jay Leporé promises to supply good food, wine and entertainment as you learn more about how they bring solutions to the table. CompuMatter fixes and sells computers, creates websites and offers training in their 30-seat classroom. There will be a demonstration on how to control up to 16 computers with one keyboard and monitor.

You must RSVP to the chamber to attend this event. CompuMatter is located at 616 Commercial Ave, next door to Burton’s.

Trawler Fest

Anacortes will be hosting Trawler Fest the week of May 19, 2008. As its owner, PassageMaker Magazine, describes this event: “Trawler Fest is a niche boat show that displays long-range cruising powerboats, land-based exhibits, in-depth seminars, and social activities for the cruising-under-power community. The increase in land and water exhibits over the past two years, as well as increases in overall attendance, has prompted a move to Anacortes. The newly renovated marina at the Port of Anacortes and the nearby seminar facilities are an ideal location for this one-of-a-kind boating event”.

From our standpoint the event is important for a variety of reasons. First, this national event introduces Anacortes to a much wider audience, an influential group of boaters and exhibitors capable of spreading our “Natural Destination” message. Much of this industry is word-of-mouth and a positive experience
The fourth annual Anacortes Jazz Festival is front-and-center on Curtis Wharf. As you can read elsewhere in this newsletter, the talent offered is first-rate, with a number of nationally recognized acts.

The changes made for this year’s festival are significant: (1) we moved the event forward by two weeks to Labor Day weekend, hopefully taking advantage of improved weather, while still filling hotel rooms and restaurant seats during a traditionally slow period; (2) the length of the event was increased from three days to four; (3) we have entered into partnership with the two prominent Seattle-area jazz radio stations—KPLU and KWJZ—increasing our reach into that market; (4) with thanks to the Manieri Foundation, the “Jazz in the Schools” workshop has been strengthened for middle- and high-school students; and (5) we have broadened our programming to appeal to a wider variety of tastes, including two free concerts—I believe there is truly something for everyone.

Please plan on coming out and supporting your Chamber and this important Festival. Details at www.anacortes.org.

As also detailed in this newsletter and in an insert, the Chamber is spearheading a technology training effort for our members. A number of local technology providers will be providing classes, offered through the Chamber at a discounted rate, and held in the classroom facility at CompuMatter. The intent of this program is to augment the technology skill-set of our members, allowing them to work more efficiently and effectively in meeting client needs. I believe strongly that business education is a primary mission of the Chamber—enhancing your business improves our association. Please take a moment, review the curriculum, and take advantage of the opportunity.

In closing I wanted to personally thank everyone who was able to attend our Celebration for Bill Berry last month. Bill has been a member of the Anacortes Chamber for over 42 years. His dedication and lasting contributions are greatly appreciated.

Enjoy the remainder of the summer. Any comments or questions, please give me a call (293-7911) or an e-mail (meverton@anacortes.org). Thank you for your continued support of the Chamber of Commerce.

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Canadian Tourism

With the Canadian dollar at its highest mark against the U.S. currency since the 1970s, border crossings to the U.S. are up roughly 25% and Puget Sound area businesses say a growing number of Canadian consumers are coming to spend.

As of July 16, the Canadian dollar was worth 96 U.S. cents, up from 65 cents on the same date five years ago. One sign this is trickling down into Washington: 249,000 people crossed into the state via Blaine’s Peace Arch entry point last month, up from 198,000 in June of last year, an increase of 51,000 visitors.

For those members providing goods and services that touch tourists, looking north with an eye to effective marketing may be money well-spent. We have devoted a larger portion of the Chamber’s marketing budget to Canada this year. If we can help answer any questions on this, please contact the Chamber office.

Member Profile: The Lincoln Theatre

The Lincoln Theatre has been part of the business community in Skagit County since 1926. At that time, it opened as a venue for silent films and live vaudeville acts, housing an incredible Wurlitzer organ.

In 1987 the Theatre was in disrepair, and a few visionary citizens created the Lincoln Theatre’s non-profit foundation to renovate the building and provide a performing arts center for Skagit County.

Today the Lincoln Theatre is beautifully restored, filled with lively, unique entertainment (independent films & live performances), provides programs to hundreds of school children per year, displays locally created art, and is one of the few theatres in the United States to house its own original Wurlitzer organ.

Performances and community involvement grow every year, serving 30,000 people last year alone. The Theatre’s reputation brings people to the area who shop, dine, and stay in local hotels, motels, and B&Bs throughout the county.

The Theatre is almost entirely funded by Skagit County individuals and business sponsorships. This year, to express our gratitude, sponsors of $250 or more will receive on-screen prior to each film and on most marketing materials for current theatre-presented live events. Each business will also be noted on every Lincoln Program Guide delivered throughout the county. Where else can you get that kind of exposure for that price?

The Theatre is proud to be part of the Anacortes Chamber of Commerce and to work with you to support local business in Skagit County.

Mark Lione 

Mark Lione brings world-class perspective to the Chamber of Commerce. Originally from Brooklyn, New York, Mark grew up as a Mets fan, but indulged in delighting when the Red Sox beat the Yankees. Mark attended Johns Hopkins University, then Carnegie-Mellon University before venturing to the West Coast. For over twenty years, Mark managed design, production and sales in an apparel business, finally settling in Connecticut and commuting to Manhattan.

The demands of that business took him all over the world. “You name it,” he said, “Taiwan, Korea, the Philippines, Turkey, Bulgaria, Hungary, Central America, and South America, for starters....” Then for about three years, he lived in Texas, and one year taught a Junior Achievement Program.

During all this time, Mark has devoted time and energy to a cause he believes has the honest value of helping people help themselves: Habitat for Humanity.

Business ventures and friends living in the San Juans brought him to the Northwest. Mark chose Anacortes “because it’s equidistant to Seattle and Vancouver.” He said it was also because he saw how much Anacortes has to offer both residents and visitors and he made the transition to the hospitality business.

Mark joined the Chamber when he arrived and has been on the Board about a year. His focus is Marketing and Promotions and says every year he has seen improvement in the quality and effectiveness of the marketing program, which he credits to the involvement of great people.

The Chamber is an organizer of voices or conduit through which all segments of the community, including the Port, the City and businesses can work to strengthen the community in positive ways. He believes the new website and mission statement are important contributions to achieving the goal of sharing the excitement of what Anacortes has to offer. More and more people seem to be making Anacortes a destination where they can make short trips to enjoy the surrounding areas. He sees an incredible amount of involvement from all aspects of the community and appreciates all the effort to provide unique and special experiences for residents and visitors.
The Anacortes Chamber of Commerce took a more active role in the Arts Festival this year by sponsoring six $100 Partnership Awards. One award per block was presented: Tom Boring of Hillsboro, Ore; Mark Butler of Portland, Ore; Geoffrey Carson of Issaquah; Jeani Holder and Michael Baines of Elmiria, Or; Gary Poon of Claremont, Ca and Juan Zavala of Brea, Ca.

Additionally, chamber staff picked the winner of the $500 Creativity Award sponsored by Cindy Morton of Cornelia’s Garden given to Karma Maclachlan of Mount Vernon.

The staff of the chamber would like to thank the Art Festival for presenting such a great event that promotes our city so well.

Jazz Festival Sponsors

- Tesoro Refining & Marketing Co
- Dakota Creek Industries
- Island Hospital
- Port of Anacortes
- Anacortes American
- Mark Nilson Mortgage Consultant
- RiverCity Screenprinting
- Skagit Valley Herald
- ALLDATA SHREDDING
- Anaco Realty
- Anacortes Family Medicine
- Barrett Financial, Ltd.
- Donatello Flowers & Gifts
- il Posto
- MacGregor Publishing
- Pacific Party Canopies
- Shell Puget Sound Refinery
- Swinomish Northern Lights
- Whidbey Island Bank
- Adrift
- Anaco Bay Inn
- Anacortes Financial Advisors
- Anacortes Interiors
- Flounder Bay Café
- Gere a Deli
- Hampton Inn & Suites
- Horizon Bank
- Majestic
- Skagit State Bank
- People’s Bank
- Anacortes Inn
- Cap Sante Inn
- Epicure
- Medicap Pharmacy
- Reisner Distributor
- San Juan Lanes
- Steve & Linda Wilhoit

Official Jazz Festival T-Shirts are available at the chamber office.

Chamber members receive a discount if purchased before the start of the festival. The shirts come in tea green in ladies sizes, navy blue in adult sizes and long-sleeve mock turtle necks. The poster is also for sale.

Chamber member prices are:
- t-shirts $12;
- long-sleeve mock $19 and
- posters $5.

JAZZ WALK SPONSORS

Adrift
Aloha Paradise Grill
Brown Lantern
El Jinet
Johnny Picasso’s
The Majestic Inn & Spa
Rockfish Grill
Star Bar
Bellisima Trattoria
Technical Training Classes

Through our technical membership, the Chamber is sponsoring a series of training classes that will be offered to the community (and directly to membership at a reduced rate).

All classes will be held at CompuMatter’s training facility (616 Commercial), weekdays from 6:30-8:00, beginning in October. A tentative list of course offerings:

- **Elements of effective web site design**
- **E-bay as a business**
- **Excel**
  - A practical guide to financial spreadsheets, analysis, and budgeting
- **Word**
  - A practical guide to word processing
- **PowerPoint**
  - Designing effective presentations
- **QuickBooks**
  - A comprehensive course covering use of accounting software
- **Publisher (or equivalent)**
  - Designing effective marketing material/newsletters
- **Computer Defense**
  - Data retention, warehousing, recovery, and virus concerns
- **Computer Hardware**
  - Enhancement and repair of your PC and peripherals
- **Group Calendaring/Communications**
  - Increasing ops efficient in large business

Each course will be taught by a qualified professional. A partial list of instructors includes Jay Lepore (CompuMatter), Sandy Swartos (Steam Interactive), Art Shotwell (Art Shotwell Web Design), and Laurie and Rick Matson (Wise Owl Opportunities).

Please find a schedule of classes in the insert in this newsletter. Pricing for each 90 minute session is $25.00. RSVP to the Chamber @ 293-7911.

Trawler Fest

(Continued from page 1)

will draw other boaters to our Port. Second, May is still shoulder season, traditionally slow for member businesses. Trawler Fest will bring approximately 1,000 affluent visitors to town, filling hotel rooms, restaurant seats, and providing buyers for merchant businesses. The activity will also directly benefit the marine trades, as many of the participants either bring their boats or are actively looking to purchase one. Finally, Trawler Fest is an event of general interest for locals. Anyone with a love of boats or boating is free to come down to the marina and explore.

Special thanks to two of our members who were key to making this happen. Peter Whiting of Northwest Trawlers was instrumental in identifying the opportunity and in garnering support from local industry. Port Director Bob Hyde played a crucial role in facilitating our proposal and in providing assurance to PassageMaker that we are committed to the success of the event and capable of meeting their needs. Without their active involvement, our efforts to land Trawler Fest would have been unsuccessful.

Another terrific “After Hours” at Pelican Bay Books!

Above: Carol Miner, Barrett Financial, chats in a back room with chamber board member, Patti Anderson and her husband, Darwin (Captain’s Place Restaurant) and Eric Johnson, Anacortes Community Shelter.

Right: Kevin Green of Pelican Bay Books and Jay Leporé of CompuMatter

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603 Commercial Avenue
293-4669
printshop@bayshoreoffice.com
by Steve Berentson

Much of our recent marketing focus has been the Anacortes Jazz Festival (Yes, there are still tickets available at the downtown Chamber office), but we also continue to invest in general tourism.

In fact, we signed the first 2008 contract last month with our long-time partners at MacGregor Publishing, now operating under the Yellow Book USA umbrella.

In addition to telephone books, MacGregor publishes popular Newcomer and Visitor guides for Anacortes, LaConner and Skagit County. A colorful activities map is included as the centerfold in the Skagit guide, and the map is also distributed as an independent piece.

MacGregor publishes 100,000 Skagit County guides and 45,000 each for Anacortes and LaConner. Each guide is also posted on the company’s Web site at www.plaidnet.com. We look forward to working with the MacGregor/Yellow Book USA team as they prepare editorial sections designed to “sell” local communities.

Recent marketing plans have also included discussion with our partners in the “Treasured Islands” campaign. This cooperative marketing effort with the San Juan Islands Visitors Bureau and the Whidbey/Camano islands tourism consortium will continue in 2008 with print ads, an Internet Web site and possibly other Web adventures in British Columbia.

Treasured Islands ads last year provided links to our Web site for readers of publications including Sunset, Budget Travel, AAA Journey, Conde Nast, Discover America — USA Travel Guide and Good Housekeeping.

In coming weeks of the “shoulder season,” we will continue a cooperative marketing campaign with Chamber member restaurants. We will also partner on a campaign with local hoteliers, encouraging visitors to stop by now that the hectic summer pace has slowed.

I grew up in Shelton, Washington, but both my parents and their families have resided in the Skagit Valley for many years. Growing up in a town similar in size to Anacortes gave me the opportunity to see what a small town can do as a community together and I look forward to helping and watching our chamber grow.

I’ve been involved in various sorts of sales and marketing for the past 20 years and have been doing graphic design and multimedia for about 8 years.

After leaving the corporate world in Seattle behind some 12 years ago, I moved down to Seaside, Oregon to pursue my career on the beach. Shortly after moving there, I met my husband Peter; an Irishman flying helicopters with the Coast Guard doing search and rescue. After a very short courtship, we moved to Ireland for a couple years where his family still lives, and came back to the states with our pride and joy, Hannah, who is now 8 years old and will be a 4th grader this fall at Mt. Erie Elementary.

I am one of three owners of a web development and design company, Steam Interactive, LLC. Please check out our portfolio at www.steaminteractive.com to see our impeccable design and programming services.

Take some time yourself to enjoy the sights, sounds, merchandise and skills of our talented business community. After all, there is no “bad day” in Anacortes.
New Members

Airline Training Academy of Puget Sound
4010 Airport Road, Hangar #1
Anacortes, WA 98221
Contact: Michael Freeman
Phone: (360) 293-7025
E-mail: thedeltapilot@msn.com
www.ataofpugetsound.com
Aircraft sales, leasing, charter brokering, flight training, a/c maintenance.

Anacortes Hearing Center
3202 Commercial Ave
Anacortes, WA 98221
Contact: Holly Kennedy Au.D.
Phone: (360) 588-1956
E-mail: h kennedy@anacorteshearing.com
www.anacorteshearing.com
Audiologist- Hearing Tests, Hearing Aid Sales, Hearing Aid Repair.

Central Payment Corporation
18071 Mc Corquedale Road
Mount Vernon, WA 98273
Contact: Barry Harter
Phone: (360) 333-0636
E-mail: barryharter@comcast.net
Evaluate and consult with business owners to bring cost effective measures to their electronic payments.

Fidalgo Bay Coffee
856 North Hill Blvd.
Burlington, WA 98233
Contact: David Evans
Phone: (360) 757-8818
E-mail: info@fidalgobaycoffee.com
www.fidalgobaycoffee.com
Fidalgo Bay Coffee distributes gourmet coffee to wholesale and retail customers across the United States.

Greek Islands Restaurant
2001 Commercial Ave
Anacortes, WA 98221
Phone: (360) 293-6911
Greek cuisine.

Lynne M. Lang Accounting & Business Services Co.
2707 Commercial Avenue
Anacortes, WA 98221
Contact: Lynne Lang
Phone: (360) 588-1414
E-mail: drlynne@ Hughes.net
Accounting services.

Lockrem’s Bar & Grill
12529 Christianson Road
Anacortes, WA 98221
Contact: Carol Lockrem
Phone: (360) 293-2477
Bar and grill.

Opulence Hair Salon
1300 “O” Avenue
Anacortes, WA 98221
Contact: Angie Baker
Phone: (360) 299-0806
Professional hair care and products.

Raymond James Financial Services, Inc.
2411 33rd Street
Anacortes, WA 98221
Contact: Steven R. Foster
Phone: (360) 293-4408
E-mail: steven.foster@raymondjames.com
www.raymondjames.com
Investment and financial planning.

Samish Indian Nation
2918 Commercial Avenue
Anacortes, WA 98221
Contact: Leslie Eastwood
Phone: (360) 293-6404
E-mail: samish@ samishtribe.nsn.us
www.samishtribe.nsn.us

Vancouver Board of Trade, The
Suite 400, 999 Canada Place
Vancouver, BC V6C 3E1
Contact: Fiona Douglas-Crampton
Phone: (604) 681-2111
E-mail: contactus@boardoftrade.com
www.boardoftrade.com
Board of Trade. Business organization that provides its members quality business building activities and services.

Thank You!

Thank you to the following businesses for donating raffle items to the Micro Aero Dynamics Business After Hours.

- Chandler’s Square—A Retirement Community
- Lighthouse RV Park & Mini Storage
- Maison et Jardin/Boudoir
- Mark Nilson Mortgage Consultant
- Micro Aero Dynamic
- Read Me a Story

Thank you to the following businesses for donating door prizes to the President’s Luncheon.

- Chandler’s Square—A Retirement Community
- Chinook Enterprises
- Concepts/Solutions Construction
- Island Medical Spa
- Jean Groesbeck, Member Realtor, Windermere
- Johnny Picasso’s
- Maison et Jardin/Boudoir
- Orca Information

Member Renewals

- American Gold Seafoods, LLC
- Anaco Realty
- Anacortes Telescope & Wild Bird, Inc.
- Anderson’s General Store
- Buer’s Floral and Gifts
- Chinook Enterprises
- Gere - a - Deli
- Olausen, David L. DDS
- Rockfish Grill/Anacortes Brewery
- Ship House Inn
- Trident Seafoods Corporation
Have you purchased your tickets for the 2007 Anacortes Jazz Festival?

This year we are bringing in more national acts than ever before, promising a weekend of music you won’t soon forget. The ticket prices are kept low, ensuring everyone can enjoy the music and the ambiance. On ticketmaster it shows that you can see Dr. Lonnie Smith for $25 in Kansas City, MO (but then you would have to purchase a plane ticket and hotel accommodations), or you can see the Yellowjackets for $25 in Boston (again the flight and night), or you can come on down to Curtis Wharf (2nd and O), enjoy the beautiful Guemes Channel, sip some local brew while trying some great barbeque and listen to 4-5 acts per day all for only $25-$30.

Saturday, 11:30 am – 6:00 pm $30:
Pearl Django, Jessica Williams Trio, Seattle Repertory Jazz Orchestra, Mary Stalling with the Mel Brown Trio and Frankly Moanin’

Sunday, 11:30 am – 6:00 pm $30:
Devin Phillips & New Orleans Straight Ahead, McTUFF, Henry Butler, Dr. Lonnie Smith and Fidalgo Swing

Monday, 11:30 am – 4:00 pm $25:
Michael Powers, Marc Seales’ New Quintet, Yellowjackets and La Rosa Trio

Tickets can be purchased at www.anacortes.org or by calling 293.7911.