



THE ANACORTES COMMUNICATOR

The Newsletter of the Anacortes Chamber of Commerce

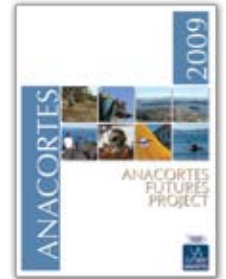
Volume 20 / Issue 11

calendar

- Tuesday, November 2** 3:00 pm
Marketing & Promotions Division Meeting
Chamber Office
- Thursday, November 4** 11:45 am
Ambassador Lunch Meeting
Chamber Office
- Tuesday, November 9** 2:45 pm
Membership Division Meeting
Chamber Office
- Thursday, November 12** 3:45 pm
Governmental Affairs Division Meeting
Chamber Office
- Thursday, November 18** 4:00 pm
Economic Development Division Meeting
Chamber Office
- Thursday, November 18** 5:30 – 7:00 pm
Business After Hours
Nantucket Inn
- Friday, November 19** 10:30 am
Finance/Executive Meeting
Chamber Office
- Tuesday, November 23** 3:45 pm
Board of Directors Meeting
Chamber Office
- Tuesday, November 30** 9:00 am
VIC Meeting
Chamber Office

AFP Update

The second of the Futures Project community input sessions will be held on November 16 at City Hall from 5:00–7:00 p.m. This session will build on input from the initial kick-off held October 28. It is important that the business community take part in this process. The goal is development of a master plan by June 2011, encompassing a vision of Anacortes in 2025.



business after hours

Nantucket Inn

Join us for the November 18, from 5:30–7:00 pm for the business after hours at the Nantucket Inn (3402 Commercial Avenue), co-sponsored by Avenue Catering—who will be providing an assortment of holiday cuisine.

Built in 1925, the Nantucket Inn is a spacious colonial mansion that now offers individual guest room reservations as well as entire property rentals. Under new ownership, the Nantucket Inn has been tastefully restored with contemporary yet elegant furnishings and new appliances featuring eight individually decorated bedrooms, ten bathrooms, two fully-equipped kitchens and two laundry rooms. The main floor's layout flows fluidly from the cozy kitchen with intimate breakfast nook to the elegant dining room and into the fabulous, welcoming great room. The Nantucket provides a perfect destination for your wedding, executive retreat, reunion, company party in addition to leisure, corporate and government travel.



chamber board retreat

Let's Make a Difference!

The chamber board is gearing up for a busy 2011 with more events, more projects, more benefits and more business for chamber members.

The new and past chamber board members, along with the division chairs, met for their annual planning retreat two weeks ago. The morning started off with Mayor Dean Maxwell who talked to the group about the city of Anacortes and how the chamber and the business community can work with the city to achieve our mutual goals for Anacortes. Kristen Whitener, the president of the Mount Vernon Chamber of Commerce talked about what makes a great chamber of commerce. Vince Oliver, the CEO of Island Hospital, talked about the growth and expansion of the hospital and the challenges of the medical business today.



Let's make a difference!

(see Retreat continued on page 2)

cornerstone members



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Retreat

Continued from page 1

The board then stepped through the chamber year and looked at many programs, some new ideas and some adaptations of old programs. So, what is the plan for 2011? Planning is still in process, but watch for the **Spring Wine Festival** and the **Oktoberfest** to both move to a two-day format. Economic Development was a hot topic for the board. The last several years the focus was on the **Anacortes Futures Project**, which is now moving forward in the public input phase as a joint project together with the city and the port.

Now, the chamber will be looking to some near-term objectives to improve the business economy in Anacortes. In 2011, the chamber will be looking to expand our tourism season with small events that fill in the other months. The new Oktoberfest event in October is an example of our work to expand the season for attracting visitors to Anacortes. The chamber recognizes that tourism needs to be scaled to Anacortes and will be looking for small- to medium-sized events

that want to meet in a pleasant coastal town.

When groups visit, like the recent Maserati car club, we want to point the visitors to our local businesses and make sure they have a pleasant stay. The chamber will continue to explore and expand our use of the power of the internet with its marketing of Anacortes to visitors and businesses that want to locate here.

With a theme line of “connect the dots” the chamber will be working to make sure our local businesses can be found via the web. The chamber will be looking to add to member value and many board members have taken individual goals and projects on themselves.

Revitalization of our local businesses was a big topic and the chamber will be working several ideas through the standing committees and task forces. One project the chamber will be taking on is an effort to connect the downtown with the waterfront. This has been discussed in Anacortes for the last 50 years.



We are taking this project on as a priority.

Watch for our new 12 @ 12 noon program, where we will be scheduling lunch meetings with our members and a mix of our local elected officials on a number of themes. Your board believes that good communications can drive improvements on both sides.

Last, the board agreed to take on the challenge of developing a 3–5 year strategic plan and vision for the chamber.

Your board is charged up and ready to go to make a difference in 2011.

—Mark Bunzel
Chamber President

Tourism Update

Accommodation and tourism-related chamber members are partnering with mynorthwest.com to help launch an interactive page, Northwest Travel Deals. (mynorthwest.com is the website that KIRO listeners are directed to and draws on the 1.5 million fans of that station and its affiliates.)

Consumers of leisure travel are motivated to visit one destination over another, or even take additional unplanned trips, if they have regular access to what is going on and an awareness of special prices or packages. Northwest Travel Deals highlights cities throughout the region with real-time travel deals and contests. Anacortes is taking part in a seven month trail of this new technol-

ogy, which is designed to fuel our economy and generate incremental hotel stays.

Hoteliers will work with other service providers to create attractive packages to entice visitors to our community. They are then able post these deals on Northwest Travel Deals—having complete access to update and change offerings as desired. Throughout the process mynorthwest.com will create radio spots directing listeners to check out the deals each community is offering.

Mynorthwest.com has 420,000 unique and engaged visitors per month who spend an average of 24+ minutes on the site. Tapping in to that audience is a great first step as we work to build promotions for Anacortes—as a getaway destination.



The beta for Northwest Travel Deals is set for November 1 with a revved up site slated for January 1.




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member profile

Sound Computing Systems

Sound Computing Solutions is a locally owned and operated computer repair and information technology services company. Based in Anacortes, Sound Computing Solutions serves customers in Skagit and Island Counties. We specialize in onsite repair and support services for residential and business customers. At Sound Computing Solutions we feel the optimal way to solve computing problems is to work onsite with our customers to solve their technology problems and needs.

Owners and Operators Pete and Shelly Pettersen moved to Anacortes in 2002. Pete has family ties to Anacortes dating back to the 1950s when his grandparents first purchased property in the area. The decision to move to Anacortes was easy for Pete and Shelly. Their love for the outdoors and desire to live in a small, close-knit community made Anacortes an easy choice to live and raise a family.

Earlier this year Pete and Shelly's started their own family when they were blessed with the birth of their daughter.

Pete and Shelly started Sound Computing Solutions in 2007. Their education and experience in the information technology industry spans over 20 years in a variety of roles and companies. Pete and Shelly both graduated from Washington State University in May 1999 and were married later that year. Pete received a degree in Computer Science and has worked for a variety of technology companies including Verizon. Shelly received her degree in Psychology and has worked for Microsoft and Boeing. Owning and operating an information technology company has always been a goal for them. Their experiences working for other technology companies left them with a desire to provide best in class customer service not found while working for



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Sound Computing Solutions

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someone else.

Sound Computing Solutions is a member of the Anacortes and Oak Harbor Chambers of Commerce and is involved in the local business referral group Greater Anacortes Connections. Their ties to the community are not limited to business. They also actively donate and volunteer in local charitable organizations.

They provide a variety of computer repair and support services and can cater to any size job or support situation. Call them at 360-588-2244 for answers to your questions about services and pricing.

They look forward to solving your computing needs!

meet your board

Katherine Sherman

Katherine Sherman moved to Anacortes in 1995 and has been the gallery director/owner of **Scott Milo Gallery at the Framemaker** for the past 15 years. Scott Milo Gallery works with more than 40 regional artists and puts up about nine exhibitions each year. For the past 12 years, Katherine has organized the two chamber artwalks for the downtown merchants in June and December. Additionally, she coordinates the very popular monthly First Friday Gallery Walks.

The Framemaker has provided custom picture framing for the community for close to 20 years and by using the latest equipment, mat cutting technology and design styles they have enhanced the beauty and longevity of many pieces of art.

Providing volunteer service to the community has been a leading factor in Katherine's

life in Anacortes. She served on the Anacortes Arts Festival board of directors for four years, acting as president for two of them. She is currently on the 2012 Tulip Festival poster design committee and a member of EDASC.

Katherine's background in commercial property management, marketing and business management is an asset to be utilized by many of the chamber of commerce's task groups. She looks forward to joining a group that will benefit from her input. As part of fulfilling her board member duties, she looks forward to attending more of the chamber's monthly functions, especially the business after hours events so she can meet more community members.

Being the mother of two teenage girls, Katherine manages to stay active in the

academic and athletic programs here in town. She is often seen zipping around town with a car load of kids running to various events.

In the past Katherine has served as a Girl Scout leader and a Parks and Rec soccer coach. This year she is again helping with the Reflections Art Program for the local schools.





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Saturday, November 6
6:00 pm
Port of Anacortes
Historic Warehouse
Tickets \$40

The planning committee promises a wonderful evening of dinner, dancing and revelry. If you do not have a reservation, call the chamber today.

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- Edward Jones
- pflynn+associates
- Quantum Construction
- Guild Mortgage
- Read Me A Story
- San Juan Rehab & Care Center
- Shell Puget Sound Refinery
- Steam Interactive
- Swinomish Casino
- Upstage Boutique & Men's Store
- Walgreen's Drug Store

member announcement

EDASC's Swing Into The Holidays

Dinner, Dance & Auction

Friday, December 3, 2010

- 6pm: Social Hour featuring entertainment by the Skagit Valley Chorale
- 7pm: Elegant dinner followed by a fast-paced lively auction, entertainment & dancing

\$75 per person
or \$575 when you reserve a table of 8

To order your tickets, please call (360) 336-6114 or visit www.skagit.org
Location: St. Joseph Center
215 North 15th Street, Mount Vernon

member announcement

Quantum Construction anniversary

Karin and Mike Baldwin recently celebrated a five year ownership anniversary of Quantum Construction, Inc. in Anacortes. They have been involved with Quantum for 22 years, beginning with Mike's employment in 1988. In 2005 he and Karin acquired ownership from Beth and Dan Folkers. Mike stayed on as lead Project Manager as Karin became the company president. Quantum is a local leader as a General Contractor building Commercial, Residential and Industrial projects.

The Baldwins celebrated by hosting a fall themed party for employees at the end of September, complete with wine and craft beer tasting and catered meal.

Did you know...

Fidalgo Island Rotary purchased the mattresses for the new Anacortes Family Shelter.

member announcement

Anacortes American claims awards



The staff of the Anacortes American, competing with papers the same size, garnered 16 awards for writing, photography, page design, special sections and advertising in the 2010 Washington Newspaper Publishers Association's Better Newspaper Contest.

Included were two where the American collaborated with the chamber.

The Anacortes American staff won third place in Best Special Section — Special Events/Festivals for the Anacortes Waterfront Festival 2009 tab.

Publisher Jack Darnton won second place in Ad Campaign for Single Advertiser for a series of ads for the Anacortes Chamber of Commerce's Buy Close By. "Great use of theme and logo," the judge said.

Arts Festival Cultural Arts Series Presents Brazilian Martial Arts and Dance Show

Award-winning Aché Brasil will perform at Brodriak Hall Friday night November 5, 2010 at 7pm. Driving percussion, exotic traditional instruments, masks, brilliant color with capoeira moves, acrobatics and Carnival-style Samba dancing are elements of this spectacle. Aché Brasil was recently nominated for "Live Performers of the Year" at the West Coast Music Awards.

Tickets: \$15 Adults, \$5 Youth under 18 at Brownpapertickets.com.



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Contacting Ships' Crews



Chamber board member Matt McKay greets the captain of the Mosor out of Croatia, which was docked in Anacortes to on-load the coke product from Shell. Matt and other board members have been working to provide welcome packets to crews visiting Anacortes.

A variety of commercial ships dock in Anacortes each year. They are typically manned by several officers and varying number of crew members, who are given leave to come ashore, with a fair amount of accrued pay. The chamber, through its Membership Division, has been working to develop a program to accommodate these crews, provide informational resources, and encourage them to spend money with local merchants.

The first ship to be visited under this program, the Mosor, hailed from Split, Croatia. Board member Matt McKay, the chair of the Membership Committee, went aboard with Stephanie Hamilton, met the captain and most of the 20-person Croatian crew, and presented each with a welcome bag, containing a coupon book, city map, and other materials. The Mosor was in Anacortes to take on a coke shipment. They appreciated the welcome—we look forward to future visits. Thanks for outgoing President Mike Trafton for his direction in getting this program up and running.

ribbon cuttings



Key Bank opened with a ribbon cutting in October.



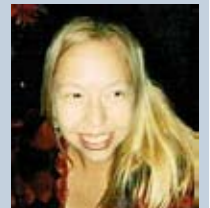
The chamber and city welcome the doctors of Island Internal Medicine at a ribbon cutting last month.

member announcement

On Saturday November 13, **Read Me A Story** will be participating in the first National Neighborhood Toy Store Day. Independent toy stores across the nation will be celebrating with their communities as well as announcing the ASTRA (American Specialty Toy Retailing Association) Best Toys for Kids Award list for 2010. All toys will be on display and available for purchase that day. Stop by Read Me A Story on the 13th for a day filled with old fashioned family fun! They have a day planned with games, contests, activities and food. Sign up to receive email updates at readmeastory@gmail.com or find them on Facebook!

Cecilie Miller

Cecilie Miller joins the chamber as a work-study student from North Seattle Community College where she is working on her degree in communications and media. This degree will reflect her already accomplished professional life. Cecilie has been a small business owner including an Art Gallery here in Anacortes, a vintage clothing shop, and a Café/Art Bar both in Seattle. She served on the board of directors at the Center on Contemporary Art where she was involved in creating many successful fund-raising events. She is also a chamber member, she and her mother Kari own and operate The Troll House, a guest cabin off Marine Drive. "I am very excited to be working for the chamber; they set the bar high for excellence in all aspects of what they do," comments Cecilie.



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Port Commissioner Roundtable

The Port Commissioners will be available for questions/comments in a business roundtable, to be held next Monday, November 15 from 5:15–6:30 in the city library meeting room/annex. All chamber members are invited. Light refreshments will be served. This is a great opportunity to hear about what is going on at the Port—2010 accomplishments and 2011 goals—as well as provide input to the Port Commissioners. Please RSVP to the chamber office so we can fine-tune the catering (293-7911).

member announcement

Key Bank Grand Opening

KeyBank is proud to be opening its 159th branch in the state of Washington here in Anacortes. The branch team will be able to provide consumer financial services, as well as private banking, business banking, SBA lending, home mortgage loans, investment services and trust services. Their goal is to bring an excellent experience in a convenient location and look forward to the opportunity to be an active partner with the community.

Please join us for their Grand Opening Celebration on Saturday, November 6th from 11:00am to 1:00pm. Customers and visitors are invited to enjoy lunch and fun family activities including a guest appearance by a Pacific Northwest icon JP Patches. There will also be face painting, balloon animal artist, and KISS FM personalities will be on location broadcasting and giving away prizes. Visitors are invited to register to win a \$500 Key Possibilities gift card from October 18th–November 6th.

member renewals

- Allied Realtors
- Biz Point Communications
- Christ the King Community Church
- Clean & Clip
- Deception Cafe & Grill
- Depot Arts Center
- Ruth Dorsey, John L. Scott Real Estate
- Fidalgo Island Quilt Guild
- Guemes Island Resort
- David J. Kuzma, DDS PS
- Lincoln Theatre Centre Foundation
- MacGregor Publishing Company
- McManus Photography & Design
- Salon Bella Bella and Day Spa
- San Juan Passage
- SonHouse
- The Farmhouse Restaurant
- Tokyo Japanese Restaurant
- Zap Pro Lube & Brake

Christmas Program

This year's Christmas Tree Lighting is set for December 3 at 6:00 pm. Once again our local youth choirs and bands will set the stage to kick-off the Christmas season and Santa will come and light the tree. This celebration also kicks off the chamber sponsored art walk, which runs from 6:00–9:00 pm on Friday and 10:00 am–5:00 pm on Saturday. Joining the art walk galleries who host the monthly First Friday events are retailers featuring a variety of artists. This is a fun way to spend some time wandering through downtown and completing your holiday shopping.

Did you know...

Victoria Starr found the illustrated map for Aspen, CO so useful on a visit 20 years ago that she began producing her own Starr maps—now grown to 40 great towns all over the country.

new members

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2010 Anacortes Oktoberfest

The first annual Anacortes Oktoberfest—Beer on the Pier was a huge success, with over 1000 ticket holders, brewers and volunteers in attendance. Last year the chamber decided to discontinue the six-year run of the Anacortes Jazz Festival, because of its inability to fulfill the mission of bringing visitors to town during the shoulder season. Past jazz chairman and chamber board member, Rick Star (Rockfish Grill), proposed an Oktoberfest and aimed to make it the largest brewer participating event in the northwest. He and the planning committee reached that goal with flying colors. Through an extensive advertising and grassroots promotional campaign word got out and our community was filled with visitors from all over the region.

Many thanks go to the planning committee, who worked to make this a truly memorable experience and will take the lessons learned this year to make next year's event even better.

Planning committee: Tim and Lorrissa Dussault (Pacific Rim Fire Extinguisher Service), Tim Lemons (Chamber Realtor—Windermere), Joel Pemberton (Sunriver Distributing), Kevin Pierce (Anacortes Brewery) and Marie Webster (Island Rentals). Also, thanks to Mary and Danielle for their humongous efforts in pulling off this new event—and once again making it seamless.



Left: Allen and Lisa Rhoades (Anacortes Brewery) enjoy the festival. Right: Oktoberfest founder and Chair, Rick Star (Rockfish Grill) celebrates with his wife, Carole, Mary Staley (Chandler's Square—A Retirement Community), and Jack Hamilton (Labor Ready).

Thanks also to the investment partners:

Keg:

- Anacortes Inn
- Guild Mortgage Company
- Heart of Anacortes
- KWLE 1340 the Whale

Stein:

- Barrett Financial Service, Ltd.
- Cascadia Weekly
- Cap Sante Inn
- Coldwell Banker—Island Living
- Donatello Flowers & Gifts
- Island Rental & Supply
- Key Bank
- Northwest Rigging
- Upstage Boutique & Men's Store
- Whidbey Island Bank
- Windermere
- Wizards of Ooze

Friends:

- Steve & Linda Wilhoit

thanks...

Thank you to the following businesses for donating a return trip to Anacortes at the Oktoberfest. Collecting entrants contact information will help us to evaluate our future marketing of this event. The event sold more than 850 tickets—and of the 290 event goers who gave us their information 60% were from out of the area.

Thank you **Adrfit, Anacortes Brewery/Rockfish Grill, Anacortes Kayak Tours, Bob's Chowder and BBQ Salmon, Calico Cupboard, Insights Gallery, Island Adventures, Islands Inn, Majestic Inn & Spa, Northwest Brewers Supply, The Brown Lantern** for donating to a great package!

White Lights

The chamber will once again be investing in brightening up downtown by putting white lights on the trees along Commercial Avenue. To add to the festive feel, we encourage businesses all over Anacortes to decorate their buildings or storefronts. A white lights and bright colors contest will take place with judging happening November 30. Contact the chamber if you would like to take part.

Did you know...

The Farmhouse Restaurant is 7 miles from Anacortes, 7 miles from Mount Vernon, and 7 miles from Burlington—a great central location for meals and meetings.

Chamber of Commerce Holiday Artwalk

Mark your calendars for the Chamber of Commerce Holiday Artwalk on Friday, December 3 from 6–9pm, after the chamber's tree lighting ceremony and Saturday, December 4 from 10 am to 5pm. More than 20 merchants in Old Town Anacortes will show the work of local artists. There will be paintings, sculptures, jewelry, photography, music, treats and other grand creations to fulfill your needs. Check the upcoming announcements for details. Come shop for the holidays and enjoy the event. Friday night's event will be in conjunction with the First Friday Gallery walk.

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

Peter Whiting *Northwest Trawlers*

PAST PRESIDENT

Mike Trafton *Bank of the Pacific*

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Karin Baldwin *Quantum Construction*

Jody Barnett *Shell Puget Sound Refinery*

Bela Berghuys *Islands Inn*

Bret Lunsford *Skagit County Fairgrounds*

Matt McKay *HR Strategies*

Curt Oppel *John L. Scott Real Estate*

John Pope *Tesoro Refining & Marketing Co.*

Erik Schorr *Anacortes Kayak Tours*

Katherine Sherman *Scott Milo at the Framemaker*

Chamber Staff

Stephanie Hamilton *Marketing Director*

Mary Talosi *Visitor Information & Operations Director*

Danielle Schmidt *Office 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

	Sept. 2010	Sept. 2009		Sept. 2010	Sept. 2009
Visitors	1953	2066	Relocation Requests	10	23
Phone Calls	318	162	Web Visits	9,574	8,846
Information Requests	142	30	Web Page Views	30,461	33,319

Thank you, volunteers!

Visit us on the web at www.anacortes.org



Martini Bar

Dancing

Chamber Cheers

It's a Wonderful Life in Anacortes

Saturday, November 6

6:00 pm

Port of Anacortes

Historic Warehouse

Tickets \$40

Cigar & Scotch Tent

Great Food

Contact the chamber for information and tickets—360-293-7911

