



THE ANACORTES COMMUNICATOR

The Newsletter of the Anacortes Chamber of Commerce

Volume 21 / Issue 11

calendar

- Tuesday, November 1** 3:30 pm
Marketing & Promotions Division Meeting
Chamber Office
- Thursday, November 3** 11:45 am
Ambassador Lunch Meeting
Chamber Office
- Thursday, November 3** 4:00 pm
Economic Development Division Meeting
Chamber Office
- Tuesday, November 8** 2:45 pm
Membership Division Meeting
Chamber Office
- Thursday, November 10** 10:30 am
Finance/Executive Meeting
Chamber Office
- Thursday, November 10** 11:30 am – 1:00 pm
Chamber Luncheon
Anacortes Lutheran Church
- Thursday, November 10** 3:45 pm
Governmental Affairs Division Meeting
Chamber Office
- Tuesday, November 15** 3:00 pm
Board of Directors Meeting
Anacortes Police Station
- Thursday, November 17** 5:30 – 7:00 pm
Business After Hours
Upstage Boutique & Men's Store
- Tuesday, November 29** 9:00 am
VIC Volunteer Meeting
Chamber Office

connections luncheon

Business Networking— “Speed-dating” style

The return of the networking lunch is here! At this November’s luncheon you will have the opportunity to network with over 21 potential business prospects during your lunch hour, and we will introduce a fun new networking game! Gather your marketing materials and get ready to expand your network. RSVP to the chamber today for the November 10th lunch at the Anacortes Lutheran Church at 22nd & O. Networking is fun, fast, and free! Lunch is \$15 and will be catered by **Gere-A-Deli**. Remember to bring your one minute elevator speech and donate to the door prizes and receive further promotion!

Bring a prospective new member and the price of lunch will be two for one. RSVP to the chamber (360) 293-7911.

business after hours

Upstage

Upstage Boutique was established in April of 1978 by Sharon Rock Morrow. It was purchased by Anne and Ron Smith in 1985. With the purchase of the building in 1992 the men’s portion was established. Upstage offers an extensive inventory



of women and men’s sportswear and accessories. And yes, we have a huge inventory of socks for both women and men. Brands that can be found include Columbia, Woolrich, Tribal, Life Is Good, Smart Wool and much much more. All those attending the BAH will receive 30% off any purchase. The next two days following we are having our pre-holiday open house with that discount. 33-1/2 years and happily going strong!!!

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. Stop by to meet Bob and Barbara Atterberry, the driving force behind Avenue Catering, Bob’s Chowder Bar, and Flounder Bob’s. Upstage Boutique is located at 520 Commercial Avenue. The after-hours is on Thursday, November 17, and runs from 5:30pm-7:00pm. Please RSVP to the chamber at (360) 293-7911, and be sure to bring a gift for the giveaway!

cornerstone members



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a message from the president

I am very honored and excited to become the President of the Board of Directors of your Anacortes Chamber of Commerce for 2012. Although we are moving through economically trying times, we know that historically, this is when big changes happen. What lies ahead of us is an opportunity to write the next chapter in the ongoing story of our business community, and we will write it together.

Your board of directors and chamber staff met last month to focus on next year and the questions we face: How can we best continue to serve, protect and lead our membership and what are the best uses of our resources?

We are building on our ongoing efforts in areas like leadership in the Anacortes Futures Project, stewardship of the marketing funds entrusted to us in both innovative and time-tested ways, and continue to value our ever closer partnerships with our elected officials locally, statewide and beyond.

Specifically we will seek and develop strategies in these areas of focus:

First and foremost, we need to keep our business doors open. How can your chamber assist? By reaching out to our members with resources, expertise, and better partnering with other local business retention experts (like the Economic Development

Association of Skagit County) to deliver more help more quickly.

Studies have shown that we receive two million visitors each year through our ferry terminal and four million each year to Deception Pass State Park. How do we entice more of these pass-through visitors to coast in and hang out with us?

To ensure we continue to move in a positive direction we have been working on a 3-5 year strategic plan, which aligns with our partner stakeholders: the city and the port. How can we best build on the past, while empowering the present in order to truly define and capture the future?

Technology continues to advance, and we are convinced your chamber should be continuously leading you to the cutting edge – we will explore how we can best help you maximize the benefits of technology while minimizing the distraction that learning new processes can sometimes impose.

Attracting new industry to our community will result in jobs for our residents and prosperity for the merchants who serve them. We are working to help establish, with the city and the port, an environment that not only permits, but ensures real and lasting economic development.

In 2011 we continued to align with the

Skagit Business Alliance, joining together in a cohesive legislative agenda, conducting weekly conference calls with our legislators and meeting with them face to face. Your chamber is committed to building a political platform that will actualize the chamber's vision.

Workforce development should always be a mainstay of a chamber of commerce, we will partner with our educational community to concentrate on job training and outreach that hone skills to fit what our businesses need.

I want to commend and thank the 2011 Chamber Board of Directors, our Executive Director Stephanie Hamilton and her incredible staff for their awesome work in this past year!

*Looking forward to serving you with passion,
Kristi Gabrielse—Ana-Cross Stitch*

P.S. We have been discussing the 3/50 Project for over a year now, you know the premise... pick three businesses you love, spend \$50 each month in one of the three and we can save our local brick and mortar businesses. We are heading into THE shopping season and my hope is that you spend generously right here in Anacortes.



Port Commissioner Roundtable

The Port Commissioners will be available for questions/comments in a business roundtable to be held Tuesday, November 15 from 5:30 – 7:00 pm in the city library meeting room/annex. All chamber members are invited. This is a great opportunity to hear about what is going on at the Port – 2011 accomplishments and 2012 goals, as well as provide input to the Port Commissioners. Please RSVP to the chamber office (293-7911).



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member profile

Steve Berentson

PR consultant also hosts photo website AnacortesToday

AnacortesToday.com is to the community of Anacortes what the photo-packed yearbook “Rhododendron” is to the local high school.

“It was eight years ago,” reports AnacortesToday.com owner Steve Berentson, “that I approached Chris Terrell at How It Works with the idea of establishing a ‘virtual scrapbook’ of people and activities in Anacortes. I launched the site in 2004, and it’s been an awesome journey ever since.”

Berentson established his public relations company 28 years ago after a community journalism career that included stints in Oak Harbor, Mount Vernon and Anacortes. It was while working for Wallie Funk on Whidbey Island that he developed a love for photojournalism ... and it was a desire to chronicle Anacortes life “on film” that inspired the creation of his ‘side interest’ – AnacortesToday.com.

In a day before the Internet was part of almost every American’s daily life, Berentson

introduced the free website (banner ads are for sale) with a welcome message that stated in part: “I’m a fourth generation Skagit County native who was moved kicking and screaming from this island community in 1960. I finally reclaimed an Anacortes address in 1980, and I have been in constant celebration of my return since that time.”

He added, “AnacortesToday.com is designed not as a news source, although it occasionally serves that purpose, but as a digital journal filled with images from my daily walk in this incredible community.”

Since the spring of 2004, Berentson has posted more than 2,750 images in the main “gallery” of AnacortesToday.com. Another



1,900 images fill the “pages” of an activities section devoted primarily to local events. Berentson smiles when he is compared to local photojournalists including Funk and Paul “Scoop” Mahoney.

“Like Wallie and Paul, I’m inspired by a love for people,” said Berentson. “I appreciate the gracious response I’ve had to this website over the years, including subjects who nine times out of ten are happy to have their photo taken. I look forward to adding to the photo “archives” for years to come.”

meet your board

Bob Hyde

Bob Hyde came to Anacortes in 1993 while still in the Navy. He replaced another Anacortes resident, Alan Souders, as the NAS Whidbey Base Public Works Officer. At that time, Alan had been one of the few NASWI active duty personnel to “escape” to Anacortes, and easily convinced Bob that Anacortes was the place to live. Upon his retirement from the Navy in 1997, Bob landed a vice president position at the University of Alaska Anchorage and was off to Alaska for 3 years. “My deadlines went from 24 hours (Navy deadlines) to 24 months (academia deadlines)” Bob stated, in making his transition from the Navy to the university world.

Bob returned to Anacortes in 2000 to replace retiring Jim Pemberton as the City’s Public Works Director. “I credit Mayor Dean Maxwell, and Planning Director Ian Munce, and Finance Director George Khtaiain for showing me “the ropes” of how to get positive things done in a municipality” Bob stated. “They were great mentors, and if it wasn’t for Dean I would still be stuck in Alaska!! Nice place to spend 3 years, but...” Bob exclaimed.

Bob moved to the Port Executive Director job in 2006. Bob has been involved with the Chamber since 2001 in various capacities, and now serves on the Board of Directors. “The Chamber’s mission is so well aligned

with that of the Port and City, that we must work together for the greater good of the community” Bob stated.

Bob is also on the board of EDASC, the Padilla Bay Foundation, and is active in Christ the King Community Church.

Bob has been married to the “basket lady”, Jane Hyde for 33 years, and they have 3 sons who are all Anacortes High School graduates, Patrick, Ryan and Christopher.



A community within a community!



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Standing The Watch, So Others May Sleep

USS Abraham Lincoln Adventure

CAPT Kevin "Meenie" Meenaghan, Carrier Strike Group NINE Chief of Staff approached chamber board member Commander (retired) Matt Miller and former Executive Officer NAS Whidbey to invite civic leaders on an outreach mission to experience what our naval men and women do when on deployment. Chamber board members and other civic leaders along with school district employees flew to San Diego and were transported to the USS Abraham Lincoln for a full tour and night stay. Pam Allen, Walter R. Briggs, Mark Bunzel, Duane Clark, Joe Furin, Kristi Gabrielse, Brian Geer, Kimberly Jacobson, Kathy Larson, Mark Lawrence, Mark Perkins, Robin Pestarino, and Jaunty Rutter paid for their flight and a per diem for meals aboard this trip of a lifetime. Below are three of their stories.

Duane Clark

It has been difficult to explain to family and friends just what it was like to be a part of this remarkable adventure with many of Anacortes' finest folks.

It is hard to describe what it is like to be snagged by a cable on the flight deck and slowed to zero in seconds. It is hard to describe what it is like to be catapulted from zero to 130 MPH in 2.5 seconds. How



do you describe the sound of jets and prop planes at full throttle preparing for takeoff from four catapults? How can you explain what it is like to stand on the flight deck 30 feet from an active catapult, or two feet from an arresting cable, or in the bridge, or in the vulture's nest watching and hearing and feeling full power takeoffs and full power landings? How do you describe the sound and thud that you hear and feel each time the 5000 pound catapult device decelerates from 130 MPH to zero in 6 feet?

How does one explain the sense that there

is a razor-thin distance between a stunning

performance and disaster? It is difficult to describe how dangerous it is on deck.

And how does one convey the culture onboard a nuclear powered aircraft carrier, including the courage and courtesy, the discipline and commitment, the training and pride of the officers and crew, these 5000 folks that it takes to make this floating military city work? And just how do you properly describe a private "Anacortes" dinner with the Admiral?

However, it is not difficult for me to address the most important question regarding the USS Abraham Lincoln. Are these planes and this ship and these 5000 folks the ones I want to be protecting America from hostile enemies? Yes, indeed—yes, 5000 times. These sailors are true to their commitment, "Standing The Watch So Others May Sleep."





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Pam Allen

My experience aboard the USS Abraham Lincoln was an honor, a privilege and the thrill-of-a-lifetime. While on board, we were encouraged by the Admiral to spend as much time as possible with the US Navy personnel, both enlisted and officers, and inquire into their deployment background, stories and jobs with the carrier group. I learned about the complexity of running a 5,000 + personnel floating community, the intensity of choreographing a command military operations deployment center, the sensitivity of leveraging an international political and humanitarian relief presence and the sheer magnitude of work that goes into the running and maintenance of a billion dollar hunk of metal called the Nimitz class nuclear powered super carrier.

I was treated by all of the US Navy men and women on and off the ship with a maximum of respect whether I was passing them in tight passageways, interrupting their

mealtime to join them and pepper them with questions, or standing in the way of their duties on the observation flight deck being boisterous and ogling at the

fighter jets, helicopters and other million dollar plus equipment involved in the landings and takeoffs. Those men and women on board the Lincoln have earned my deepest respect and given me a great sense of humility for the security of the decisive naval force that they provide for every American both at home and abroad. We are a truly blessed nation of citizens to have the US Navy watching our backs.

Mark Bunzel

Just imagine, standing on the deck of an aircraft carrier with an F-18 Super Hornet powering up and taking off from a steam catapult - just 25 feet in front of you. WHAM!!!— 0–130 mph in 2 seconds with full military power and afterburners! You can feel the wind, the heat and the power through every bone in your body. Or, what would be running through your mind if you had an EA-6B Prowler aiming towards you and then slamming onto the deck less than 25 feet away, hooking the arresting cable that is whipping away, unreeling at your feet! A group of twelve Anacortes business leaders and members of your chamber board had an opportunity to experience this recently as guests aboard the nuclear powered aircraft carrier, USS Abraham Lincoln.

The US Navy is a key part of the Ana-

cortes community. Not only is NAS Whidbey an economic driver, but we have many active and retired Navy personnel living right here in the community, many who were working on the Lincoln during our group's visit. This was a chance to see how Navy power is used in the best interests of the United States and how one of the Navy's largest carriers functions. While onboard for two days the group was briefed on the Navy's mission by Rear Admiral Mike Shoemaker and his Chief of Staff (and Anacortes resident) Captain Kevin Meenaghan. The group had an opportunity to meet the crew, observe the ship's operations and understand the mission of a carrier and how it is used for deterrence, protection or humanitarian efforts. How do you judge the value of Navy carriers? As the Navy likes to tell, when there is a world event, be it a military action or a natural disaster, typically our President's first response is—Where is the closest carrier?

It was impressive all the way around, including the group's arrival and departure from the carrier on the C-2 Greyhound COD (Carrier Onboard Delivery) aircraft. What is it like landing on an aircraft carrier? It feels like a controlled crash as the aircraft is jerked by its tailhook from 130 mph to 0 in 3 seconds and 250 feet. The take off on a steam catapult is like being shot from a gun, as your body, facing backwards in the aircraft, with a cranium helmet, goggles, ear protection and a floatation vest, is propelled off the deck in less than 3 seconds. It is sharp, violent, and over before you have a chance to react!

What did we learn? The Navy is an amazing operation; well managed with ships that are very well maintained. The average age of the men and women on the Lincoln is between 21–22 year old. They are motivated and will exit the Navy with training and a fantastic work ethic. Our Navy is battle ready. The group had a chance to observe two carrier groups with escorts and submarines battle a hypothetical world adversary in the waters off Baja, Mexico. It was impressive.

The group safely returned to Anacortes with an even higher respect for the men and women who protect our nation. Go Navy!



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SBA Legislative Breakfast

The Skagit Business Alliance (SBA) will be hosting a legislative breakfast for on Tuesday, November 22 at 8:00 am at the Northwest Career and Technical Academy on the Skagit Valley College campus.

The SBA brings together of chambers of commerce, the builders association, realtors and other interested business groups to represent the Skagit County business community. The alliance enables members to speak with a unified and thus stronger voice.

Members affiliated with SBA are invited to join in the breakfast as we meet with legislators who represent us. The SBA will be presenting its 2012 Legislative Agenda and our elected officials will have a few minutes to introduce themselves and talk about the coming session. A question/answer period will follow.

If you would like to attend, please contact the chamber.

The SBA thanks **Puget Sound Energy** for sponsoring this breakfast.



The Port of Anacortes celebrates the rebuilding of E&F Docks, with elected officials.

thanks...

Thank you to the following members for donating door prizes for the October Candidate's Forum Luncheon:

- Airporter Shuttle/ Bellair Charters
- Avenue Catering
- Central Payment Corporation
- EDASC

- GEMS, LLC
- SICBA

And for the October Business After Hours:

- Amigo Trails
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- Cap Sante Inn
- GEMS, LLC

- Kathy's Upscale Resale Boutique
- KeyBank
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Chamber Cheers

On Saturday November 5 the Transit Shed Event Center will be transformed into a Caribbean themed warm beach scene to celebrate all the accomplishments over the last year and look ahead to what is next! Rum will be served in four ways through our drink sponsors, **The Brown Lantern Alehouse, The Majestic Inn & Spa, Frida's, and Flounder Bob's**. Wine and beer will be available through the **Rockfish Grill**.

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Veterans Day Ceremony Friday Nov 11th

Causland Park

10:45 Wreath Laying

11:00 Cannon Salute

Port Transit Shed

Formal Program begins at 11:30

Music • Speeches • Wreath Laying



Mark your calendars for the
Chamber of Commerce

HOLIDAY

Art Walk

Friday, December 2, 6–9pm
(after the tree lighting)

Saturday, December 3, 10am–5pm

Paintings & Sculptures

Jewelry & Photography

Music and Holiday Specials

More than 20 merchants in Old Town Anacortes will exhibit the work of local artists. Come shop for the holidays and enjoy the event.

Friday night's event will be in conjunction with the First Friday Gallery walk.

See upcoming announcements for events.

Sponsored in part by
The Anacortes Chamber of Commerce

ANACORTES PARKS AND RECREATION DEPARTMENT
presents a new, free holiday event...

Wonderland Walk at Washington Park

Friday, December 9, 5-8 PM

- ❄️ Take your family on a holiday stroll through the forest at Washington Park, viewing the twinkling lights at campsites that have been decorated by community groups.
- ❄️ Enjoy cookies and hot chocolate.
- ❄️ Feel the delight of familiar holiday music.

Saturday, December 10, 5-8 PM

- ❄️ View the decorated campsites.

Rain or Shine!
More Info 293-1918
Event Sponsored By:



Tidings of Joy
 November 26—"Tidings of Joy" Season begins with horse drawn trolley rides each Saturday through the historic downtown.
 November 25-27—Receipts for Raffle, Shop at participating downtown retailers and be entered to win \$1000 worth of gift certificates.
 Friday, December 2—Tree lighting, holiday music, free photos with Santa—6 pm at Anacortes Chamber of Commerce.
 Chamber Holiday Art Walk:
 Friday, 6–9 pm—Downtown Retail Shops
 Holiday Open House, Celebration of Trees ~
 Winter on the Waterfront—free.
 Visit us at www.Anacortes.org for the full list of holiday events.

chamber officers

Executive Board

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Kristi Gabrielse *Ana-Cross Stitch*

PRESIDENT ELECT

Kathy Larson *Puget Sound Energy*

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Bob Hyde *Port of Anacortes*

Dean Maxwell *City of Anacortes*

Vince Oliver *Island Hospital*

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vic (visitor information center) statistics

| | Sept. 2011 | Sept. 2010 | | Sept. 2011 | Sept. 2010 |
|----------------------|------------|------------|---------------------|------------|------------|
| Visitors | 2,048 | 1,953 | Relocation Requests | 19 | 10 |
| Phone Calls | 276 | 318 | Web Visits | 13,234 | 9,574 |
| Information Requests | 20 | 142 | Web Page Views | 39,590 | 30,461 |

Thank you, volunteers! Volunteer Hours: 240 Visit us on the web at www.anacortes.org



Chamber Cheers
Caribbean Nights

100-Year Chamber Celebration Dinner—Dance

100 YEAR ANNIVERSARY SPONSOR:



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**Saturday,
Nov. 5, 2011
5:30 pm–11 pm
Port of Anacortes
Transit Shed
Event Center**

**Island Casual
Caribbean Cocktails**

