



Volume 14 / Issue 2

Calendar

FEBRUARY 2004

- FEBRUARY 5**
Chamber Ambassador Lunch, 11:45 a.m.
- FEBRUARY 5-21**
A.C.T Theatre "The Lion In Winter" Info: 293-6829
- FEBRUARY 6**
First Friday Artwalk, info: 293-6938
- FEBRUARY 11**
Destination Downtown Board meeting/planning session, 2-5 p.m. at Chamber offices
- FEBRUARY 12**
President's Luncheon, Mayor Maxwell, noon at 3001 R Ave. Contact the Chamber for reservations: 293-7911.
- FEBRUARY 13**
Anacortes Museum Winter Talk Series "Preserving Precious Heirlooms" Info: Cheryl 293-1915
- FEBRUARY 18**
Waterfront Festival Meeting 8 a.m.
- FEBRUARY 19**
Business After Hours at Adrift
- FEBRUARY 24**
Chamber Board Meeting
Executive Board: 3 p.m.; Full Board: 4 p.m.

Mayor Maxwell to Give State Of The City Address at Feb. 12 President's Luncheon

Calling all Chamber members and guests! Join Chamber President Randy Burgess for the **President's Luncheon** on Thursday February 12 at noon as he welcomes Anacortes Mayor Dean Maxwell who will deliver his *2004 State of the City* address.



Mayor Maxwell will discuss important issues facing

Anacortes and review accomplishments of the past year.

The February luncheon is sponsored by **Regence BlueShield**, catered by **Emerald Bay**

Events and will be held at the **Salvation Army**, 3001 R Avenue, Anacortes. The cost is \$15. You *must* R.S.V.P. to the Chamber at info@Anacortes.org or call 293-7911.

Please indicate at the time of your reservation if you prefer the vegetarian alternative. (If you need to cancel you reservation you must do so at least 24 hours in advance to avoid full billing).

County Chamber Leaders Install New Board Members

Presidents from the seven Skagit County Chambers of Commerce came together at a Jan. 22 banquet in LaConner's Maple Hall to jointly install their new board members and officers, and to recognize those continuing and those finishing their terms on their respective boards. Anacortes, Burlington, LaConner, Mount Vernon, Sedro-Wooley, North Cascades and Concrete Chambers were represented.

The event was produced by the Skagit County Chamber Executive Directors Association (SCCEDA), and was the first of its kind in Skagit County.

In addition to recognizing board members, each Chamber President was given the

continued on back page

Regence Blue Shield Sponsors Luncheon

Regence BlueShield is one of Washington State's largest health plans, serving more than one million members. Regence BlueShield is a not-for-profit company, with offices in Burlington, Seattle and Tacoma. It provides a wide option of coverages to individuals and companies.

The company is an affiliate of The Regence Group, which is made up of independent Blue Cross and/or Blue Shield plans in Oregon, Washington, Utah and Idaho. It is an independent licensee of the Chicago-based Blue Cross and



Blue Shield Association, the largest health insurance organization in the United States. Regence BlueShield was founded in Washington 87 years ago, and is advised by a local board of directors that includes business leaders, medical professionals and consumer representatives.

Regence BlueShield is pleased to sponsor the Chamber's President's Luncheon.





THE DIRECTOR'S CHAIR

Annual Planning Session Produces Clear Vision For The Future

I am excited to report that the Chamber board of directors and staff have returned from the Chamber's annual planning session, held this year in Port Townsend, armed with a set of work plans that will build on the accomplishments of the past year and position us nicely for further achievements in the next number of years.

President Randy Burgess led the day-and-a-half retreat (or *advance* as we prefer to call it), where a number of issues were discussed and strategized.

Among those items were plans to continue expanding our member services and benefits, the further development of the Chamber's "Destination Downtown Anacortes" division and a significant effort to put in place a local economic development committee lead by the Chamber. These goals may appear familiar to you, as they were the key elements of the Chamber's work plan for 2003.

During 2003 we enhanced our member services and benefits by adding events like the monthly *Business After Hours*, *President's Luncheon* and quarterly programs like the *Business Connections Breakfast* and the *Business Seminar Series*. We also significantly upgraded our Chamber web site, www.Anacortes.org.

Our festivals and community events shone in 2003 as well. The *Waterfront Festival* enjoyed the largest number of vendors, activities and participants on record, as did *Shipwreck Day*. The *Fall Festival* and *Downtown Trick-or-Treating* also experienced growth this year, and the *Anacortes Christmas Festival* was estab-



Michael Broome

lished as a collection of fun and exciting Holiday events designed to draw people to Anacortes during this festive time of year.

In the tourism department, we produced two separate television commercials that appeared on Northwest Cable News and King Five television. For that particular project, we applied for and received a \$10,000 matching

grant from Belo Broadcasting, which gave us a significant television presence. We partnered with Butchart Gardens, Tourism Victoria, the Town of Sidney and Washington State Ferries on a campaign to announce the return of the International Run in April. We also secured the lead page in the islands region of the Washington State Visitor Guide and a full page in the official San Juan Islands Visitor Guide.

The Chamber established *Destination Downtown Anacortes* (DDA) to focus on revitalizing the downtown area following the National MainStreet model. We elected a 15-person board to help steer the division and accomplish the goals and objectives identified through a community visioning session. Most recently, we hired Nancy Jankelson to be the director of the DDA program.

Our Beautification Committee added lamp pole banners to their list of projects, which now display from 36th Street to 2nd Street on Commercial Avenue.

One area that we did not enjoy as much success as we had hoped was in the establishment of a local economic development committee. Although we had a great response and turnout at a community fo-

rum held in April last year, we did not get the committee organized with a set of work plans. That, however, will change in 2004 now that the other projects from last year are well under way.

The board has committed to making economic development a top priority this year and I am confident we will see great strides in this area. We have a lengthy list of names of people who have expressed interest in participating on this committee from the earlier sessions, and we plan to call on those people for their input and involvement.

Stay tuned for a great year and please know that your comments and feedback are always welcome.

Business After Hours

February's **Business After Hours** will be held at one of our newest member's businesses – **Adrift** in downtown Anacortes.



Owner Nicole Holbert and her staff will host the popular monthly networking social on **Thursday, February 19** from 5:30 to 7 p.m. in their new location at 510 Commercial Avenue, Anacortes.

Adrift is housed in the recently restored "Wells Building," the owners of which were recognized by the Chamber in 2003 with a beautification award for the extensive restoration work done on the building.

Come and enjoy hors' d'oeuvres, beverages, door prizes and the opportunity to network.



Chamber Director Completes First Year of Four-Year Development Program

Anacortes Chamber Executive Director Michael Broome recently completed a week-long professional development program with *Institute for Organization Management*, held January 4-8 at the University of Arizona in Tucson.

For more than 80 years, chambers and associations have used Institute as a training platform for the professional development of their future leaders. Participants receive training in leadership, chamber and association management competencies, as well as targeted curriculum in membership,

technology, and financial management.

Participants can earn points toward the Certified Chamber Executive (CCE) or Certified Association Executive (CAE) designations. In addition, graduates of Institute receive the IOM recognition, signifying completion of more than 90 hours of non-profit study and dedication to the nonprofit profession.

The Institute program offered at the University of Arizona by the U.S. Chamber of Commerce is one of five Institute programs held each year at U.S. college campuses.



Bill and Kayleen Sevieri (left and center) are joined by friend Kathryn Christmas and others at Quality Log & Lindal Cedar Homes by Sevieri during the December "Business After Hours". The hosts as well as Anaco Bay Inn, Oak Harbor Custom Flooring and RiverCity Screen Printing provided great doorprizes.

DOWNTOWN DOINGS

Chamber Staff Grows With Addition of Downtown Director

Anacortes Chamber Executive Director Michael Broome expressed his pleasure in announcing that Nancy Jankelson has joined the Chamber staff as director of its **Destination Downtown Anacortes** division (DDA). Her position is part-time to begin, with the goal of becoming full-time by year's end or early 2005. Broome said, "We continue to move forward with the steps identified in 2003 that will contribute to the implementation of a successful downtown revitalization program." He added, "It is exciting to see elements of our vision become reality one by one."

Early in 2003 the Chamber contracted with the Mainstreet National Trust to facilitate a community visioning session that outlined the main priorities in regard to downtown revitalization for Anacortes. A divisional board of fifteen stakeholders

was then established to help identify and achieve the goals and objectives of the DDA. The DDA divisional board is chaired by Jean Fantini of **Donatello Flowers & Gifts** with Duane Clark of **Cap Sante Retirement Community** serving as Vice Chair. Other DDA board members include representatives from the business community, the **City of Anacortes**, the **Port of Anacortes**, and the **Anacortes Historic Preservation Society**.

Jankelson helped open and currently manages **Penguin Coffee**. She accepted a position on the Chamber board of directors this past August to fill a seat vacated by Tommy Tomlinson of **Chandler's Square** and would have continued in that capacity had she not accepted the staff position. Her departure from the board means President Randy Burgess and the Executive Board will be charged with finding a suitable replacement to fill her position.

Nancy has already begun introducing herself to downtown businesses, gathering information and continuing to build rela-

tionships with business owners and managers in the downtown core and beyond.

She will work closely with the DDA board and Broome to ensure the objectives, projects and timelines are of the DDA are met. Jankelson said she was excited to begin her new position and was looking forward to the challenges and opportunities that lay ahead for downtown Anacortes.

We've moved! New location: 602 Commercial Ave.

how can nature help protect your color-treated hair?

Red

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FEATURED BUSINESS

Biz Point Communications

Biz Point Communications, located on Fidalgo Island's Biz Point, provides a range of writing, marketing, and brand development services. Biz Point principal, Jan Hersey, combines major industry experience with a small-town, journalistic perspective, one in which every person has a valuable story to tell, an important message to communicate.



Says Hersey, "The ideas and strategies behind corporate marketing can be utilized by even the smallest businesses: identify those characteristics—that vision—that make your company unique, know who you're speaking to, and communicate in a clear, consistent, and creative way."

Hersey's writing career includes producing a full range of marketing materials

and corporate communications for such major brand name companies as Drexel Heritage, Nautica, Waverly, Tommy Bahama, and Lexington Furniture. As a freelance journalist, she has written feature and news stories for newspapers and magazines, and a full spectrum of business documents, including website copy, speeches, newsletters, and video scripts.

She has taught business writing through Duke University and the North Carolina Writers' Network Business and Technical Writing Program. Her book on the craft of painted canvas rugs, *The Complete Book of Floorcloths*, has sold more than 35,000 copies.

"Today, businesses must communicate in multiple ways to reach people wherever they are, 24/7," Hersey says, adding, "By communicating effectively—and being true to your word—you build valuable, rewarding, and lasting relationships."

Contact Biz Point Communications at (360) 588-1142 or jan.hersey@comcast.net. Have an idea? Let's bounce it around. Consultations are free of charge.

After Hours at Penguin Coffee



It was chilly outside but warm and aromatic inside Penguin Coffee at the January "Business After Hours." Special thanks to Aaron Howell and Nancy Jankelson for hosting and to KLKI Radio, Donatello Flowers & Gifts and Penguin Coffee for sponsoring some great door prizes.

Caught in the Act of Doing Business



Food Pavilion produce manager Joel Chandler serves up a smile and fresh grapes at the busy Anacortes store.

Business Connections



It was a good turnout for January's "Business Connections Breakfast" where fast-paced networking was the name of the game. Wallgren Tire Center/Les Schwab and Steve Daly – Edward Jones sponsored door prizes.

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Membership Renewals

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 Anacortes Arts Festival
 Anacortes Elks #1204
 Anacortes Financial Associates
 Anacortes Inn
 Anacortes Plumbing
 Anacortes Senior Center
 B & B Association of San Juan Island
 Berentson Public Relations
 Cap Sante Marine, Ltd.
 Cascade Natural Gas
 Cheryl Bruemmer Mary Kay Cosmetics
 Chicago Title Company "Island Division
 City of Anacortes
 Concrete Nor'West
 Dakota Creek Industries
 David Cortelyou
 Donatello Flowers & Gifts
 Emerald Bay Events
 Fidalgo Animal Med. Center
 Food Pavillon
 Georgio's Subs
 Homeplace Special Care Center
 Horizon Bank
 How It Works
 Island Hospital
 James E. Anderson P.S.
 Jennings Chiropractic

KBRC / KAPS Radio
 Left Bank Antiques
 Mike Young
 Oasys Inc.
 Otters Pond Bed & Breakfast of Orcas Island
 Pacific Northwest Bank
 Reisner Distributor
 RIS Insurance
 Ron Smith & Associates
 Salvation Army
 San Juan Lanes Stork's Restaurant
 Sheely's Floral & Gifts
 Ship Harbor Yacht Charters
 Simmonds Glass
 Skagit State Bank
 Tracys
 Transpac Marinas
 Trust Accounting Center
 Upstage Boutique & Men's Store
 Vintage Investments, Inc
 Wallgren Tire Center/Les Schwab
 Washington Federal Savings
 Watermark Book Co.
 Wells Fargo & Co
 Wells Fargo Home Mortgage, Inc.
 Whidbey Island Bank
 Windermere Real Estate

CHAMBER MEMBER NEWS NOTES

■ On Valentine's Day **Soroptimist International Fidalgo Island and Island Hospital** present a day of heart care with two FREE events... **Women & Heart Disease**, will feature a panel of physicians and therapists discussing the latest information women need to know about maintaining a healthy heart. The free event will be held 10 a.m. to noon on Saturday, February 14 at the Island Hospital Conference Rooms. Registration is required. Call 299-1367

The second event is "**Family & Friends CPR**." (Participants must be at least 12 years old) from 1 to 5 p.m. on Saturday, February 14 in the Island Hospital Conference Rooms. Call 299-1367 to register.

■ On February 13 the **Anacortes Museum** is sponsoring a panel discussion on how to preserve those precious family items such as photographs, papers and textiles. Experts will discuss proper techniques and resources and give handy hints on how to pack those mementos away safely for future generations to enjoy. On February 27 Garry Cline, Anacortes Museum Director, will present a talk on the historic boats of Anacortes. He will examine their importance to our town and how they may best be remembered. Both talks will be held in the main library meeting room from 7- 8:30 p.m. These are free events and the public is invited to attend.

Welcome New Members

Adrift

Yummy food prepared from local products (organic produce, fish, and cheese) in an elegant and artistic atmosphere.

Nicole Holbert
 510 Commercial Ave.
 Anacortes, WA 98221
 360-588-0653

Cyber One Mortgage / Interior Art Design

Loan consulting residential & commercial, purchase & refinance. Interior design & art consultant.

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VIC Statistics

THANK YOU VOLUNTEERS!

DECEMBER 2003

Visitors.....626 (2002 - 654)
Phone Calls.....216 (2002 - 59)
Information Requests34 (2002 - 31)
Relocation Packets.....26 (2002 - 31)
Web Sessions.....11,571 (2002 - 5,881)

Executive Board

Executive Board

PRESIDENT
Randy Burgess / Ace Hardware
PRESIDENT-ELECT
Pam Allen / Anaco Inn / Anaco Bay Inn
SECRETARY
Jean Fantini / Donatello Flowers & Gifts
TREASURER
Mike Keller / Scott Richards Insurance
IMMEDIATE PAST PRESIDENT
Steve Henery / Skagit State Bank
EXECUTIVE DIRECTOR
Michael Broome

Board of Directors

Shane Aggergaard / Island Adventure Charters
Bill Berry / KLKI Radio
Gretchen Buchmeyer / Shell Puget Sound Refinery
Dianna Chonka / Cap Sante Marine, Ltd.
Mike King* / City of Anacortes
Vince Oliver*/ Island Hospital
Dan Porter / Tesoro Refining & Marketing Company
Rick Sadler / Frontier Industries
Dan Stahl* / Port of Anacortes
Nels Strandberg / Strandberg Constructions
Gene Tanaka / T Bailey Inc.

* ex-officio

Staff

EXECUTIVE DIRECTOR
Michael Broome
EVENTS COORDINATOR/VIC MANAGER
Beth Prins
MEMBERSHIP SERVICES
Sue Keller
ACCOUNTS MANAGER
Kathleen Hobbs
DIRECTOR, DESTINATION DOWNTOWN ANACORTES
Nancy Jankelson

LICENSING SUB-AGENTS
April Conger
Betsy Rogers
Janette Gage

County-wide Installation, *continued from page 1*

opportunity to highlight accomplishments of 2003 and share their vision for 2004. A capacity crowd made up of Chamber members, public officials and members of the media was in attendance.

New to the Anacortes Chamber board are Bill Berry of **KLKI Radio**, Dianna Chonka of **Cap Sante Marine** and Nels Strandberg of **Strandberg Construction**.

Continuing on the Chamber board are President Randy Burgess of **Ace Hardware**, President-elect Pam Allen of **Anaco Inn** and **Anaco Bay Inn**, Past President Steve Henery of **Skagit State Bank**, Treasurer Mike Keller of **Scott Richards Insurance**, Secretary Jean Fantini of **Donatello**



Left to right: Chamber Presidents Larry Clark of Mount Vernon, Bob Finkbohner of Burlington, Bob Chase of LaConner, June Slayden of Sedro-Wooley and Randy Burgess of Anacortes. Presidents from Concrete and North Cascades were not available at the time of photo.

Flowers and Gifts, Gene Tanaka of **T Bailey**, Rick Sadler of **Frontier Building Supply**, Shane Aggergaard of **Island Adventures**, Dan Porter of **Tesoro Refining & Marketing Company**, Vince Oliver of **Island Hospital**, **City of Anacortes** Chief of Police Mike King, Gretchen Buchmeyer of **Shell Puget Sound Refinery**, and Dan Stahl of the **Port of Anacortes**.

Leaving the board after completing their terms are Jerry Meier of **Simmonds Glass**, Chris Sherman of **Scott Milo at the Framemaker** and Duane Clark of **Cap Sante Court**.

Thanks to all of these people for their participation and dedication to the Anacortes Chamber of Commerce.



Anacortes
Chamber of Commerce
819 Commercial Ave., Suite F
Anacortes, WA 98221

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