



# THE ANACORTES COMMUNICATOR

The Newsletter of the Anacortes Chamber of Commerce

Volume 21 / Issue 3

## calendar

- Tuesday, March 1** 3:00 pm  
**Marketing & Promotions Division Meeting**  
Chamber Office
- Thursday, March 3** 11:45 am  
**Ambassador Lunch Meeting**  
Chamber Office
- Thursday, March 3** 4:00 pm  
**Economic Development Division Meeting**  
Chamber Office
- Tuesday, March 8** 2:45 pm  
**Membership Division Meeting**  
Chamber Office
- Thursday, March 10** 11:30 am – 1:00 pm  
**State of the City Luncheon**  
Anacortes Lutheran Church
- Thursday, March 10** 3:45 pm  
**Governmental Affairs Division Meeting**  
Chamber Office
- Thursday, March 17** 5:30 – 7:00 pm  
**Business After Hours**  
Trident Seafoods
- Friday, March 18** 10:30 am  
**Finance/Executive Meeting**  
Chamber Office
- Tuesday, March 22** 3:45 pm  
**Board of Directors Meeting**  
Chamber Office
- Tuesday, March 29** 9:00 am  
**VIC Volunteer Meeting**  
Chamber Office
- Thursday, March 31** 5:30-7:00 pm  
**Library Hosts the Chamber**  
Anacortes Public Library

## chamber luncheon

### State of the City

The annual “state of the city” presented by Mayor Dean Maxwell will be held on Thursday, March 10, 2011 at 11:30am at the Anacortes Lutheran Church.

Mayor Maxwell will touch on the city’s financial picture, new construction, the Water Treatment Plant construction and bonding, water planning, updates at the library, museum, parks, Guemes Channel Trail, crime statistics, and other relevant community issues.

The luncheon is sponsored by **Companions & Care Senior Services**, which is committed to helping older adults stay independently in their own homes. They can provide assistance with meal planning and preparation, running errands, driving to appointments, light housekeeping, medication reminders, bill paying assistance, pet care and just about anything else an older adult needs to enjoy the comforts of home.

Call the chamber to RSVP (360)293-7911. \$20 for both members and non-members. Lunch will be catered by **Deception Café & Catering**.



## business after hours

### Waterfront Poster Unveiling at Trident Seafoods

This month’s business after hours is a dual celebration. Every March we unveil the official Waterfront Festival poster and honor all of those sponsors who are underwriting the festival.

Mark your calendars for Thursday, March 17, 2011 from 5:30 to 7:00 pm, where once again Trident Seafoods is opening their dry goods warehouse to chamber members. Trident will provide samplings of their wonderful seafood products. Co-sponsoring the event are **Gere-A-Deli** and the **Rockfish Grill**.

Please RSVP to the chamber at (360) 293-7911.



## cornerstone members



TESORO



Puget Sound Refinery

## Anacortes Library turns 100

March is the **Anacortes Library Centennial** celebration with events all month long. The month will end with an open house as they host chamber members in an after-hours event on March 31. Please join us from 5:30 to 7:00 pm in this special evening as we show our appreciation to everyone who has made our library the great community centerpiece that it is!

RSVP to the chamber at (360) 293-7911.



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## a message from the president

# They Are Coming!!!

Our annual tourism season is about to start in Anacortes. Are you ready?

The Marine Trades Group starts our tourism season with their annual **Anacortes Spring Boat Show** on the weekend of March 18–20. The event has been advertised in publications from Oregon to British Columbia. Thousands of boaters will be coming to Anacortes to tour over 60 boats in the water up to 65' in length, uplands exhibits, and to visit Anacortes.

On March 25–27 we kick-off the beginning of our tourist season with the **Anacortes Salmon Derby**. Over 1000 anglers will descend on Anacortes to launch their boats, have dinner, stop in at one of our grocery, hardware and other stores to stock up, and many will stay in our hotels. This outstanding event, under the direction of Jay Field (owner of Village Pizza and The Wheelhouse), fills in an off-season weekend with an enthusiastic group of anglers that catch a lot of salmon. In addition to the immediate economic benefit from the weekend, many anglers come back or tell their friends about the great salmon fishing around Anacortes. If you have a chance, stop by the weigh-in tent at the Cap

Sante Boat Haven on Saturday before 6pm and Sunday before noon to join the excitement and see some of the big salmon vying for the top prize of \$25,000. Let's make sure we make our visiting sport fisherman feel welcome.

Next—the **Tulip Festival** starts the first of April and runs all month long bringing thousands of visitors to the beautiful farmlands of Skagit Valley and Anacortes.

On the weekend of April 9th the Anacortes **Wine Festival** will be presented by your Anacortes Chamber of Commerce. Like last year, we anticipate a long line of visitors ready to come here and enjoy an afternoon of sampling and tasting fine wines and visiting our restaurants and hotels in Anacortes. For those of you who will be joining this signature event, we have over 30 wineries that will be coming to Anacortes to share their special wines. This year, participants can even purchase the wines they like right at the festival at a special price.

A new event this year—the **Island Chicks Vintage Home, Garden and more show**—is April 16 at the Port of Anacortes event center. After conducting research on Google

Adwords, we discovered that “northwest antiques” is clicked through much more often than any other adword we tested. Our community is ripe to have this show and we are excited to help them promote it.

**Trawlerfest** comes to the Cap Sante Boat Haven on May 13–15th with over a thousand active boaters. The chamber's **Waterfront Festival** follows on May 21–22.

This is just the spring. Through the summer we have all of our festivals, concerts at the port and many other special groups that will be visiting Anacortes. You can look at the chamber website to see a full calendar of events in Anacortes and determine how they will impact your business.

The economy is looking very promising and 2011 should be a great year for Anacortes. We have a lot of visitors to welcome this year. Let them know how much we appreciate that they included Anacortes in their travel plans.



## The Seattle Boat Show is a BIG DEAL for Anacortes Marine Trades

The BIG! Seattle Boat Show kicked off with a bang during the last week of January. Anacortes marine trades companies and the Port of Anacortes were well represented on the show floor and in the water at Lake Union with over 22 booths or in the water displays. Some companies, like Marine Servicenter presented in three boat displays with booths for their boat yard repair business, small sailboats in the Quest Field events center, and their large cruising sailboat and American Tug boats on display in the water on Lake Union. In fact, Marine Servicenter held the distinction of selling the first boat for

the Seattle Boat Show this year. One hour after the show opened, a buyer who had been eyeing a brokerage sailboat rushed into the show and bought his dream boat. According to Marine Servicenter president and chamber member Jim Rard, he did not want anyone else to buy this boat and he thought he had better purchase the boat right away rather than letting it be sold to someone else at the show.

The Seattle Boat Show was attended by over 60,000 people. The mood was upbeat and people were spending in all categories. Marine Trades members like Andy Schwenk of Northwest

Rigging, said it was one of their best shows in years as owners decided to either upgrade their boats or replace worn equipment they had been deferring over the last several years. New boats were selling as were many accessories.

Anacortes chamber businesses were well represented in the Port of Anacortes booth on the show floor where bright orange bags, provided by North Harbor Diesel, and embellished with the North Harbor Diesel and Port logos were handed out. The bags were seen all over the show and contained a number of brochures and

(see **Boat Show continued on page 2**)



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## member profile

# Encompass

**E**ncompass Financial & Accounting Service is a locally owned and operated family business. Our company is focused on offering their clients not only professional advice, but also the highest level of personal service. Before opening their office, they made a definitive decision that they didn't want to grow so much that they couldn't still give to their clients 100% of the personal attention that they might need.

Brooke and Todd Wiersum met while working at Timberline Ski Resort on Mt. Hood after graduating from college. Their life changed in 1999 when they had their son Colton and they knew it was time to move on. They have always been very active in the outdoors, but after Colton was born, they began looking for a city that had a great school system, close to family, had a strong sense of community and offered lots of

recreational activities. "There is nowhere else in the Northwest like Anacortes," says Todd. The Wiersum's enjoy mountain biking and hiking in the Anacortes Forest Lands, boating in the San Juan Islands, and recreating on Mt Baker during the winter months. Brooke has been providing accounting and bookkeeping services for over 15 years while Todd focused on investment advisory and financial planning. Because Todd was a Certified Financial Planner, adding a CPA license to his repertoire was only natural to offer his clients additional services. "We have always dreamed of opening an office that would combine our businesses." Brooke said. "After almost 15 years, we were able to realize that dream." They currently offer bookkeeping, accounting, auditing, payroll, life & LTC insurance, investment management, financial planning, tax preparation, and are currently adding property

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**Brooke and Todd Wiersum**

and casualty insurance to their list of services. "It is our goal to offer our clients a complete list of financial services that encompass all of their needs." Todd said. "We want to make it convenient and efficient for our clients to manage their financial lives by offering all of these services under one roof."

To reach Encompass call (360) 982-2328.

## meet your board

# Peggy Flynn

**A** Pennsylvania native, Peggy Flynn began her career as a congressional aide in Washington, D.C. "Capitol Hill was a great launching pad for a young professional, having first-hand exposure to the world's finest system of government and working with amazing people from around the world," she says.

Peggy moved to Seattle in 1980. With an MBA from the University of Washington, she has been involved in various start-up organizations including the Washington State Convention Center, Control Tech Northwest, Washington Alliance for Manufacturing and Farming and the Environment. She also was an adjunct lecturer at Washington State University's hotel and restaurant school. Now an 11-year resident of Anacortes, Peggy formed pflynn+associates with a focus on project management and coordination in 2010.

Civic involvement is an important part

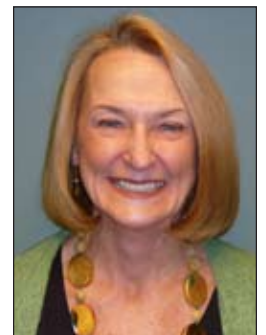
of Peggy's life and she was appointed to the Envision Skagit 2060 Citizen Committee in September. The population of Skagit County is projected to double in the next 50 years and the Citizen Committee will recommend a 50-year vision for the County, addressing where the growth will occur. Peggy recently joined the Anacortes Futures Project Steering Committee that is guiding the process to outline a collective vision for the future of Anacortes and design a comprehensive strategy to implement that vision.

"Although ES 2060 and the AFP have differing time horizons, both are rightly focused on the future of our community and region. Thoughtful and visionary planning is essential to maintain the small town character that we value while balancing population growth and economic development. We live in one of the best places on the planet and it's important

to leave a legacy of continued beauty and bounty," Flynn said.

As a new member of the chamber's board, Peggy is leading the organization's strategic planning process and has joined the Economic Development division. She's also a Chamber Ambassador and has served on the Chamber Cheers committee. Rounding out her community leadership, Peggy is a six-year board director of Skagitians to Preserve Farmland and a graduate of Leadership Skagit.

To relax Peggy enjoys yoga, cooking, hiking, gardening, dancing, boating, traveling and hanging out with great friends including her four-legged friend Buster.



A community within a community!



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## ANACORTES EXPO

March 12, 2011 11–4 p.m.

1601 R Avenue, Anacortes

www.AnacortesExpo.com

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## Salmon Derby



Last year's winners, Ralph and Mia Thomas

The Anacortes Salmon Derby is set for March 25–27. Over 1200 registered anglers will launch on to our waters for a week-end of fishing and camaraderie all for a great cause. Since its inception over \$110,000 in

scholarships have been given away.

To donate prizes or sponsor to this wildly popular event contact Jay Field and Terry Nemeth at [info@anacortessalmonderby.com](mailto:info@anacortessalmonderby.com).

## Anacortes Boat Show

The annual Spring Boat Show presented by the Anacortes Brokers Association is set for March 18–20 at Cap Sante Boat Haven. Boat show producers expect at least 75 floating boats ranging up to 65 feet in the water and an uplands area featuring marine-related businesses showcasing their products and services. This event continues to grow and draw visitors from throughout the northwest.

Be ready for the beginning of the cruising season and take advantage of great buying opportunities. With a great selection of new and used yachts on the market, you're bound to find the dream boat you've been looking for—at a price you've been waiting for.

## Congratulations to "Best of Anacortes" winners

Congratulations to all the chamber members who were winners in this year's Best of Anacortes contest in the Anacortes American. They have been running this contest for 16 years with the idea it promotes Anacortes businesses and gets local people talking about where the best local places are to go out to eat and buy goods and services.

In the beginning, the contest winners were announced on two pages in the paper. Today, they run a special 8-page, full-color section with ads, feature stories and the lists of winners. It puts the spotlight on businesses here and reminds people to Buy

Close By. Congratulations to all the winners and thank you to all who voted. The more people who participate, the better this contest will be in 2012.

- 2Q Nails
- Ace Hardware Anacortes
- Act Theatre
- Adrift
- Alley Cat Antiques
- Anacortes Arts Festival
- Anacortes Automotive
- Anacortes Health and Nutrition
- Bayside Sweets & Treats
- Bob's Chowder Bar & BBQ Salmon
- Brown Lantern Ale House
- Burton Jewelers
- Cap Sante Court Retirement Community

- Cap Sante Boat Haven
- Clean & Clip
- Compass Wines
- David Olausen, DDS
- Donatello Flowers & Gifts
- Econo-Wash
- Edward Jones
- El Jinete Mexican Restaurant
- Gere-A-Deli
- Island Optometry Clinic (Dr. Mel Farnsworth)
- Island Rentals and Supply
- Kiwanis Thrift Shop
- Majestic Inn
- Marine Supply & Hardware Co.
- Medicap
- Penguin Coffee
- Randy's Pier 61
- Read Me a Story
- Rockfish Grill
- San Juan Lanes Bar & Grill
- Scott Milo Gallery
- Sheely's Floral & Gifts
- Simply Yards
- Sixth Street Hair & Co.
- Skagit State Bank
- Strandberg Construction
- State Farm
- The Store
- Thai Season Restaurant
- Thrive Community Fitness
- Upstage Boutique and Men's Store
- Village Pizza
- Walgreens
- Watermark Book Co.
- Windermere Real Estate/Anacortes Properties



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## Ground breaking for water treatment plant



*The City of Anacortes broke ground on the water treatment plant improvement project last month. This is the single most important piece of infrastructure in two counties, providing water to 56,000 residential customers and thousands of businesses, including the two largest taxpayers in Skagit County (Tesoro and Shell Oil), as well as providing water to our strategic needs at Naval Air Station Whidbey Island. And because of an unparalleled water rights agreement, it will continue to provide that water for at least the next 50 years.*

### Reminder!

## Get 10% discount on membership with referrals

*For every paid member you recruit in 2011, you will receive a 10% discount on your next year's membership investment. Recruit 10 and your membership is paid!*

### DOL corner

**B**uy Tabs Close By! Save gas, time, and money and purchase your tabs at the **Anacortes Chamber of Commerce Vehicle and Vessel Licensing Sub Agency** located next door to the Visitor Information Center on the corner of 9th and Commercial Avenue. We offer a variety of licensing services and would love to help you with any of your complicated titling/licensing problems. Our hours are Monday-Friday, 9:00 am-5:00 pm.

## Waterfront Festival 2011 Sponsors

Thanks to these chamber members for their early partnership with the Anacortes Waterfront Festival

### Overall Sponsor:

- Shell Puget Sound Refinery

### Venue Sponsor:

- Port of Anacortes

### Fleet Sponsors:

- Dakota Creek Industries
- Island Hospital
- Skagit Valley Herald
- Trident Seafood

### Admiralty Sponsors:

- Barrett Financial, Ltd.
- Puget Sound Energy
- Tesoro Refining & Marketing Company

### Vice Admiralty Sponsors:

- Les Schwab Tire Center
- Whidbey Island Bank

### Commodore Sponsors:

- Anacortes American
- Gere-a-Deli
- Irishman Enterprises
- MacGregor/Yellowbook
- Samish Indian Nation

### Captain Sponsor:

- Lovric's Sea-Craft Inc.

### Friends of the Festival:

- Anaco Bay Inn
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## ambassador profile

### Jeff Pleet

Jeff Pleet just moved to Anacortes from Omaha, Nebraska about a year and a half ago, but he is no stranger to the Pacific Northwest. The area was an integral part of his territory in his prior job: Senior Vice President



and Retirement Plans Manager for a major mutual fund company. During that time, Jeff and his family fell in love with Anacortes and when the opportunity presented itself to take over an existing Edward Jones office in Oak Harbor, he jumped at the opportunity.

Over the past year, Jeff has become very involved in the life of Anacortes and the local community. He is active in Sunrise Rotary in Oak Harbor, sits on the Board of Governors of Skagit Valley Community College Foundation, The Islands Chapter of the American Red Cross and is the incoming President of the Advisory Board of Boys and Girls Club of Oak Harbor. In addition to his work as a chamber Ambassador, he is also active in the Oak Harbor Chamber of Commerce.

More than anything else, Jeff points to two factors that have contributed to his passion for Anacortes: the amazing geographic setting and the warm and welcoming people. As Jeff puts it, "This is where I want to put down roots for my family, this is the place where I intend to build my business and to live as a proud and passionate member of a great community."

Jeff lives in Anacortes with his wife, Cynthia, their three children, three boxers and a cat. Their younger daughters attend Fidalgo Elementary and Anacortes High School. Their son is a freshman at Skagit Valley Community College.

## member renewals

- Anacortes Senior Activity Center
- Anacortes Ship Harbor Inn
- James E. Anderson
- B & B Association of San Juan Island
- Bank of America
- Cap Sante Court Retirement Community
- Chicago Title Company Island Division
- City of Anacortes
- Companions & Care Senior Services
- Dakota Creek Industries
- Drs. Collins, DDS
- Edward Jones—Jeffery Pleet
- Epicure ... for the Passionate Cook
- Gae's Drapery
- General Chemical
- Gere-A-Deli
- Guardian Northwest Title & Escrow
- Island Rentals and Supply, LLC
- Island Transport Ferry Service, Inc.
- Islands Inn
- J Roberts Fine Art
- KP Studios
- Krieg Concrete Products, Inc.
- Left Bank Antiques
- Marina Inn Hotel
- Marine Supply & Hardware
- Peoples Bank
- Portalis LLC
- John Prosser, CRB, CRS—Windermere Real Estate
- Reisner Distributor Inc.
- Cynthia Richardson
- RIS Insurance
- Therese Rudzis
- San Juan Lanes/Bar & Grill
- Scott Milo at the Framemaker
- Scott Richards Insurance, Inc.
- Sheely's Floral & Gifts
- Simmonds Glass
- Skagit State Bank
- Smarter Than Your Dog
- Tesoro Refining and Marketing Co.
- The Salvation Army
- Tracys Furniture
- Upstage Boutique & Men's Store
- Washington Federal
- Wells Fargo Bank
- Whidbey Island Bank
- Windermere Real Estate

## new members

**GARY THRAMER—EDWARD JONES**  
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<http://www.edwardjones.com>  
Gary Thramer  
Financial Advisor

**FIDALGO ISLAND FIBER ART**  
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## Free Business Consulting

A key chamber mission is to provide assistance and resources to small business. To that end, free consultations will be available to members on a first-come, first-served basis. Mitch Everton, who most recently served as the Executive Director of the Anacortes Chamber of Commerce, will be meeting the last Friday of each month at the chamber office with up to four members businesses in 45 minute sessions. The format will be free-form and confidential—if you have questions or issues with cash flow, financials, marketing, product mix, networking, possible complimentary products & services or any other facet of your company's operation, this is a great forum to get some answers.

Mitch has a BA in economics from UC Santa Barbara and an MBA from UC Berkeley. He has taken start-ups public, owned and operated a local business, and guided the Anacortes Chamber for the past four years. He is serving his third term on the Anacortes School Board and has sat on a wide variety of philanthropic, arts, and educational boards. If you are interested in signing up for one of these complimentary sessions, please contact the chamber office.

## Fidalgo Island Quilters 28th Annual Quilt Walk Month of April, 2011, Anacortes Merchants

Quilt Walk is an event held during the month of April in downtown Anacortes, sponsored by Fidalgo Island Quilters, as part of the annual Tulip Festival. The quilt walk is advertised in all Tulip Festival brochures. The Quilt Guild members arrange with local businesses to display quilts made by FIQ members. Visitors to the community view the quilts by following the



tulip sign in the shop window. The Quilt Walk attracts many quilt enthusiasts and tourists participating in Tulip Festival events. The quilts are available for viewing at each business during normal hours of operation. The quilts displayed are of a wide variety of styles and techniques and

represent the interests of individual FIQ members.

## 2011 Skagit Valley Tulip Festival

April 1-30

360-428-5959

www.TulipFestival.org



## thanks...

*Thank you to the following members for donating door prizes for the January business after hours:*

- San Juan Lanes
- Whidbey Island Bank
- Read Me A Story
- Jeff Pleet-Edward Jones
- Upstage Boutique & Men's Store
- Fidalgo Pool & Fitness Center
- Seabear

## Seattle Boat Show

Continued from page 2

offers for Anacortes businesses including the chamber's "Experience Anacortes" brochure to encourage boaters to stop in Anacortes the "Homeport of the San Juans" and visit our local businesses. In addition, the chamber presented a sweepstakes drawing offering restaurant and other Anacortes special offers as prizes. The promotion is intended to collect email addresses which will be used for our targeted email and internet promotions.

The upbeat and buying mood of the boating public is a good economic indicator for the upcoming boating season. Besides being the homeport to 180 charter boats and 2200 moored and stored vessels, the Port of Anacortes hosts over 12,000 overnight stays in the Cap Sante Boat Haven. Our boating visitors buy fuel, marine supplies and services, food and beverage provisions, and dine in our restaurants. The boating segment is one of the top three economic drivers in the Anacortes economy and a key marketing focus for the chamber of commerce.

## chamber officers

### Executive Board

#### PRESIDENT

Mark Bunzel *Fine Edge Nautical & Recreational Publishing*

#### PRESIDENT ELECT

Kristi Gabrielse *Ana-Cross Stitch*

#### SECRETARY

Pete Kovach *Chandler's Square, A Retirement Community*

#### 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*

Chris Borgen *Anacortes School District*

Bela Berghuys *Islands Inn*

Peggy Flynn *pflynn+associates*

Brian Geer *American Red Cross—The Islands Chapter*

Bob Hyde *Port of Anacortes*

Bret Lunsford *Skagit County Fairgrounds*

Dean Maxwell *City of Anacortes*

Matt Miller *Read Me A Story*

Vince Oliver *Island Hospital*

Curt Oppel *John L. Scott Real Estate*

John Pope *Tesoro Refining & Marketing Co.*

Erik Schorr *Anacortes Kayak Tours*

Chris Terrell *How It Works*

### Chamber Staff

Stephanie Hamilton *Executive Director*

Mary Talosi *Visitor Information & Operations Director*

Cecilie Miller *Event & Communications Coordinator*

Kristi Daniels & Crystal Johnson *Licensing Sub-Agents*

Photography by Steve Berentson

Newsletter designed by Linda J. McGuire

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## vic (visitor information center) statistics

	Jan. 2011	Jan. 2010		Jan. 2011	Jan. 2010
Visitors	419	480	Relocation Requests	15	29
Phone Calls	155	151	Web Visits	8,433	6,277
Information Requests	12	16	Web Page Views	24,193	20,678

**Thank you, volunteers!**

Visit us on the web at [www.anacortes.org](http://www.anacortes.org)



**2011**  
*Spring Wine Festival*  
**SATURDAY, APRIL 9 • NOON – 4:30 PM**  
**AT THE PORT WAREHOUSE**  
**FEATURING**  
**30 WASHINGTON WINERIES AND 6 LOCAL RESTAURANTS**  
**LIVE ENTERTAINMENT**  
**ADMISSION: \$40**  
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INFORMATION AVAILABLE AT  
[WWW.ANACORTES.ORG](http://WWW.ANACORTES.ORG)

MUST BE AT LEAST 21 TO ATTEND

CHAMBER OF COMMERCE  
**ANACORTES**

