chamber luncheon

How to Create and Sustain a Service Culture

Most business owners and managers know their industry, but many are so busy working “in” the business, that they forgot about working “on” the business. How successful could they be if given the right tools and knowledge? In our luncheon on September 10th business consultant Brad Worthley will cover the critical steps that every business needs to know for success. Topics include:

• Defining Your Unique Differentiating Factor
• Setting S.M.A.R.T Goals
• Non-Negotiable Service Standards
• Hiring Right the First Time
• Focusing on The Profit Chain

Brad is an accomplished business consultant with over 40 years of management experience. As an expert in his field, he teaches businesses of all sizes how to consistently build and retain both customer and employee loyalty by changing their culture and not just their people.

He is passionate about helping organizations establish and sustain service cultures - places where employees love to come to work and customers love to do business. This luncheon is sponsored by the Anacortes Candle Company which was started with the mission to make positive change through positive actions. Each candle is made with 100% soy wax and reusable mason jars. For more information about their products and to find out ways to use their candles as part of a fundraiser, visit AnacortesCandles.com.

The lunch will take place at the Majestic Inn & Spa ballroom at 419 Commercial Avenue, from 11:30am to 1pm and will be $15 in advance, or $18 at the door. Please RSVP online and bring a gift for the giveaway!

business after hours

Pelican Books & Bob’s Chowder

Pelican Bay Books and Bob’s Chowder Bar & BBQ Salmon invite you to their Business After Hours on September 17th. Established in 1992, Eli Barrett and Brooklynd Johnson purchased Pelican Bay Books in 2013. Thanks to a dedicated community of book lovers, Pelican Bay Books is a thriving business, buying and selling thousands of used and rare books every month. In 2016 Pelican Bay Books will move back to Commercial Ave in the heart of downtown to expand their mission of providing books to the community and serving as a center for the exchange of ideas. Bob’s Chowder Bar began in 2005 with a booth at the Anacortes Farmer’s Market. In 2009 Bob’s Chowder Bar moved to their iconic location at 3320 Commercial Ave. Focusing on fresh food made with Bob’s secret recipes, they keeps visitors near and far coming back year after year. Bob’s expanded to its new and improved size in 2013. Join us at Pelican Bay Books, 1104 Ninth Street from 5:30-7pm. RSVP online and bring a gift for the giveaway.
John Sternlicht Named as a New EDASC Director

A fter a nationwide recruitment, the Board of Directors of the Economic Development Association of Skagit County (EDASC) selected John Sternlicht of Seattle as its new Executive Director. Most recently, Sternlicht served as Economic Development Advisor to King County Executive Dow Constantine.

Sternlicht will build upon EDASC’s previous successes and the many advantages of Skagit County, bringing innovative and proven approaches to local economic development. He will work with the Board of Directors and staff to help create a more prosperous and economically diverse Skagit County by helping grow businesses locally and attracting new enterprises. Mary Anstensen, EDASC Board Chair, commented: “John’s experience at the state leadership level in Virginia and at the local level in King County, in addition to his work as the economic development customer while with SRI International, makes him the ideal candidate to bring EDASC into this new phase. We are delighted to have someone of his caliber and expertise to lead EDASC.” Sternlicht added: “We need to explore the needs of the broader community, including business, workers, education and commerce, to inform our efforts to increase and diversify our economy in ways that are both sustainable and equitable.”

Sternlicht, who spent his childhood in Rhode Island and North Carolina, previously served as Deputy Secretary of Commerce and Trade for the Commonwealth of Virginia and as the first General Counsel, Policy, and Legislative Director of the Virginia Economic Development Partnership. He negotiated several billion dollars in deals for Virginia over 11 years, and developed and implemented various programs to attract businesses. Before coming to Washington, he served as Senior Director for Strategic Projects at SRI International, a California-based nonprofit research institute, where he developed new sites for biosciences in Virginia and Michigan. Sternlicht says he will seek to expand Skagit County’s potential by promoting its natural attributes, strategic location, comparatively lower costs, talented workforce and other favorable features both across the US and internationally.

Sternlicht succeeds Don Wick, who served as Executive Director of EDASC from 1987 through July of 2015. Board President Mary Anstensen credits Wick with developing EDASC into the great organization it is today, forging success in business recruitment and expansion, and collaborating with community leaders. A retirement celebration will be announced this fall for Wick, who has made countless friends along the way, bringing them together for the benefit of Skagit County.

America 4 You representatives visit Anacortes

O n July 31, Stephanie and Amanda hosted two guests from America 4 You, who plan responsive trips for European clients. They spent the trip touring the Cascade Loop, and Anacortes was one of their last stops. Over lunch Chris Terrell stopped by to chat with them about the Heart of Anacortes—who we are as a community and why this is a great place to live and visit. These continuing opportunities are vital for us to reach other markets, and widen our scope of introducing Anacortes to the travelling public.

From left to right are Stephanie Hamilton & Amanda Hubik from the chamber, and Mackenzie Crigger & Lena Ross from America 4 You.
**member profile**

**Bayside Specialties**

For over 32 years Bayside Specialties has helped companies and organizations go from ordinary to extraordinary through the use of promotional advertising. Their success is attributed to consistent high value customer service, community commitment, integrity, quality products and a 100% guarantee.

Bayside Specialties provides logo advertising imprinted products—creating long term, cost effective, marketing strategies. With promotional advertising companies are able to maintain consistency in their branding, raise brand awareness and deliver lasting value with their message.

They believe joining Anacortes Chamber was not a “have to” business decision but a “why wouldn’t you want to” one! The Chamber provides a measurable impact on business through excellent networking opportunities, education, and advocacy.

Membership is a win-win relationship.

Owners, Darrell and Stephanie Hooper are active members of Burlington Morning Rotary and Toastmasters. Stephanie is current President of the Skagit Boys & Girls Club Board, also serving on the EDASC Foundation Board, and Skagit Women in Business.

In their ongoing support of organizations in Skagit County they have received numerous recognition awards over the years for their leadership, participation, and contributions. Most recently they were honored with the Leadership Skagit Visionary Sponsor Award.

Darrell and Stephanie Hooper live in Burlington. They have four adult children, four grandchildren (with number five in September), enjoy time with family & friends and relax with travel, Miata road trips, reading and walking local trails.

**Island Hospital—Electric Charging Station**

Island Hospital is now another place that you can stop by to charge your electric vehicle!

Currently, Island Hospital has two single user charging stations, with a third station ready for installation in the near future. They’re equipped with a SAE 1772 North American Standard Plug and can be used by 80-90% of Electric Vehicles.

The decision was made by Island Hospital to do their part to help reduce emissions and to provide a service, not only to their employees and patients, but to vising guests and the community as a whole.

In order to receive a charging card, you will need to open an account with SemaConnect. Another option is to pay with your credit card by simply calling the 800 number displayed on the screen. The cost to charge is currently $1.70 per hour.

The two charging stations can be accessed via 26th Street:

1. Behind the Island Hospital Medical Office building. (The building is located at 2511 MAvenue, so you only get to the building’s rear from its parking lot from 26th.)
2. In the parking area south of 26th Street: turn south just west of Fidalgo Care Center, station is located about 100 feet from the street.

We will make sure to pass this information along to the Cascade Loop, who has a special insert in their publication aimed specifically to EV drivers. This is just one more way to get Anacortes on the map, and encourages guests to shop, eat, stay and play.
The cries of cheers once again herald the arrival of the Anacortes Bier on the Pier Festival! A two-day extravaganza of beer, cider, food, and great music. Bring your thirst for beer, leave room to enjoy the smorgasbord of tasty foods, and dance the night away on the historic pier overlooking the Guemes Channel.

Now in its sixth year, Bier on the Pier will be bigger and better with an expanded event space, 30 breweries on hand sampling over 70 different beers, and a special cider section that will highlight six regional cideries and 12 of their delicious gluten-free creations. We also have a great line up of music this year with the Tubaluba Brass Band on Friday night playing New Orleans music, the Rod Cook/Dean Reichert Duo plucking laidback bluegrass on Saturday afternoon, and the Clumsy Lovers closing out the festival on Saturday with their high energy Celtic and Americana tunes.

Tickets are $25 in advance, $30 at the door. Two-day tickets are $45 in advance, $50 at the door. Each ticket comes with a commemorative tasting glass and six tasting tokens. Designated drivers get in free. Must be 21+. The festival takes place at the Port of Anacortes Transit Shed Event Center 100 Commercial Avenue Anacortes, WA. Friday, October 2, 2015 from 5:00pm to 9pm. Saturday, October 3, 2015 hours are from 12:00 noon to 6:00pm.

FRIDAY NIGHT
TUBALUBA BRASS BAND
New Orleans music

SATURDAY AFTERNOON
ROD COOK/DEAN REICHERT DUO
Laidback bluegrass

SATURDAY NIGHT
CLUMSY LOVERS
High-energy Celtic & Americana

Apply Online Today!
Applying for a home loan is now easier & more convenient.
RealEstate.BankofthePacific.com

Want to get into the festival for free?
Sign up to be a volunteer!
This two-day festival takes many hands to make light work. Volunteering is great way to get involved with Bier on the Pier and comes with a great perk—a free ticket to the festival! From ticket sales to brewery assistants, this festival has lots of ways that you can help. Volunteer on a Friday and enjoy the festival on Saturday, or vice versa. Come meet great people in the Anacortes community and have fun while greeting guests to our town and celebrating the best of Washington beer. You can sign up online by visiting www.anacortes.org/beer/ and clicking on the volunteer link or give us a call at the chamber 293-7911.

Anacortes Bier on the Pier
CIDER SECTION

Friday, October 2nd - 5:00 – 9:00 pm
Saturday, October 3, 2015 – 12:00 noon - 6:00 pm
Port of Anacortes Transit Shed Event Center
100 Commercial Avenue
Tickets: $25 in advance — $30 at the door
Two-Day Pass: $45 in advance — $50 at the door
Tickets are available for purchase online at anacortes.org/beer
The first weekend in October is going to be filled with activities around town to enjoy. Visitors can check out over 75 boats at the Anacortes Fall Boat Show at the Cap Sante Marina Friday through Sunday from 10am to 5pm. There will also be a Classic Car Cruise-In at San Juan Lanes from 6-8pm on Friday evening and the First Friday Gallery Art Walk downtown from 6-9pm. The Shell Puget Sound Refinery’s “Fueling Education” fun run benefiting the Anacortes Schools Foundation will take place at Washington Park on Saturday morning at 9:30am. Don’t forget to stop by the Farmers Market on Saturday morning from 9am-2pm for local produce and goodies!

2015 Bier on the Pier Sponsors
The chamber would like to give a big thanks to the community sponsors that make this festival possible!

Barrel Sponsor
- Birch Equipment

Growler Sponsor
- Anacortes American
- Barrett Financial
- The Walk-In Clinic at Island Hospital
- Jolly Mon Charters
- Rockfish Grill/H2O/Anacortes Brewery
- Skagit Valley College
- Windermere Real Estate

Keg Sponsor
- Shell Puget Sound Refinery
- Swinomish Casino & Lodge
- Tesoro Refining & Marketing Company

Yard Sponsor
- Trident Seafood
- Brown Lantern Ale House
- Holiday Inn Express & Suites

Stein Sponsor
- Island Rentals

ribbon cutting

Tides of Anacortes celebrated their grand opening at 804 Commercial Avenue, in the Historic Wilson Hotel, on July 31st. Congratulations to Jennifer and Torben Mann. Shown in the photo are: Chamber Board President Karin Baldwin, Anne Smith, Jessica Peterson, Mayor Laurie Gere, Jennifer and Torben Mann and Jill Hixson.

A full weekend of fun to kick off October!

ANACORTES BOAT SHOW
Annual Fall Boat Show at Cap Sante Marina
October 2-4, 2015 • 10am-5pm
anacortesboatshow.com
1019 Q Avenue - Anacortes, WA
member renewals

- Alpine Heating & Cooling
- American Dream Real Estate Services
- Anacortes Family Center
- Autumn Leaves Bed & Breakfast
- Bob’s Chowder Bar & Salmon BBQ
- Buer’s Floral & Vintage
- Cap Sante Inn
- Catherine Mers—Windermere Real Estate
- Central Payment Corporation
- Christina Hansen
- Express Employment Professionals
- Frontier Building Supply
- Furin & Company, P.S.
- Garner’s Northwest, Inc.
- Highland Woods, LLC
- John L. Scott Real Estate/Anacortes
- Kelli Lang—Coldwell Banker Bain
- Lake Campbell Lodging
- Majestic Inn & Spa
- Northwest Rigging
- Pacific Biodiversity Institute
- Piston Service Auto Parts
- Red Door Thrift Shop
- Rich & Gail Ballow—John L Scott Real Estate
- Salon Rouge Spa
- San Juan Safaris/San Juan Outfitters
- Sebo’s Hardware & Equipment Rentals
- West Sound Water Sports
- West Yachts

2015 Ambassadors

Taylor Bannister—Boys & Girls Club
Cameron Bigge—Fidalgo Chiropractic
April Breckenridge—Natural Way Chiropractic
Kimberli Gregory—Soria Real Estate
Jack Hamilton—Cap Sante Court Retirement Community
Barry Harter—Central Payment Corporation
Linda Harvey—Anacortes Ship Harbor Inn
Rich Heidecker—Youth Dynamics
Brenden Jones—Bank of the Pacific
Sarah Jurkovich—Washington Federal
Dan Maul—Classic Style & Co.

Catherine Mers—Windermere Real Estate
Cathy Rockwell—Cathy’s Accounting and Bookkeeping Service LLC
Therese Rudzis—Individual member
Veronica Spencer—Take Shape For Life
Tricia Sharp—Anacortes Candle Co.
Carla Schipper—Unique Romance Travel & Destination Weddings
Mary Staley—Marketing WITH Mary
Boyd Veer—Seaside Auto Body
John Williams—Skagit Publishing

I nominate Watermark Book Company for the Anacortes Chamber AnaCourtesy Award. Watermark has an incredible collection of books, especially considering the square footage of the store. Also impressive is the depth and knowledge of the individuals who work at Watermark. They are so knowledgeable—with incredible customer service. They are dedicated to focusing on the interests and needs of each customer. It is a pure joy to visit Watermark—owner Patti Pattee and book merchants Barbara, Dave, Arlene & others are outstanding. I love visiting and shopping at Watermark. Thank you, Watermark!

Nomination from Don Wick

new members

ANACORTES ACCOUNTING SERVICES LLC
1903 Bay Pl
Anacortes, WA 98221
360-708-3501
anacortesaccountingservices.com
Lorna Rudolph
lornarudolph@gmail.com
Accounting—Specializing in the accounting needs of small businesses

BERENTSON PLUMBING
870 South Alder
Burlington, WA 98233
(360) 757-2707
dave@frontier.com
Plumbing—New construction, remodels, and service work

E FRESH DESIGN, LLC
1609 26 Circle
Anacortes, WA 98221
(360) 319-4452
www.efreshdesign.com
Ericka Bakkom
ericka@efreshdesign.com
Graphic Design—E Fresh consults with established businesses, start-up companies and government entities to develop and maintain their brand identities, websites, print collateral and help them grow with digital marketing strategies.

STARBUCKS COFFEE COMPANY
1720 Commercial Ave
Anacortes, WA 98221
(360) 588-8801
s03279@retail.starbucks.com
Marlo Cooley
es03279@retail.starbucks.com
Restaurant—Starbucks specialty coffee and hand crafted beverages; La Boulange pastries; Evolution fresh smoothies; Teavana teas
Shell Puget Sound Refinery
Proudly Fueling Life in the Pacific Northwest

Since the 1950s, the Shell Oil Company and its employees have called Anacortes “home,” and while a lot has changed since that time, the Shell Puget Sound Refinery’s role in producing important fuel products for our region and its commitment to supporting our community has not.

The Shell refinery fulfills a vital regional role as a West Coast gasoline, diesel and jet fuel producer, creating a reliable source of vital energy products with a steadfast commitment to safety, health and protecting the environment. The Shell refinery produces about 3.2 million gallons of gasoline and about 1.7 million gallons of diesel each day; that’s enough to fill about 200,000 cars and nearly 9,000 semi-trucks.

However, the roughly 470 Shell Puget Sound Refinery employees do a lot more than just produce fuel products, they are your friends and neighbors, they are customers of your local businesses, and they give back to support our community. Shell employees coach and umpire youth sports, they support community art and dance, they volunteer in our schools, they serve on local non-profit boards and much more. The refinery is proud to partner with and support local organizations like the Anacortes Chamber of Commerce, Anacortes Family Center, Anacortes Arts Festival, Anacortes Community Forest Lands and several other great local community causes.

This year, the Shell Puget Sound Refinery is proud to present the first-annual “Fueling Education Fun Run” event, a 5k on Saturday October 3rd at Washington Park, with all proceeds benefitting the Anacortes School Foundation. Whether through creating the critical fuel products that people depend on, the hundreds of family-wage jobs that help drive our local economy, the respectful stewardship of the environmental we all enjoy, or by supporting and engaging with the community we love, the Shell Puget Sound Refinery is honored to be your neighbor and to call Anacortes “home.” To learn more, visit www.shellpsr.com.
Executive Board
PRESIDENT
Karin Baldwin Quantum Construction
PRESIDENT ELECT
Chris Long Jolly Mon Charters
TREASURER
Carol Van Iterson Bank of the Pacific
PAST PRESIDENT
Mark Lawrence Simply Yards Landscape and Design
BOARD MEMBER AT LARGE
Brian Johnson Anacortes Construction Services

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Jody Carlisle Shell Puget Sound Refinery
Colleen Craig Windermere Real Estate
Nancy Dalton Gateway Bed & Breakfast
Laurie Gere City of Anacortes
Matt Gill Tesoro Refining & Marketing Co.
Gary Jacobson Attorney
Duane Knapp Pearl Buttons
Dennis Richards Island Hospital
Andy Schwenk Northwest Rigging
Chris Terrell How It Works
Mark Wenzel Anacortes School District
Dan Worra Port of Anacortes

Chamber Staff
Stephanie Hamilton Executive Director
Sandy Swartos Visitor Information & Operations Coordinator
Laura Hartner Events & Communications Coordinator
Amanda Hubik Marketing & Promotions Coordinator
Kristi Daniels & Crystal Johnson Licensing Sub-Agents

Thank you, volunteers!

vic (visitor information center) statistics

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Visit us on the web at www.anacortes.org

Oyster Run
September 27, 2015
A Limp Lee Production

Coast in. Hang out.

Music by The Unfaithful Servants
Food Vendors
Street Vendors
Demonstrations from
• The Seattle Cossacks
• Motorcycle Drill Team
• The Whidbey Island Rollergirls

Thank you, volunteers!

Visit us on the web at www.anacortes.org