When Customers Attack

Please join us for an important presentation for Anacortes businesses entitled “When Customers Attack,” presented by EDASC certified business adviser, Kevin Hoult, MBA.

With the advent of web based customer complaint sites like Yelp, the blogosphere, Twitter and the easy access to a world-wide audience the internet provides, many business owners are finding themselves on the wrong side of an internet-based customer attack.

We will cover this topic by looking at four issues:

1. Why customers attack—what motivates a customer attack and why it unfolds the way it does.
2. The most important thing every business must do to minimize customer attacks and to be prepared to respond to attacks that do occur.
3. We’ll review how you can monitor your online reputation so you will get the earliest possible warning of any attack that has been launched against you.
4. Finally, we will discuss how to turn an attack into an opportunity and why customer attacks aren’t entirely bad.

This luncheon is sponsored by the Swinomish Casino & Lodge, which offers all your favorite casino games, spectacularly appointed guest rooms, and the Walton Event Center, a 9,000 square foot multipurpose event space with the ability to accommodate 20–600 people.

Swinomish Casino & Lodge has something for everyone! Lunch will be served by Gere-A-Deli and is $15. Bring a gift for the give-away and your marketing materials for Bingo networking after the speaker. The luncheon will be held on Thursday, September 13, 11:30am–1:00pm at Anacortes Lutheran Church. RSVP to the chamber at (360) 293-7911 or online at www.anacortes.org.

Birch Equipment

Birch Equipment is woman-owned and has one of the largest and most diverse rental fleets in Washington State. Their primary rental & sales market extends throughout Washington, Alaska, Oregon, Montana and the Russian Far East via stores in Bellingham, Anacortes, Mount Vernon, and Sitka, Alaska.

As a dealer and manufacturer approved repair center for many construction and industrial lines, they are an excellent source for new and used equipment and tools. They also provide customized bar coded tool vans and staffed equipment yards at temporary and long-term facilities on construction, manufacturing and remote customer sites.

Birch Equipment is involved in their community, giving $100,000 in cash, equipment rentals, prize donations and trade annually. Come join the hard-working team at Birch on Thursday, September 20, 5:30 pm–7:00 pm, 8876 South March Point Rd. Bring a gift for the give-away! RSVP to the chamber at (360) 293-7911 or online at www.anacortes.org.
As you may know, I spent this past year delving into the five leadership practices through Leadership Skagit. Over the next few months, I want to share some of these insights with you, the business leaders of our community.

Great leaders model the way, inspire a shared vision, challenge the process, enable others to act, and last but certainly not least, they encourage the heart. Celebrating the successes of our team members can be as simple as a “thank you” or putting together an employee of the month program. Try each day to encourage others and you will be surprised by how it can change more than just your business.

Wayne Larkin is the President of Labor Ready. His local branch manager recently shared an article with me that explains his mantra. See if the following might be useful to you in your operations.

Bloom Contest

In our first annual Anacortes in Bloom contest members of the Beautification Committee, architect and councilwoman, Cynthia Richardson, and staff members viewed the 16 business entries. The goal of this first year is truly to get people thinking of about next year—how to go out of the box with blooms for 2013.

There were so many beautiful gardens, pictured are just a few that were chosen: Chandler’s Square was the overall winner, Simply Yards and Dr. Rasmussen were both chosen as the best large and small businesses while Gere-A-Deli had the most amazing containers.

Other gardens that stood out: The Heart of Anacortes, Anthony’s, Cap Sante Boat Haven, Island Hospital and City of Anacortes.
United Way of Skagit County

United Way’s mission is to create a better life for all people in Skagit County. We do this by supporting the work of agencies that meet immediate needs while working together with community members to create lasting change by solving the causes of problems—not just symptoms.

Our efforts are focused on health, financial stability and education because these are the three building blocks to a better life. We are actively working with others to explore ways to ensure:

- Healthy communities where everyone is connected and everyone can get the help they need—young, old, disabled.
- Stable families have the basics of food, shelter, good-paying jobs and the opportunity to live independently.
- All kids are successful, ready for school and have the opportunity to reach their highest potential.

United Way Impacts Local Business.
The local business environment provides jobs, services and tax dollars that affect the economic well-being of our communities. As Anacortes and our county continue to grow, so do the needs of our residents. United Way offers an easy way for businesses to invest in your community.

United Way Impacts Your Employees.
Your business works best when employees are happy, healthy and productive. When personal problems occur, employees must often look outside the company for help; that help is likely available through our 2-1-1 information and referral network.

We encourage our communities to LIVE UNITED. In Anacortes and across Skagit County LIVE UNITED means many things including opening your heart, lending your muscle and finding your voice.

During our Fall Campaign—Labor Day through Thanksgiving—our campaign theme is LIVE UNITED—10% more. We’re encouraging businesses to invite us to share our story with employees, give through an easy credit card or pay period deduction or put a workplace team together to volunteer in over 50 Days of Caring events during the month of September.

We invite all businesses to join us in creating a better ANACORTES and a better Skagit County.

Visit us at www.unitedwayskagit.org.

2012 Ambassadors

Josh Baldwin—Quantum Construction
Angie Baker—Opulence Salon & Day Spa
Carla Cummins—All About Honeymoons & Vacations
Lara Dunning—Gems, LLC
Jim Gordon—Freedom Wireless Media, Inc.
Jack Hamilton—Labor Ready, Inc.
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
Leilah Petty—Farmers Insurance
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
PPACA and Upcoming Compliance for Employers

By Tammy Masalonis with McGregor Benefits

On June 28th the Supreme Court upheld most of the health care reform law (PPACA) and individual mandate. This means beginning in 2014 everyone must have health insurance or pay a “penalty” tax. For families who do not purchase insurance the tax is up to 2.5% of income or $2085 or whatever is greater.

Employers with less than 50 full time employees will not have to provide health insurance. Employers with 50 or more full time employees must provide health insurance or pay $2000 penalty per employee. If the coverage they offer does not follow the affordability or comprehensive guidelines employers could pay a $3000 penalty per employee who gets coverage in the exchange.

In 2012 and 2013 all employers who offer health insurance must:

2012
- September 23rd—Summary of Benefits and Coverages (SBC) is required to be handed out to employees 30 days prior to plan renewal. This must be less than 4 pages double sided. It will describe plan details in simple terms.

2013
- Jan—Employers must report the cost of benefits on the W-2. This will be in box 12. Please refer to IRS notice 2011-28 and 2012-9 for further guidance.
- Jan—FSA contribution cap of $2500 a year imposed.

Jan—For those making in excess of $200,000 a year will have an increase Medicare Tax of 0.9%. This increase is to help subsidies premiums for the uninsured. Employers portion of the tax will not increase but remain at 1.45%

March—No later than March 1st employers are required to handout notices of the exchange to employees. This should included availability of the exchange, the potential of tax credits and the possible loss of employer contribution if an employee chooses the exchange.

Please check with your benefits professional as the above requirements implementation dates can change.
Can we compete with mainland prices?

Many of our retailers are concerned about low-priced competitors, both on the mainland and online. Fortunately for Anacortes, economists remind us that price is more than money. Economists define price as “the bundle of utilities a consumer is willing to give up in order to obtain a product or service”—the word “money” is not even mentioned.

Instead, “bundle of utilities” identifies all aspects of price a consumer pays—time and convenience, risk of disappointment, personal connections, the retail experience, respect, status, and satisfaction after the sale. Starbucks, 7-11 convenience stores and Nordstrom are examples of sellers who use non-monetary price factors to attract consumers. A customer promise that invites customers using your non-monetary advantage factors will help capture more business. Using non-monetary advantages to win customers? 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!

Encouraging Words

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.

10 Years and Counting

Thank you to the following businesses for their sponsorship of the upcoming Oktoberfest. It is not too late to get your business involved—please call the chamber and we will help you find the promotional level that will be most beneficial for your business.

Barrel:
- Birch Equipment

Keg:
- KWLE 1340 am The Whale
- Shell Puget Sound Refinery
- Tesoro Refining and Marketing Company

Growler:
- Anacortes American
- Anacortes Inn
- Brown Lantern Ale House
- Labor Ready
- Rockfish Grill/H.0
- Walgreens Drug Store

Stein:
- Anchor Catering
- Hampton Inn & Suites
- Island Rental and Supply
- Marine Supply & Hardware
- Nantucket Inn
- Reisner Distributor, Inc.
- Simply Yards Landscape and Design
- Skagit Software Solutions, LLC
- Whidbey Island Bank

You are invited to celebrate Walgreen’s 10th Anniversary in Anacortes with a week-long event offering the Anacortes community many “specials” including free pharmacy delivery to local senior care facilities, daily in-store discounts and sales, and culminating the celebration with a fund-raiser on Friday, September 14 for the Boys & Girls Club. They will be selling hot dogs, sodas and chips in the parking lot from 11am–3 pm along with one dollar raffle tickets for beautifully appointed gift baskets. All proceeds will benefit the Boys and Girls Club directly.

For ten years Walgreen’s has been a strong Anacortes community business partner by continuously committing their support to many local service groups and charities, including Island Hospital Foundation, Boys & Girls Club, Young-Life, Anacortes School District, Salvation Army, Girl Scouts, Anacortes Splash and Dash, Sister Cities Organization, March For Meals, and the Anacortes Chamber of Commerce. Walgreen’s has also brought Anacortes its first electric vehicle charging station. They offer over twenty vaccinations, and will soon bring health testing.

Come and help Walgreen’s store manager, Nicholas Chahley, and his staff celebrate their commitment to Anacortes and its people. September 8th–September 14th.

word wavesAnacortes

word waves is a collaborative public arts literature project funded through Art Dash. Partners include Anacortes Arts Festival, Anacortes Parks & Recreation, Arts Commission, Public Library, Port of Anacortes, Chamber of Commerce, Anacortes School District …and local POETS, merchants, restaurants, hotels, publications & organizations.

word waves begins as a community literary event kicking off in October with a Poets & Artist Collaboration and word contest. It culminates in November during an Evening of Poetry at the Library with a public reading by Washington Poet Laureate Kathleen Flenniken and her work with students in Anacortes schools. Additional events include COA Parks & Port Cap Santé Marina public Poetry & Art unveilings and Regional Poets readings. More info in October newsletter.

Encouraging Words

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Instead, “bundle of utilities” identifies all aspects of price a consumer pays—time and convenience, risk of disappointment, personal connections, the retail experience, respect, status, and satisfaction after the sale. These “not money” (or non-monetary) factors are frequently stronger forces than the dollar cost of a purchase. Starbucks, 7-11 convenience stores and Nordstrom are examples of sellers who use non-monetary price factors to attract consumers. These customers are attracted by a promise that assures a good experience, not “low prices.”

A customer promise that invites customers using your non-monetary price advantage factors will help capture more business. Using non-monetary advantages to win customers? 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!
Barry arrived in Anacortes in 1982, working for Boomers Landing Restaurant at 209 T Avenue, serving many wonderful and grateful customers. An 11-year run under Chef Hank Thompson helped contribute to his passion to purchase Axelson’s Café in 1993.

A dream to own and operate a restaurant was now a reality, and having the total support of his family allowed him to promote the best customer service in the valley. Focusing on the customer and being able to effectively listen was the home run and game changer for Axelson’s Café, reborn as Café Burlington in 2000.

The cafe served certified organic food as often as possible, adding local beer, wine, organic coffee, and outside dining. Success came with the focus on creative expressions, relationship building, and networking. Café Burlington was sold and a new chapter of customer service began.

2006 began his current career with Central Payment Corporation as the passionate premium provider of all non-cash payments, helping equip businesses with the best and latest technology in transactions processing and merchant services. He focuses on competitive pricing, customer service, innovative technology, and industry gold-medal standards. He has spent the last six years setting up local and regional area businesses with money saving opportunities on their credit card processing, POS systems, e-commerce solutions and mobile media devices. Barry is able to introduce new loyalty and reward system called SPOTON which helps business people stay in touch with customers long after they've left the store. Working for Central Payment has been a rewarding career for Barry, due to their vision and innovative family atmosphere.

Barry has been happily married to the love of his life, Brenda Kay Harter, for twenty-two years. They enjoy gardening, golfing, reading, and traveling to many scenic tent sites. Barry says that being a local restaurateur, Rotarian, BNI member, chamber member and Skagitonian business person is a blessing. His ability to network throughout the Skagit Valley provides many favorable circumstances to meet other business inspired people. Feel free to contact Barry at (360) 333-0636 or email barryharter@comcast.net.

ambassador profile

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member renewals

- Anacortes Dental Care—David L. Olausen
- Anacortes Farmers Market
- Anacortes Hearing Center
- Anderson’s General Store
- Anthony’s Restaurant
- Bandanas Skin Art & Fine Art
- Costco Wholesale
- Fastenal
- Fidalgo Animal Medical Center
- Island Internal Medicine
- Orcas Island Eclipse Charters & Whale Watching
- Rockfish Grill/Anacortes Brewery/H2O
- Samish Indian Nation
- Ship House Inn
- Trident Seafoods Corporation

new members

HIGHLINE PAVEMENT MAINTENANCE
3880 Old Highway 99
Mount Vernon, WA 98273
(360) 424-0478
www.highlineservices.com
Shawn Hull
info@highlineservices.com
Pavement Maintenance

JOHN C. OLSEN
Anacortes, Washington
(360) 299-9996
jcolson62@hotmail.com
Individual Member

Boys & Girls Club Open House & Ribbon Cutting

The Anacortes Boys & Girls Club will hold an open house and a ribbon cutting ceremony to celebrate their new location at City Hall (904 6th Street) on Tuesday, September 11, 2012 from 6–8 pm.

Please join us in honoring all the community partners who made this move possible, and help us celebrate our continued service to Anacortes youth and teens. The event will include recognition for local law enforcement, firefighters, and military personnel as part of the September 11th National Day of Service and Remembrance. The Club will be launching its Year of Service with their Keystone & Torch Club programs, engaging all Club members in year-round volunteer service activities, completing a minimum of 100 hours. Pizza will be provided by Little Caesar’s Pizza. Everyone is welcome!

The Boys & Girls Club is closed August 20-September 7 and will open its doors for Club members on Monday, September 10th. Registration for memberships will take place on September 10 & 12 from 5-6:30pm and during our Open House on September 11th. Club hours will be 2-6pm Monday-Friday. “Skagit Raises GREAT Kids!”

JOHN C. OLSEN
Anacortes, Washington
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jcolson62@hotmail.com
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Your Anacortes American print subscription now includes premium access to local news and online-only content from your computer, tablet or mobile device.

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Saturday, September 29, 2012 - 5:30 p.m.
St. Joseph Center, Mount Vernon, WA

Skagitonians to Preserve Farmland presents
An Evening of Diamonds and Denim

Support SPF’s critical work to protect Skagit agriculture and celebrate the fall bounty.

Wear your bling and blue jeans!

$70/person or $580 for tables of 8.
Reserve early at www.brownpapertickets.com
For more information call (360) 336-3974

Thank you to 2012 Harvest Dinner & Auction Sponsors
Washington State Potato Commission ~ Darigold ~ Skagit Farmers Supply
Fisher & Sons Inc., a division of Fisher Companies ~ Peoples Bank
Aztec Self-Storage ~ Calico Cupboard ~ Charlie’s Produce
PACCAR Technical Center ~ Pat Rimmer’s Les Schwab Tire Centers Burlington and Northwest Farm Credit Services

“Glimpse of the Past, the 100 year anniversary of Northern State Hospital”

Cascade Job Corps Center/Robert Cockburn Scholarship Foundation Fundraiser

Dinner & Auction
Historical tours will be provided.

Tickets are $20 and can be purchased at the
Sedro-Woolley, Mount Vernon, and Burlington Chambers of Commerce.

Thursday, September 13th
4:30-7:30 pm
24909 Hub Drive
Sedro-Woolley, WA, 98284
Get Your Tickets Now

360-293-7911

www.anacortes.org

October 5 - 6  
Fri 5-9PM • Sat 12-6PM

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