



# THE ANACORTES COMMUNICATOR

The Newsletter of the Anacortes Chamber of Commerce

Volume 22 / Issue 1

## calendar

- Tuesday, January 3** 3:00 pm  
**Marketing & Promotions Division Meeting**  
Chamber Office
- Thursday, January 5** 11:45 am  
**Ambassador Lunch Meeting**  
Chamber Office
- Thursday, January 5** 4:00 pm  
**Economic Development Division Meeting**  
Chamber Office
- Tuesday, January 10** 2:45 pm  
**Membership Division Meeting**  
Chamber Office
- Thursday, January 12** 11:30 am – 1:00 pm  
**Chamber Luncheon**  
Anacortes Lutheran Church
- Thursday, January 12** 3:45 pm  
**Governmental Affairs Division Meeting**  
Chamber Office
- Thursday, January 13** 10:30 am  
**Finance/Executive Meeting**  
Chamber Office
- Tuesday, January 17** 3:00 pm  
**Board of Directors Meeting**  
Shell Puget Sound Refinery
- Thursday, January 19** 5:30 – 7:00 pm  
**Business After Hours**  
Island Hospital
- Tuesday, January 31** 9:00 am  
**Visitor Information Center Volunteer Meeting**  
Chamber Office

## connections luncheon

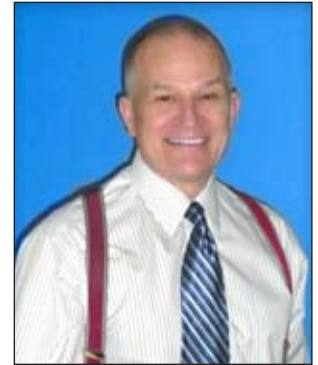
### “Finding Gratitude”

**K**ick off your New Year with this month’s inspiring luncheon on Thursday, January 12! David Brooker will speak on finding gratitude; eloquent and motivational, David will help us all find our gratitude and carry it through the coming year.

“My lifelong quest has been to help people attain the level of fulfillment and happiness they are capable of reaching. There are several key secrets I have learned to apply that can get anyone on track. The journey, sometimes difficult is always worth it in the end. Those secrets and some determination, gives one purpose and passion for moving forward everyday on life’s path. Gratitude has helped me, and it can help you too.”

This month’s luncheon is sponsored by **Central Payment Corporation**. CPC is the leader in the bankcard industry helping business owners grow through acceptance of non-cash payments offering outstanding customer service and leading edge technology with secure state of the art electronic processing. Lunch will be catered by **Bob’s Chowder Bar & BBQ Salmon**.

We will also bring Bingo back (game starts promptly at 11:30 am) and will offer speed networking during the second half of the program, so bring your marketing materials, your one minute elevator speech, and a gift for the give-away and be prepared for an exciting lunch. RSVP to the chamber at 360-293-7911.



## business after hours

### Island Hospital

**C**enter for Aesthetic, Reconstructive & Hand Surgery at Island Hospital hosts the Business After Hours on January 19, 2012 from 5:30–7:00pm.

Offering a full array of plastic-surgery services, including body contouring and hand surgery, the Center for Aesthetic, Reconstructive & Hand Surgery at Island Hospital is located in the Island Hospital Medical Office Building, 2511 M Ave., Suite C, Anacortes. The Center’s location in the lower level in the southeast corner offers quiet comfort and a near-private entry to the 2400-square-foot facility.

Providing surgery services is board-certified plastic surgeon David Slepian, M.D. The staff includes patient consultant Jocie Slepian and receptionist Carin Fors.

For more information or a consultation, call 360-588-2081 or email [plasticsurgeon@island-hospital.org](mailto:plasticsurgeon@island-hospital.org). Detailed information can also be found at [www.islandhospital.org](http://www.islandhospital.org).

Please RSVP by January 18th to the chamber at 360-293-7911 and bring a gift for the give-away!



**Left to right: Director Rod Dalseg, Receptionist Carin Fors, Board Certified Plastic Surgeon Dr. David Slepian, patient consultant Jocie Slepian**

## cornerstone members



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## a message from the president

As I write this, it's beginning to look like Christmas everywhere in Anacortes!

I am thinking about my after Christmas sales and next year's classes and all the new things I will bring in for spring. But wait, I should really be giving some time to my budget, my new website, and how I am going to start my beautiful blog. These things are not my strong point, I love the operations in my shop, new products and projects; those are the things in my comfort zone...But if I am not planning well for my future, nothing else really matters.

When you are a business owner it is so easy to get caught up in the day-to-day things that can be managed, and put off those uncomfortable necessities you know nothing about. So where do you go to for help? "No one else knows (or is really interested) in my specific issues." Sometimes being at the top is really lonely.

Last fall, I resolved (not for the first time) to spend at least one uninterrupted hour everyday planning my future, those things outside my core competencies, those things that keep me up at night because they are so unknown and to me, unfun! But not any more...

I contacted James McCafferty at the Economic Development Association of Skagit County and set up a consultation. I had never been aware that this is a service available to local businesses and it is free of charge. I wasn't convinced that it would be any great help, but I sure had everything to gain. It made sense too, that as incoming president, I should at least know about the services provided.

Do you know your monthly "break even amount," sales per square foot, or how your tax status really affects your business' long-term viability, what about the real return on investment? And what about those things about you point of sale system that not even the help forums seem to know? What about how to fund a new product line and what your inventory turn over will have to be to make it profitable or not, ROI again? I didn't

even know enough to know the questions to ask. But I do now! I am not alone in making the big decisions anymore either.

EDASC has resources that can make the difference for you in this challenging economy. It doesn't matter if you have been in business for one year or 15, what you have to gain from just a short consultation or one hour seminar is incalculable. Some of the titles on the EDASC schedule for this coming quarter include:

- Marketing in a New Economy
- Planning and Financing a Business
- Facebook for Business
- QuickBooks Users Group
- Managing Meeting Madness
- Resumes for Business Owners
- SBA Business Programs
- Websites for Business

For specific information check out the EDASC website or call to make an appointment. Most of these are in Mount Vernon, and we will host some of these sessions in Anacortes in the coming months. I promise it will be time well spent.



Another resource to be watching for is called Buxton. This is a service the chamber, the city, the port and Island Hospital is bringing on to help us identify gaps in our business community and in individual businesses using credit card spending data. This promises to be an amazing program, and we will be introducing it to you in the coming months.

I am looking forward to a very bright and Happy New Year, bring on 2012!

## tourism

Early this fall we added a mobile site to Anacortes.org to help our visitors find us in a more user-friendly format.

This is one more way we're putting you on the map, with our member directory easily accessed by phone. We're growing quite an audience, daily visitors have grown from 40 visitors daily to over 55 in under three months.

Try it out by using any web enabled smart phone.

### QR= Quick Response

The black and white boxes you notice on ads, products, signs and much more are another way to gain information about a product, place or events.



This is a code that when scanned with a web-enabled smart phone will take you directly to the website is has been designed for.

This QR code will take you to our "Things To Do" page on our mobile website, making it easier for readers and travelers to find us.

We have been using QR codes in most of our advertising focused on bringing travelers to visit our city.

**ANACORTES** Chamber of Commerce *Coast in, Hang Out.*

HOME SHOP PLAY EAT STAY

**Discover Anacortes**

Anacortes is homeport to the San Juan Islands in the Pacific Northwest. Located on Fidalgo Island, it is conveniently situated halfway between Seattle and Vancouver BC and is the destination point for the San Juans and International ferries for Washington State.

Coast in and hang out in our vibrant Old Town. All within walking distance you'll find casual cafes to elegant dining, quality to sophisticated shopping, art galleries to antique shops and unique accommodations.

Whether you are planning a day trip or a vacation, Anacortes has something for everyone. Whale watching tours, kayaking excursions, sailing, boating, birding, fishing, crabbing, hiking or biking to name a few. The Skagit Tulip and Anacortes Arts festivals are enjoyed by all ages.

Home | Things To Do | Contacts | Events | Contact

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Like Ken Davenport, Chris Terrell and 504 others like this.

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## member profile

# JK Real Estate

## Janis McHarg and Kristine Stultz ~ Your Real Estate Resource and More...

As a client, you rely on your Realtor. He or she represents you in one of the most important financial decisions you will ever make. In an ideal match, you will have an absolute trust, a bedrock faith in your Realtor's motives, ethics, and professionalism.

We have learned that people largely buy or sell homes on the basis of emotion. Although buying a home is often the single most important financial decision people make, many approach buying or selling real estate with very little accurate information. They act from their heart (which is good) but they also need accurate and relevant information. Imagine how someone feels two years later when discovering their house is worth

less than they paid for it, or the home has serious foundation issues that would be very costly to remedy—it happens all the time.

At JK we believe that home ownership is part of an overall financial plan and should be approached in a businesslike manner, but it also has to meet and appeal to one's emotional needs. It's a "head and heart" decision for sure! Our approach to our real estate business is to be your consultant instead of a salesperson. Our goal is to provide all the information necessary to make well-informed decisions. Knowledge and experience brings good results.

Our promise to you:

1. Put our clients' interests foremost and

work hard to obtain the best financial outcome.

2. Strictly adhere to our high ethical standard and the high benchmark for ethical standards in our industry.
3. Provide exceptional service before, during and after each and every transaction.
4. Do everything possible to make the buying and selling process easy and successful for our clients.

Janis and Kristine, we welcome the opportunity to be your Real Estate Resource.

JK—Janis McHarg 360-391-8439; Kristine Stultz 360-708-9967.

[www.JKAnacortes.com](http://www.JKAnacortes.com)—John L. Scott



Janis McHarg Kristine Stultz

## meet your board

# Duane Clark

Duane Clark's personal connection with Anacortes developed during his childhood—"just a few years ago." Duane was raised on a chicken farm in Whatcom County, but because his grandparents (and aunts, uncles, cousins) lived on Shaw Island, his family made the trip from Bellingham to Shaw numerous times each year, passing through beautiful Anacortes. One day, Duane thought, he would like to live in Anacortes.

Two years after graduating from college, Duane was asked by a friend if he would consider a career as the administrator in a skilled care nursing facility. Duane's response was, "I've never had a college course in management, accounting, or administration, and I don't know how I would relate to being around old folks, and I've never managed any employees before, so, my answer to your question would be, 'Sure, why not.'"

So began a fulfilling and meaningful career that went from instantly discovering a

love for our senior generation, and managing 100 employees (Duane grew a mustache to look old enough to be their boss), to becoming the corporate treasurer of a company that operated 15 skilled care facilities and retirement centers. When that company was sold, Duane and a friend formed a partnership that resulted in the construction and operation of three retirement and/or assisted living businesses, the first of which, Cap Sante Court Retirement Community, was opened in Anacortes on December 28, 1986, 25 years ago. Then came facilities in Mount Vernon, and Mukilteo.

From 1986–1996, Duane was a Trustee on the board of Walla Walla College (now University), his alma mater. His community involvement includes the Island Hospital Senior Advisory Board (two years as president), Anacortes Rotary (president in 2000), Anacortes Sister Cities Association (president from 2003 to present), Anacortes Senior

College (past board member), the Anacortes Ferry Advisory Committee, (chair since 2008), and the Anacortes Chamber (president in 2001).

For his new "tour of duty" on the Anacortes Chamber Board, Duane was asked to chair the Governmental Affairs Division. This is a role that fits well with Duane's involvement in various business issues, and particularly the issues surrounding the ferry service between Anacortes and the San Juan Islands and Sidney. "The ferry service that we often take for granted, is probably the most important economic engine that supports our chamber members." Duane says, "I am impressed with the commitment of our current chamber staff and board, and am delighted to be a part of that."





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# Wrapping Up The Holidays

## Receipts for Raffle Winner



**Winner Tom Wynn, a long time Anacortes resident and current volunteer at the Library Book Store.**

*From left to right Tom's wife Sylvia Wynn, Tom Wynn and daughter Laura Wynn.*

## Tidings of Joy Trolley Sponsors



**Thank you to the horse drawn trolley sponsors: Days Gone By Antiques, Alley Cat Antiques, Upstage Boutique & Men's Store, Read Me A Story, Donatello Flowers & Gifts and the Majestic Inn & Spa.**



**Leah Hines, Dave Walton of Pioneer Tree Service & Landscaping, Jim Anderson of Lighthouse Park RV Park and Mini Storage, Mary Talosi, Stephanie Hamilton, and Kathleen Johnson of Anacortes Construction Services all on hand to help.**



**Kathleen Johnson of Anacortes Construction Services and a few of her elves decorate the chamber inside and out!**



**Brian Johnson of Anacortes Construction Services rides the lift up to hang candy canes on the tree.**



**Santa arrives as the An-O-Chords entertain the crowds.**



**Hundreds of folks came out to watch the lighting of the tree and enjoy the musical entertainment, artwalk, and festival of trees at the port.**



**Yolonda Norman de Fernandez of Amigo Trails wins the holiday sweater contest at the Ambassador holiday party.**



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## VIC Holiday Party

A great big thank you to Bela Berghuys, owner of Petite Wine Bar and Islands Inn, for hosting a fabulous holiday party for the Visitor Information Center volunteers.

There were also many businesses in town that provided gifts for all to enjoy. Thanks so much!



- Airporter Shuttle
- Anacortes Arts Festival
- Anacortes Health & Nutrition
- Anacortes Inn
- Ana-Cross Stitch
- Birch Equipment
- Buer's Floral & Gifts
- Cap Sante Court Retirement Community
- Cap Sante Inn
- Cap Sante Marine, Ltd.
- Donatello's Floral & Gifts
- Earth Bound Used Books
- Epicure... For the Passionate Cook
- Fine Edge Nautical Publishing
- Gere-A-Deli
- Island Ceramics
- Mister T's
- Portalis
- Randy's Pier 51
- Read Me A Story
- Scott Milo
- Sebo's
- Shell Puget Sound Refinery
- The Farmhouse
- The Store
- Upstage
- Zumba with Stacy

*Our holiday festivities were a smashing success thanks to you...*

**Thank you to the businesses who participated in Receipts for Raffle. Over 1800 raffle tickets were turned in; the winner received a basket valued at over \$1300!**

Ace Hardware, Alley Cat Antiques, Ana-Cross Stitch, Buer's Floral & Gift, Burton Jeweler, Calico Cupboard Old Town Bakery, Cameron's Living Room Dining, Camwood Jewelers, Days Gone By Antiques, Donatello Flowers & Gifts, Earth Bound Used Books, Epicure... for the Passionate Cook, Johnny Picasso's, Red Snapper, Left Bank Antiques, Boudoir Bed & Bath/ Maison Et Jardin, Majestic Inn & Spa, Opulence Salon & Day Spa, Radio Shack, Read Me A Story, Scott Milo Gallery, 3-R Thrift Store, Tracys Furniture, Upstage Boutique & Men's Store, Walgreens Drug Store, Wee Cycle, Bobs Chowder Bar and SeaBear Smoke House.

## White Lights & Bright Colors Contest Winners

### Large Business Winners



**First Place: Strandberg Construction**



**Second Place: Dr. Rasmussen DMD, PS**

### Small Business Winners



**First Place: Buer's Floral & Gift**



**Second Place: Epicure... for the Passionate Cook**

### Tree Lighting Ceremony:

- Anacortes Construction Services, for decorating and lighting the tree & lobby and for all the sno-globes and candy canes for the kids
- Birch Equipment for providing the scissor lift to decorate the tree
- Dr. Stumblemore for providing the Polaroid film and camera for photos with Santa
- Labor Ready for providing soundman Jack Hamilton
- Le Crema Cakes for providing hot chocolate
- Lighthouse Park RV Park & Mini Storage for donating the tree
- Pioneer Tree Service & Landscaping—for cutting down, erecting and removal of our tree
- Sebo's for providing the lift and all the lights on our building
- Sonhouse for installing the lights
- Village Pizza for providing sustenance for all the volunteers

Thank you all for your time, dedication and support!



### Lynne M. Lang Enterprises

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## ambassador profile

# Kari Kennedy

Kari Kennedy has been a resident of Skagit County for over 28 years. During her time in the beautiful Skagit Valley she has worked for nine years in the financial industry helping clients meet their financial goals in Sedro Woolley, Burlington, Stanwood and most recently Anacortes,. The most enjoyable part of Kari's time at work is spent hitting the streets, meeting new business owners, talking with prospective clients, and learning what she can do to help with available bank products and services.



KeyBank offered Kari a position in May of 2011 as Relationship Manager. The idea of working in a small community, where several of her close friends and one family member worked was an enticing offer. KeyBank encouraged getting out in the community, meeting new clients, deepening relationships and growing the business through networking with local business owners. Now more than ever Kari spends her time doing the things she enjoys.

When Kari isn't behind her desk or in meetings, you'll see her at Anacortes chamber events getting to know the community and small business owners through: luncheons, after hour events and now as a member of the Ambassador group doing meet and greets with new chamber members.

For 2012 Kari will be attending her first Waterfront Festival and helping on the committee. The next time you are out an about at a local karaoke hot spot you might find Kari and her husband there belting out a tune and give her some ideas around what you would like to see at the Waterfront Festival this year.

## thanks...

*Thank you to the following members for donating door prizes for the December Business After Hours at Strandberg Construction:*

- Always A Coach—Barbara Boers
- Anacortes Clean!
- Anacortes Properties, LLC
- Cameron's Living Room Dining
- Donatello Flowers & Gifts
- Earth Bound Used Books
- Fidalgo Pool & Fitness Center
- Fidalgo Writers Guild
- GEMS, LLC
- Kathy's Upscale Resale Boutique
- Lighthouse Park RV Park and Mini-Storage
- pflynn+associates
- Read Me A Story
- Skagit State Bank
- Wells Fargo Bank
- Windermere Real Estate

Thanks Nels, Colleen, Aimee & Erinn for a great Christmas After Hours!

## member renewals

- ACB West, LLC
- Kerry Dyson Allen
- American Cancer Society
- Bayshore Office Products, Inc.
- BeachCastle Sweets
- Calico Cupboard Old Town Bakery
- Earth Bound Used Books
- Fidalgo Bay RV Resort
- Gracious Living Interior Design
- Labor Ready, Inc.
- Lakeside Industries
- Lopez Island Creamery
- Lotus Natural Health Center
- Philip W. Madden, D.D.S.
- Northwest Cedar Homes, LLC
- OASYS, Inc.
- Olympic Legal Services, P.S.
- Pacific Rim Marine Surveyors
- PND Engineers, Inc.
- Quantum Construction
- Daniel W. Rasmussen, DMD P.S.
- San Juan Motel
- Dave Scott
- Ship Harbor Yacht Charters
- Skyline Marine Center/Skyline Marina
- Skyline Moorage Sales
- Transpac Marinas, Inc.
- Unite
- Watermark Book Co.
- Whidbey Golf and Country Club
- YoungLife - North Islands

## new members

### DEBRA JONES

2420 L Avenue  
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Debra Jones  
[debra.api@alaska.net](mailto:debra.api@alaska.net)  
Individual Member

### STURDY ENGINEERING CORPORATION

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### ZUMBA WITH STACY

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Chamber members and staff were able to tour the USS Abraham Lincoln in Everett the week before it departed for a six-month-long deployment abroad and then home to its new port on the east coast. Thanks to Captain Kevin Meenaghan, Anacortes resident and Chief of Staff for the Carrier Strike Group attached to the Lincoln, offered this community outreach opportunity to us.

## Medical Arts Pavilion opening



The Medical Arts Pavilion at Island Hospital opens in January. Included in the 26,000-square-foot building are a new Wound Care Center, Merle Cancer Care Center and Physical Therapy Center.

Medical Arts Pavilion at Island Hospital holds ribbon cutting, open house in January.

A community open house and ribbon-cutting for the new Medical Arts Pavilion (MAP) at Island Hospital, 1015 25<sup>th</sup> St., Anacortes, will be held on Tuesday, Jan. 24. The ribbon-

cutting ceremony will be at 5:15 p.m., with the open house to follow.

Housed in the MAP will be Merle Cancer Care Center, Island Hospital Physical Therapy & Rehabilitation and Wound Care services—including two hyperbaric chambers—provided by RestorixHealth.

# 2012-2013 Membership Directory



The Anacortes Chamber of Commerce will be partnering with GrafixCorp to produce the **2012-2013 Membership Directory**. Your listing in the guide is one of the benefits of your chamber membership. Advertising space is also available to members!

- Economical, targeted advertising to the Anacortes business community
- Used by existing members as a reference guide to businesses and services available in Anacortes
- Used by the chamber to introduce new businesses to our market
- New businesses are your potential new customers!

**Sales deadline: March 15, 2012**  
**Distribution: May 2012**

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Jody Barnett *Shell Puget Sound Refinery*

Bela Berghuys *Islands Inn*

Chris Borgen *Anacortes School District*

Duane Clark *Cap Sante Court Retirement Community*

Peggy Flynn *pflynn+associates*

Brian Geer *American Red Cross—The Islands Chapter*

Bob Hyde *Port of Anacortes*

Dean Maxwell *City of Anacortes*

Vince Oliver *Island Hospital*

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Mary E. Staley *Marketing With Mary*

Chris Terrell *How It Works*

**Chamber Staff**

Stephanie Hamilton *Executive Director*

Mary Talosi *Visitor Information & Operations Director*

Cecilie Miller *Event & Communications Coordinator*

Leah Hines *Marketing & Promotions Coordinator*

Kristi Daniels & Crystal Johnson *Licensing Sub-Agents*

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Newsletter designed by Linda J. McGuire

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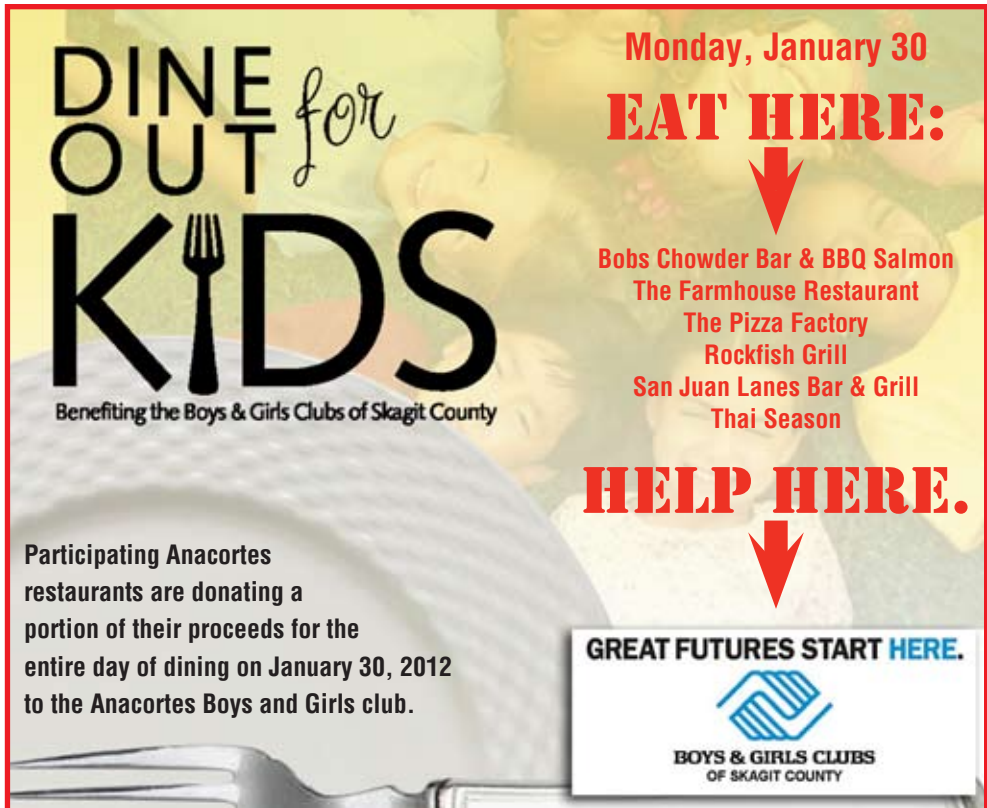
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**vic (visitor information center) statistics**

	Nov. 2011	Nov. 2010	Nov. 2011	Nov. 2010
Visitors	472	431	Relocation Requests	5
Phone Calls	159	140	Web Visits	7,063
Information Requests	7	7	Web Page Views	18,678
				18,850

**Thank you, volunteers!** Volunteer Hours: 220  
**Trick or treaters: 850**

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



**DINE OUT for KIDS**  
Benefiting the Boys & Girls Clubs of Skagit County

**Monday, January 30**  
**EAT HERE:**

↓

Bobs Chowder Bar & BBQ Salmon  
The Farmhouse Restaurant  
The Pizza Factory  
Rockfish Grill  
San Juan Lanes Bar & Grill  
Thai Season

**HELP HERE.**

↓

**GREAT FUTURES START HERE.**

**BOYS & GIRLS CLUBS OF SKAGIT COUNTY**

