calendar

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>Thursday, February 1</td>
<td>11:45am</td>
<td>Ambassador Meeting</td>
<td>Chamber Office</td>
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<tr>
<td>Tuesday, February 6</td>
<td>8:30am</td>
<td>Retail Trades Division Meeting</td>
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<td>10:00am</td>
<td>Marine Trades Division Meeting</td>
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<td>1:00pm</td>
<td>Marketing &amp; Promotions Division Meeting</td>
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<td>Thursday, February 8</td>
<td>11:30am</td>
<td>Chamber Luncheon - State of the City</td>
<td>City Hall</td>
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<td>Wednesday, February 14</td>
<td>2:30pm</td>
<td>Economic &amp; Development Division Meeting</td>
<td>Chamber Office</td>
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<tr>
<td>Thursday, February 15</td>
<td>5:30pm</td>
<td>Business After Hours</td>
<td>Mayo Home Team, Coldwell Banker Bain at ACME Creative</td>
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<td>Friday, February 16</td>
<td>10:30am</td>
<td>Finance/Executive Meeting</td>
<td>Chamber Office</td>
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<td>Tuesday, February 20</td>
<td>3:30pm</td>
<td>Board Meeting</td>
<td>Anacortes Public Library</td>
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<td>Tuesday, February 27</td>
<td>9:00am</td>
<td>VIC Meeting</td>
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chamber luncheon

State of the City

Mayor Gere is looking forward to presenting the State of the City at 11:30 am on Thursday, February 8, 2018 in the Anacortes City Council Chambers. She will highlight the accomplishments of 2017. The city implemented their first biennial budget and came in under budget; received the Governor’s Award for open public process, repaving our CBD, improving sidewalks, and ADA access, the Anacortes Senior Activity Center becoming a city department, the building of the telemetry system with a fiber optic communication network. Completion of the Spray Park at Storvik Park, all new city website, development of our Affordable Housing Strategic Plan, and this is just a preview.

She will also present the city’s 2018 goals. Mayor Gere says, “The City of Anacortes is making great strides in making this a sustainable community while building for the future, protecting our natural environment and celebrating this amazing place we call home. Our greatest asset is our citizens and their civic engagement.”

Our February luncheon is sponsored by Puget Sound Energy. As Washington State’s largest utility, they are proud to keep the lights and heat on for more than 1.5 million customers. In Skagit County alone, PSE serves over 60,000 people and businesses.

PSE is one of a few utilities in the nation to have an optional renewable energy program to help large business and municipal customers meet their clean energy goals. Their Green Direct program sold out within weeks of being announced, with several local cities like, Anacortes, participating.

For the past 135 years, they have powered customers and communities with the energy to do great things, and will continue to do so now and into the future.

The lunch will take place Thursday, February 8th, at City Hall Council Chambers from 11:30am to 1:00pm. Please RSVP and pay online or in the chamber office to receive the $15 luncheon rate and guarantee your seat. Payment at the door at the time of the luncheon will be $18.00. Gifts for the giveaway are always welcome!
Ahoy, I am proud to announce that there is going to be the best boat show on the planet in Anacortes! The Anacortes Boat and Yacht Show, will be happening May 17-20, 2018. The Anacortes Chamber of Commerce has entered into a Memorandum of Understanding with the Northwest Marine Trades Association (the association that puts on the world class Seattle Boat Show). This boat show is going to include everything from paddle boards to mega yachts. No matter if you are young and can’t even afford a boat, there is something for you! If you have millions you want to drop on yacht, this show is for you!

We will be showcasing the best island in the world, ours! Our boat yards will be open and displayed, to show off what we can do in our town.

If you have a business that you could showcase anything marine (clothing, boat accessories etc.,) start ordering product and advertising the show. Hotels, get the word out to your favorites guests. This is going to be big time! The town will be invaded by folks that have a passion for boating. Who knows.....maybe even a pirate or two will come to town! I am sure that the mayhem will be a weekend to remember and lots of fun for the entire family. I look so forward as your chairman to assist in bringing a world class boat show to our town!

- Mary LaFleur, owner ALT Insurance, Board Chairman
business after hours

Please join us on February 15, 2018 from 5:30-7:00pm for our business after hours hosted by The Mayo Home Team being held at Acme Creative, 705 Commercial Ave.

The Mayo Home Team is a family business of three licensed Realtors, here to help you achieve your financial goals through real estate investing. Working with a team that is composed of both new and experienced agents provides consumers with an abundance of resources and abilities that an individual agent may not have. An experienced agent brings know how, stability and confidence with vast knowledge of the industry. Newer agents bring fresh ideas, more recent education in emerging fields as well as the technological aspects of marketing strategies in real estate. With The Mayo Home Team, you don’t have to choose between a newer or more seasoned agent, you will have all three of us at your side. Our dynamic personalities and diverse skills as Realtors will be beneficial to your unique needs as we can provide you with an unparalleled experience.

Please RSVP online or by calling 360-293-7911. Gifts for the giveaway are welcome!

board member profile

Lori Maul

Lori grew up in Maple Valley, WA and graduated from the University of Washington with a focus on textiles and fiber arts. Lori then moved to Friday Harbor and the Big Island of Hawaii before happily returning home in 2003. Her professional career includes business administration, human resource management, and fundraising. She has worked for many companies, both for-profit and non-profit, and always had a side business designing and creating hand knit garments.

She and her husband, Dan, moved from Kirkland to their home on Cornet Bay in the summer of 2014. Lori feels most at home in the islands. She has been pleasantly surprised by the friendly and sincerely kind, caring, and interesting people she has met since moving here.

In the summer of 2014, Lori and Dan opened Classic Style and Company, a women’s boutique featuring specialty and locally handmade clothing, including her hand-knit sweaters. In 2015, they opened Fidalgo Artisan Yarn Company, featuring luxury hand-dyed yarns. Both are located at 711 Commercial Avenue. Dan is the ‘senior consultant,’ delivery man, recycler, corporate shopper, handyman, chair puller, conversationalist, cheerleader, door opener and all around great guy for both businesses. Lori is the shopkeeper, payroll specialist, yarn dyer, knitter, listener, buyer, merchandiser, and smiler. They are enjoying the businesses immensely.

Lori joined the board last fall. Her interests include community involvement, finance, and business administration. She hopes to assist the chamber with planning, strategic involvement, and growth. Lori leads the retail committee, was a member of the destination marketing group in 2015, and was briefly part of the marketing/promotions division a few years ago. Lori hopes to be an active participant and to provide an independent retail shop perspective when discussing issues.

Besides her husband and fiber arts, Lori’s other passion is gardening. When guests come to the house for dinner, they often ask about her bonsai collection. Each spring she brings her finest flowering azalea bonsai into the shop for all to enjoy. Stop by sometime in April to see!
It's Up to You! - Buy Local

Here we are at the close of another holiday season when consumers become shoppers extraordinaire. However, something’s different across our country. Large-scale online companies have grown geometrically while cannibalizing store, catalogue and other channels of retail sales. Smaller family-owned retailers and online businesses, especially in small towns, are being dramatically impacted this season.

The small town impact is evident with many smaller stores closing during 2017, however, the real story will play out in the first months of 2018 when snowbirds travel to the warm climates and shopping is traditionally muted.

Most small town residents cherish their picturesque vintage downtowns with special retail shops and services. Unfortunately, every online purchase that could be made locally decreases the sustainability of their cherished lifestyle. Amazon may be convenient, however, it’s important to balance your spending and make a commitment to preserving a quality of life choice.

Overheard in a small town retail store, a regular shopper visits their favorite store and the associate says, “I ordered that jacket you wanted and it’s here.” The customer says, “Oh, I don’t need it, I ordered it on Amazon.”

Let’s consider the reality of the effect of online disruption. Local small business owners are solicited every day for donations or raffle gifts by the schools, soccer teams, band members, hospital charities, auctions for the Soroptimist, hospice, rotary, etc. Yet most of the solicitors don’t shop in the stores and most of the largest organizations, city, county, state agencies, all buy their supplies from Amazon, not from the local businesses. Hardly a thought is given to the fact that everyone expects the local businesses to support their requests. Meanwhile, an online purchase may not provide any revenue to support local small businesses, their owners or employees. Online sales tax is paid to state and local government to spend as they wish.

The biggest loss is the multiplier effect. When a local or small business is supported, most of the revenue is multiplied into more economic growth in the community. Benefits include residential and commercial real estate developments, office supplies, and owner and employee payroll revenue which come back to build the local community.

Here is what you can do:
1. Every time you think about making an online purchase, ask yourself, “Can I make this purchase locally?” As an example, instead of ordering a ladder from Amazon, pick it up at your local hardware store such as Ace or Home Depot or Lowes or purchase a pair of shoes from a locally owned store, like New Balance. If online is your preference, order from the manufacturer whenever possible.
2. Require your local city, county and state governments to reinvest all online sales tax revenue for the benefit of local retailers just like visitor taxes are used to support local tourism.
3. Request that all local, regional and state governments or public agencies make every purchase possible in their local community. This means cities, counties, school districts, transportation, hospitals, etc.

It’s up to you to make a difference. Buying online may be convenient; however, buying local builds and sustains your quality of life!

This article was provided by Duane Knapp. Duane Knapp is a Brand Scientist, president/founder of BrandStrategy, Inc., the author of four books including The BrandPromise® and has advised over 400 brands in 17 countries. Visit www.brandstrategy.com for more information.

The Dash and Splash is a combination of a 5K Fun Run/Walk and a Polar Plunge.
Participants can choose to select their event: the 5K Fun Run/Walk (Dash), the Polar Plunge (Splash), or both the Polar Plunge and 5K (Dash and Splash).

The Anacortes event will be held January 27, 2018 at Seafarers Park. Registration/check-in will began at 9:00am. The 5K Fun Run/Walk will start at 11:00am. An awards ceremony, raffle drawing and costume contest will begin at 12:15, followed by the group plunge. Participants can join as part of a team, as an individual plunger or stay in the chicken coop (raise money, get the t-shirt, stay out of the water). Participants can register online at: https://impact.sowa.org/DashandSplashAnacortes2018.
10th Annual Anacortes Spring Wine Festival

The nights may be long right now, but blooming tulips, sunshine and the Spring Wine Festival are just around the corner on April 7th! This annual event brings over 1,000 visitors to Anacortes for weekend of wine tasting, winemaker dinners, and local shopping and dining. 2017 was a tremendous success, just look at our reviews below. We look forward to the continued growth of this event since its inception thanks to our community partnerships and volunteers.

Sponsorship of the Anacortes Spring Wine Festival is a great way to promote your business to an engaged audience, connect with the community and reach new customers. Opportunities are available with online promotion as well as print and event exposure. We are also looking for items for our VIP swag bags so if you are interested in promoting your business through that just let us know. We would need 200 promotional items no later than March 15th. If you need ideas for this, just give us a call! Please contact Nancy Rytand-Carey at the chamber 360-293-7911, for further information.

Tickets on sale now!
VIP Admission $80, from 12 noon to 5:00pm
General Admission $55, from 1:30pm to 5:00pm
Tickets include etched tasting glass, unlimited wine tasting, food bites, plus chocolate & cheese tastings.
anacortes.org/spring-wine-festival
2018 ambassadors

Brandon Carter - Robert W Baird
Jeremy Carter - Washington National Guard
Harley Fowler - Sherwin-Williams Paint Store
Barry Harter - Central Payment Corporation
Rich Heidecker - Youth Dynamics
Mindy Holland - Interpreting Technology
Jeri Kaufman - Welcome Wagon
Dan Maul - Classic Style & Company
Jessica Nguyen - Peoples Bank
Amber Rains - Bank of the Pacific
Richard Riddell - Edward Jones
Bill Robards - North Sound Pest Solutions
Stacey Rustad-Smith - Tammy Cotton Farmers Insurance Agency
Sarah Sanders - Cap Sante Court Retirement Community
Veronica Spencer - Take Shape For Life
Mary Staley - Marketing WITH Mary
Brianna Vyrostek - Bob’s Chowder Bar & BBQ Salmon
Charles Yousling - Waddell & Reed Inc
Heather Zelazowski - Bank of the Pacific

member renewals

- Cascade Resources and Consulting
- Coldwell Banker Bain
- Edward Jones - Elliott Johnson, LFP
- Estvold, Marc L. AIA
- How It Works
- Oppel, Curt @ John L Scott Real Estate
- Pioneer Tree Service & Landscaping, Inc.
- Thrive Community Fitness
- Vivi’s Kitchen

We kicked off 2018 with the "State of the School District" presentation from Dr. Wenzel for our monthly luncheon.

Fantastic Business After Hours held at 48° North, Landed Gentry Homes & Communities latest development on January 18th.

Interested in joining the Ambassador Committee? Lots of opportunity to network even more and be hands on involved with our growing chamber! Just give Sandy Swartos a call at the office, 360-293-7911.
ambassador profile

Heather Zelazowski

Heather moved to the Skagit Valley from South Texas when her parents remarried each other in 1989. Transitioning halfway through high school and over 2500 miles away wasn’t easy. She says the Navy brought her here, but the scenery has made the Pacific Northwest her home ever since.

She joined the team at Bank of the Pacific in September of 2016 and became an ambassador for the Anacortes Chamber of Commerce the following March. Heather has enjoyed spending time with everyone at ambassador meetings, chamber luncheons, and volunteering at the Waterfront poster unveiling and set up for the Spring Wine Festival. Heather believes in supporting the community and doesn’t hesitate to venture out to businesses to say thank you.

In her free time, Heather loves gardening, playing fantasy football, eating good food, and of course hanging out with her two sons, Kevin (22) and Zack (17), who love the outdoors. One of their favorite activities together is taking the convertible out for a Sunday drive on the backroads.

As Heather explores and learns more about Anacortes she can’t help but stay excited for another fun-filled year in Anacortes. She plans to be even more involved with community events throughout 2018.

keep the cheer here

For the fourth year, local merchants joined together by investing in Keep the Cheer Here. This year has truly been a focus back on the local shoppers, with a strong message of how keeping your holiday dollars in town supports our businesses, our friends, and our neighbors.

One of the relationship building aspects of the program is seeing the customers slow down, and stop to chat when they take out their punch cards. Shoppers get to know the people that they are purchasing from, and the merchants get to create a connection with their customer. It’s one way of building on our Promise - we are moving from a good, to a great, to a one-of-a-kind experience!

This year, some of our weekly prize winners were also shoppers who came to the island as guests - they live full time in Island or San Juan counties, and chose to shop on Fidalgo Island. Their comments back to us, when they came to get their prizes, mirrored each other’s. “This program is so cool, I love it!” or “Oh, wow! I never win anything! Thank you!”

For the first time ever, we also offered chamber members the opportunity to have their logo attached to both sides of the horse-drawn trolley that came through the downtown area on Saturdays in December. We estimate that over 2,000 people riding the trolley saw their logo sponsorship, and we were able to use these funds to advertise the holiday festivities that the island offers.
chamber officers

Executive Board

CHAIRMAN
Mary LaFleur ALT Insurance

VICE CHAIRMAN
John Olsen Ancortes Oil & Vinegar Bar

TREASURER
Gina Walsh Peoples Bank

BOARD MEMBER AT LARGE
Dennis Richards Island Hospital

PAST CHAIRMAN
Brian Johnson Ancortes Construction Services

Board of Directors

Sandra Benton Think Studios
Cory Ertel Shell Puget Sound Refinery
Kristi Gabrielse Windermere
Mayor Laurie Gere City of Anacortes
Matt Gill Andeavor
Barry Harter Central Payment Corporation
Diana Jordan-New Bank of the Pacific
Lori Maul Classic Style & Company
Reid Meyers Law Office of Reid E Meyers
Jeff Pleet Edward Jones
Leslie Powell Lighthouse Memory Care
Teresa Wainman San Juan Lanes Bar & Grill
Mark Wenzel Ancortes School District
Allen Workman John L. Scott
Dan Worra Port of Anacortes

Chamber Staff

Stephanie Hamilton President
Sandy Swartos Visitor Information & Operations Director
Amanda Hubik Marketing & Promotions Director
Nancy Rytand-Carey Events & Communications Director
Kristi Daniels & Crystal Johnson Licensing Sub-Agents

vic (visitor information center) statistics

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<tr>
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<th>December 2017</th>
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Thank you, volunteers!

Visit us on the web at www.anacortes.org

Vote YES for schools on February 13, 2018

- Anacortes School District is among top-ranked districts in the state
- Strong schools support the local economy
- Both replacement levies combined are less than the current local levy amount

Join us in voting Yes!

It's a vote that supports the whole community

Coast in. Hang out.