



THE ANACORTES COMMUNICATOR

The Newsletter of the Anacortes Chamber of Commerce

Volume 21 / Issue 7

calendar

| | |
|--|---------------------|
| Tuesday, July 5 | 3:00 pm |
| Marketing & Promotions Division Meeting | |
| Chamber Office | |
| Thursday, July 7 | 11:45 am |
| Ambassador Lunch Meeting | |
| Chamber Office | |
| Tuesday, July 12 | 2:45 pm |
| Membership Division Meeting | |
| Chamber Office | |
| Wednesday, July 13 | 3:30 pm |
| Economic Development Division Meeting | |
| Chamber Office | |
| Thursday, July 14 | 1:00 pm |
| Governmental Affairs Division Meeting | |
| Chamber Office | |
| Thursday, July 14 | 3:00–6:00 pm |
| Summer Potluck & Garden Party | |
| Heart of Anacortes | |
| Friday, July 15 | 10:30 am |
| Finance/Executive Meeting | |
| Chamber Office | |
| Tuesday, July 19 | 3:45 pm |
| Board of Directors Meeting | |
| TBD | |
| Thursday, July 21 | 5:30–7:00 pm |
| Business After Hours | |
| Quantum Construction | |
| Tuesday, July 26 | 9:00 am |
| VIC Volunteer Meeting | |
| Chamber Office | |

chamber luncheon

Summer Potluck & Garden Party

Come celebrate summer in the beautiful **Heart of Anacortes** garden hosted by **How It Works**. This is a potluck event so whip up your Aunt Lemona's special sour cream pie, Uncle Maudell's whiskey baked beans, or Grandma Hattie's (secret family recipe) buttermilk fried chicken! Beer will be available from **Rockfish Grill** for \$3/pint in the Heart garden. The party is on Thursday, July 14, and it starts at 3pm and lasts until 6pm. Be sure to bring a give-away-gift for the summer drawing!

Don your best (or worst!)—Bermudas, sun hats, flip-flops... prizes for the best! The Heart of Anacortes is located at 1014 4th Street. Please RSVP to the chamber at (360) 293-7911.



business after hours

Quantum Construction

Quantum Construction is a local commercial, residential and Built Green construction company. Quantum has been serving Skagit Valley since 1984 and has been owned by Karin and Mike Baldwin since 2005. The Quantum team tackles projects including residential remodels, new homes, store and restaurant improvements, new commercial buildings and major commercial complexes.

The event is co-sponsored by **Avenue Catering**, the premier catering company for Greater Western Washington with menus ranging from finger foods to fine dining. Avenue will be grilling up steak sandwiches onsite. Stop by to meet Bob and Barbara Atterberry, the driving force behind Avenue, Bob's Chowder Bar and Flounder Bob's! Quantum is located at 12761 Quantum Lane. The after hours is on Thursday, July 21, and runs 5:30–7pm. Please RSVP to the chamber at (360) 293-7911, and be sure to bring a gift for the give-away!

The After Hours will feature:

- A chance to try construction equipment for prizes!
- Special prize drawings!
- Callebaut Chocolate Fountain
- See our newly remodeled conference room!
- See how Quantum builds our community!
- And a special unveiling of our new division!



cornerstone members



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a message from the president

Facebook, Twitter, My Website—Help!!!

One of the biggest changes in conducting business today is the internet. It has taken us 20+ years—but yes now we can conduct business via email. About 30% of my customer payments are coming in electronically, though invoices and statements still go out by snail mail—but that is changing. My fax machine is now going the way of my old typewriter. I feel pretty good that all of my faxes now go to my email. I am making some progress.

My website is never as up to date as I would like it to be. My graphic designer and webmaster are always waiting for me to write up the next great thing and direct the graphics. Who has quiet time to write when running a business? Oh, by the way, I now have four web sites I am trying to keep up to date. What was I thinking?

My e-commerce site is making money for me by keeping its doors open 24/7 but it is not "interfaced" to my accounting on Quickbooks requiring double-entry!!! I am amazed by the sleep deprived customers who place orders at 3am.

My business friends keep asking me when I will be making regular posts to my business Facebook. I have a smart phone which is much smarter than I am and my "friends" keep asking me when I will start sending out Tweets!!! Does this sound like you? Do you share my pain as a business person and chamber member? There is a reason to this rant in this column. Your Anacortes Chamber is looking to the future and how we can help our members be more competitive and better marketers through the internet. More on this later.

While the internet has brought new, low cost, options for communication and marketing, it has added a new layer of challenges and quite frankly it is still complicated and without standards. Talk to any of your fellow chamber business members and we are all running a "custom" configuration. Aren't we lucky!

Internet shopping for many of our members is creating new competition, for others it is creating new opportunities. For those with physical storefronts, you still have the advantage of your personalized service and the personality of your store, something missing in the online experience. Keep that in mind when you think about the Amazons of the world and whether they are going to take all of your customers and sales. They still cannot give the level of personalized service you can and you have the option of broadening your business outside of your storefront through the internet—if you have the time to nurture and grow a new business on the internet. Think of it as a new business because it has its own rules and takes a fair amount of time to set it up and make it work.

Now, just when you think you have an online presence, here comes social media through Facebook, Twitter and other tools to connect to our customers. For many of us, we don't understand these new communications channels and we would prefer to market our businesses the way we always have been. For some this will work, but for many we can make our businesses more successful and profitable using these new tools.

I became a convert last fall when the chamber began to market our new Oktoberfest *Beer on the Pier* event through Facebook. We encouraged our participating brewmasters to get the word out—and like magic the word got out to tens of thousands of beer fanatics, many who made plans and did come to Anacortes to join the fun for our first time event. How did this happen? Through a few key strokes the brewmasters took our announcement on Facebook and forwarded it to all their Facebook friends, many who went further and sent it to their list of friends. The word of our Oktoberfest spread out like a spiderweb and our event rode on the power of our brewmaster's Facebook mailing lists. I used the legacy term "mailing list" to make

the point that this is THE new, more efficient means of "direct mail" and it costs very little to nothing but our time and creativity to develop and write a strong compelling message.

Our Chamber Economic Development Division is looking and learning about all of these new tools under our "Electronic - Connect the Dots" initiative to determine how as a chamber we can help you and our other members to effectively use these new tools for marketing and communicating for our businesses. We have made great strides over the last year to improve the chamber's web site to make it more useful for tourism visitors and for companies who might be considering moving or expanding their business and bringing new jobs to Anacortes. The chamber is using Facebook and will soon start to use Twitter. We have seen how they work and we are working to see how we can extend our knowledge and the buying power of our 460 members to develop internet solutions to better market our goods and services cost effectively.

Interested in learning more? Email us at the chamber and let us know if you are interested in seminars or using some of the new electronic services for your business. A survey will be going out in July to survey our members on their interest and needs for their internet efforts. If the interest is there we may start offering more programs to support our members. Meanwhile, I am going to go back to writing copy for my website. Have a successful summer season.





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member profile

Old Town Bakery

It has always been a vision to have a bakery that has the best local, natural and if possible organic ingredients for a healthier baked alternative for owners Terri and Craig. Each of Old Town Bakery Co creations incorporate organic and natural ingredients for the best and healthiest alternative. A treat does not have to equal unhealthy, if it has whole ingredients, such as real fruit and real grains, to supply the body with real nutrients. And our savories are second to none. Savory scones and cheese cakes. Old Town Bakery has quiche, popovers, fruit cups, and Greek yogurts for a different breakfast choice.

Terri makes her own cheese for her creations of tiramisu and certain frostings or fillings. Their breads have whole grains and whole wheat with just the right amount of honey when needed. Their scones, pastries,

pies and cakes deserve the same real grain ingredients. Their gluten-free cookies, bread, muffins, cakes, macaroons, and more delight those who want a wheat free choice. Their sandwiches have been prepared with their special breads to increase the flavor of the chicken pesto, smoked salmon, zucchini patties and more. They love to see the enjoyment from their customers when they have tasted fun savories and treats made with the best.

Terri and Craig have enjoyed serving Anacortes and the surrounding areas with such tasty creations. They invite everyone to come, relax and let their inviting friendly staff serve you the best.

“Why did we move to this beautiful area? It was too hard to resist,” says Craig, who was transferred to this area from Idaho for his work in the agriculture industry. Terri fol-

lowed and found that Anacortes needed a bakery to serve the community. So in August 2010, Old Town Bakery Co became a business entity of the State of Washington. With a lot of work the bakery opened in November of 2010. Craig and Terri have enjoyed baking for Anacortes from that moment forward, and think it's fun to see everyone enjoy what Old Town Bakery Co offers.

Look in after hours, and you may see them up and dancing with the music—of course trying to sing. Come see what Old Town Bakery Co has for you.



meet your board

Bela Berghuys

When she was 18, Bela Berghuys came to the U.S. from The Netherlands to study communications at Western Washington University. Her mother, who had owned a B & B in Holland, followed shortly, buying **Islands Inn** in Anacortes in 1982, and opening La Petite restaurant in 1984. Asked to help out for a season, Bela is still there—25 years later—now, the inn's owner, manager, and whatever else is needed.

When, in 2002, La Petite closed temporarily, Bela (pronounced Bay-la) discovered her energies were better focused on the hotel and caring for her two sons. Cameron's Living-room Dining took over the dining space. But now that her sons are grown and Cameron's has moved downtown, Bela has put her own stamp back on the property—opening **Petite Wine Bar** in June, tucked behind Islands Inn

at 3401 Commercial.

The wine bar is the type of place Bela likes to go herself with a few friends, she says. Quiet and relaxed, it offers a small quality wine list put together by Doug Charles of Compass Wines—small, less-well-known vineyards with great wine at reasonable prices. You'll also find a selection of appetizers, soups, salads, and beers to enjoy, from 4–8pm, Tuesday–Saturday.

Collaborating with other businesses began for Bela upon joining the chamber and learning the power of a community voice. She now sits on the chamber's board of directors, the marketing and promotions division, and chairs the accommodations committee.

“I have learned so much from being a part of the chamber,” she says. “Business here is very different than in the Netherlands. There,”

she explains, “people speak only modestly about themselves or their business. Here—and today—it's a necessity to let people know what you have to offer them.” Joining forces with other businesses to offer Islands Inn lodging packaged with, for instance, tickets for a Deception Pass Tours jet boat ride or the Anacortes Wine Festival has proved an excellent way to attract new customers, she says.

And Anacortes has proved a wonderful place to put down roots. “I love to travel,” Bela says, “but every time I come home, I realize it's more beautiful here than anywhere I could go.”





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Oh Canada~

It's official, the ads aboard the Chelan ferry are up. The upstairs portion of the ferry is full of life size ads showing Anacortes to be a "must visit" destination. We will be tracking the QR code activity from the ads; look for more to come.

Boulevard magazine is our extended reach to the Victoria market reader with 46K copies distributed each month with strong reader demographics to travelers. Our ads will appear in the August and September issues and focus on weekend/holiday travel.

As we continue to work on bringing the ferry traffic to Shop, Stay, Eat and Play we will be broadening our scope of reach in the Canadian market. Over the next few weeks we will be placing full page advertisements, (informational advertising) in the Victoria Times Colonist to reach over 150K readers inviting the Canadian visitors to make Anacortes a destination and offering

local advertisers the opportunity to reach that market with low cost advertising. If you're interested in learning more about these advertising opportunities please contact Leah Hines 360.293.7911/ Lhines@anacortes.org



Shannon Point Marine Center hosted the June board meeting. Community outreach coordinator, Denise Crowe, took board members on a tour of the facility. Pictured here is a beautiful star fish.



Philip Prud'homme (Barrett Financial, Ltd.), last year's Anacortes Chamber of Commerce Leadership Skagit scholarship recipient, was chosen as one of 2011 graduating class speakers at an event celebrating the end of their nine month experience. "The program provides a good environment to grow and gives a more comprehensive view of what is going on in the county," said Prud'homme.

Summit Assistance Dogs

Summit Assistance Dogs has been announced the Day 28 winner in the *Toyota 100 Cars for Good* program. By winning the vote, Toyota will be donating a new Toyota Prius to Summit. This will allow Summit to redirect many thousands of dollars annually from mileage reimbursement and fuel expenses towards acquiring and placing even more highly skilled assistance dogs.

Toyota placed five organizations against each other in an online vote each day for 100 days. Summit was selected, as a finalist from more than 5000 organizations and Sunday June 5th was Summit's voting day. Summit received an overwhelming show of support earning over 45% of the total votes. This would not have been possible without the support of the Anacortes Chamber of Commerce and all of the members who supported us and we want to say thank you.

While we were sure we had run a very strong campaign and had high hopes, this victory was truly a surprise to us. One of our competitors is affiliated with a large national not-for-profit organization with a massive reach. This is a victory not only for Summit, but a victory for our programs, our graduates, our applicants and our dogs. It would not have been possible without you. Yes, this victory is truly yours. Whether you voted or not, helped to get the word out or not...just your support of Summit...its mission...its vision...its business model allowed us to market a truly premier program that remains true to making our community a better place.

Summit remains committed to changing the lives of people living with disabilities, rescuing shelter dogs and softening the hearts of incarcerated men through our prison program. We strive to be cost effective, to



not duplicate services and remain true to our mission and vision. If you would like to learn more about Summit Assistance Dogs, please visit: <http://www.summitdogs.org>

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Hot Deals

Have you checked out the Hot Deals button on the front page of Anacortes.org website? This is yet again another way we are helping you bring business to your doorstep. It's simple, any member can post one

and it takes little or no time. The results can be enormous during this time of year. With local staycations, discount websites and national cable shows focusing on savings/discounts Hot Deals are being noticed and used.

Best of all, when you post your "Hot Deal" on our website it is posted on Facebook too! Here are a few examples of what's currently available. Haven't logged on ChamberMaster in a while? Need some help getting started? Email Leah Hines at Lhines@anacortes.org

THE 56th Annual AN-O-CHORDS SUMMER SHOW AND BBQ
 "BARBERSHOP HARMONY EXTRAVAGANZA"
July 29, 30, 31
 Anacortes, Washington

Featuring:
 The 40 voice barbershop chorus—
The An-O-Chords!

HEADLINE QUARTET
 Top international quartet in their first Pacific Northwest performance:
The Franchise

PLUS
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the HHHHHHHHHHHH!

Tickets:
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 Call 360-679-7473 to reserve your tickets

Flounder Bob's Full Meal Deal!

Dinner for two? Flounder Bob's has the deal for you! Take **15% off** your bill when you order a minimum of one appetizer, 2 entrees and one dessert!

Mystic Sea Charters

Mystic Sea Charters is offering a special **\$69 deal** for locals and visitors to Anacortes who mention this HOT DEALS AD.

Rockfish Grill/Anacortes Brewery DINE FOR 9.99

Every Thursday, order any one topping pizza or burger and a pint of your favorite Anacortes beer for only **\$9.99!**

Please visit the online version of these Hot Deals to view any restrictions/limitations.

You can beautify the International Gateway—and name a street too! Only \$10!

The Anacortes Chamber of Commerce Beautification Committee has been working with the City of Anacortes and WSDOT to redesign the unlandscaped triangle property to the right heading up from the ferry terminal.

The redesign plan will include a flag area to recognize our sister cities—the Anacortes Sister Cities Association has agreed to fund that portion. Other features will include a rock river, islands of greenery, trees and a new welcome sign.

The cost of the redesign is projected to be \$25,000. We are working to raise these funds from the community. As part of the fundraising efforts, community members can purchase the chance to name the street that is just west of the property.

\$10 will enter you into the drawing • 25 finalists' entries will be screened for appropriateness 1 winner will be randomly chosen from the finalists

Enter more than once!
Increase your chances, and help us meet our goal!
 Entry forms available on our Web site at www.anacortes.org

Wildlife name? Historical name?
 Your business or club's name?
 Your family name?



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ambassador profile

Leileah Petty

Leileah Petty was born in Skagit County in the city of Mount Vernon. Other than a short time living in Louisiana she has spent the majority of her life in Anacortes. She attended Skagit Valley College for paralegal studies. In the middle of her second year of college she married Jeremy, a sailor in United States Navy, which took her to south Texas for a couple years. While employed as a paralegal she was able to finish her college degree, receiving her B.A. in Business Management. Leileah's heart was set on returning to Anacortes. In early 2009 when Jeremy went from active duty to the reserves, she got her wish. Since returning to Anacortes, Leileah and her husband have become deeply involved as the youth leaders in their church as well as being involved with the church's music team. Leileah enjoys kayaking, hiking, camping, and going on road trips with her husband. In 2009 she started her own insurance agency with Farmers Insurance. With a strong desire to better know and serve her community Leileah joined the Anacortes Chamber of Commerce. Now, as a Chamber Ambassador, she has been able to get to know some of the individuals that help make Anacortes the unique and memorable place that it is. Leileah believes that being a part of the Anacortes Chamber is such a great asset to anyone who wants to be involved in this inspiring community.



new members

CONVENIENT INTEGRATION

13706 Islewood Dr.
Anacortes, WA 98221
(360) 386-1003
www.convenientintegration.com
Chris Kresge
gadgetnut@me.com
Computer Training & Service

CORTLAND PUGET SOUND ROPE

1012 Second Street
Anacortes, WA 98221
(360) 293-8488
www.cortlandcompany.com
John Dumas
sales@cortlandcompany.com
Manufacturing

FLOUNDER BOB'S

2201 Skyline Way
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(360) 899-5786
<http://www.flounderbobs.com>
Barbara & Robert Atterberry
Restaurant

GENTRY HOUSE

(360) 293-9219
Barbee Cromack
bfcromack@comcast.net
Non-Profit Agency

THE ISLAND CHICKS

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Anacortes, WA 98221
(360) 420-8787
www.theislandchicks.com
Jackie Knapp
info@theislandchicks.com
Antiques

ZUMBA WITH JODI

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(360) 547-2911
Jodi Wilke
zumba-love@live.com
Fitness

member renewals

- American Heritage Mini-Storage
- Anacortes Rotary Club
- Bayside Specialties, Inc.
- Coast Aviation, LLC
- Evans Funeral Chapel & On-Site Crematory
- Fidalgo Island Rotary Club
- Land Title and Escrow
- Proactive Financial Mgmt.
- Rehema Ministries
- San Juan Marine Freight Co. LLC
- Smuggler's Villa Resort
- The Cat's Meow
- Walgreens Drug Store
- Washington State Ferries
- Wizards of Ooze Portable Restrooms

thanks...

Thank you to the following members for donating door prizes for the May Business After Hours and Chamber Luncheon:

- Airporter Shuttle/Bellair Charters
- Alice Bohnker Insurance Services, LLC
- AFLAC—Fran Star
- Bayside Specialties
- Edward Jones—Gary Thramer
- Edward Jones—Jeffery Pleet
- Island Medical Spa
- Joyful Soaps
- 1340 KWLE the Whale
- Lighthouse Park RV Park & Mini Storage
- Opulence Salon & Day Spa
- Puget Sound Energy
- Skagit Publishing
- Swinomish Casino
- Summit Assistance Dogs
- Upstage Boutique & Men's Store
- Zumba with Jodi



INDEPENDENCE DAY HOLIDAY EVENTS MONDAY, JULY 4

10:00 a.m.
11:00 a.m.
12:30 p.m.
Dusk

Town Photo
Parade
Patriotic Program
Fireworks

5th & Commercial
Starts 3rd & Commercial
Causland Park
Over Fidalgo Bay



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Chamber people pix

Waterfront Festival volunteer thank you party on board the Mystic Sea



Thank you Mystic Sea Charters!

*Volunteers extraordinaire:
 Kay Dow, Sharon Henderson,
 and Jan Vigre*



Left: Jody Barnett (Shell Puget Sound Refinery), Stephanie Hamilton, and Cynthia Pleet enjoy the view!

Right: The kids on the hunt for sea life.



Birch Barbeque and Summer Kick-Off Event!



Birch Equipment's Olof Anderson signs folks up to win fabulous prizes at their Kick-Off Summer Barbeque June 9

June networking luncheon



Senator Kevin Ranker and Representative Barbara Bailey at a legislative wrap up session at Flounder Bob's

Bob Atterberry (Flounder Bob's), Mary Staley (Chandler's Square), and John Pope (Tesoro)



Flounder Bob's Ribbon Cutting 5-31-11



Mayor Dean Maxwell and Stephanie Hamilton enjoy deep fried Twinkies for their mutual birthdays at the Flounder Bob's Ribbon Cutting

chamber officers

Executive Board

PRESIDENT

Mark Bunzel *Fine Edge Nautical & Recreational Publishing*

PRESIDENT ELECT

Kristi Gabrielse *Ana-Cross Stitch*

TREASURER

Jody Barnett *Shell Puget Sound Refinery*

PAST PRESIDENT

Mike Trafton *Bank of the Pacific*

Board of Directors

Robert Atterberry *Bob's Chowder Bar & BBQ Salmon*

Karin Baldwin *Quantum Construction*

Bela Berghuys *Islands Inn*

Chris Borgen *Anacortes School District*

Peggy Flynn *pflynn+associates*

Brian Geer *American Red Cross—The Islands Chapter*

Bob Hyde *Port of Anacortes*

Kathy Larson *Puget Sound Energy*

Mark Lawrence *Simply Yards*

Dean Maxwell *City of Anacortes*

Matt Miller *Read Me A Story*

Vince Oliver *Island Hospital*

Curt Opperl *John L. Scott Real Estate*

John Pope *Tesoro Refining & Marketing Co.*

Erik Schorr *Anacortes Kayak Tours*

Chris Terrell *How It Works*

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Mary Talosi *Visitor Information & Operations Director*

Cecilie Miller *Event & Communications Coordinator*

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Photography by Steve Berentson

Newsletter designed by Linda J. McGuire

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vic (visitor information center) statistics

| | May 2011 | May 2010 | | May 2011 | May 2010 |
|----------------------|----------|----------|---------------------|----------|----------|
| Visitors | 1149 | 1269 | Relocation Requests | 19 | 10 |
| Phone Calls | 302 | 283 | Web Visits | 12,780 | 9,267 |
| Information Requests | 51 | 22 | Web Page Views | 37,291 | 33,459 |

Thank you, volunteers!

Volunteer Hours: 240

Visit us on the web at www.anacortes.org

