



THE ANACORTES COMMUNICATOR

The Newsletter of the Anacortes Chamber of Commerce

Volume 21 / Issue 1

calendar

- Tuesday, January 4** 3:00 pm
Marketing & Promotions Division Meeting
Chamber Office
- Thursday, January 6** 11:45 am
Ambassador Lunch Meeting
Chamber Office
- Tuesday, January 11** 2:45 pm
Membership Division Meeting
Chamber Office
- Thursday, January 13** 11:30 am–1:00 pm
Chamber Luncheon
Anacortes Lutheran Church
- Thursday, January 13** 3:45 pm
Governmental Affairs Division Meeting
Chamber Office
- Friday, January 14** 10:30 am
Finance/Executive Meeting
Chamber Office
- Tuesday, January 18** 3:45 pm
Board of Directors Meeting
Chamber Office
- Thursday, January 20** 4:00 pm
Economic Development Division Meeting
Chamber Office
- Thursday, January 20** 5:30–7:00 pm
Business After Hours
San Juan Lanes
- Tuesday, January 25** 9:00 am
VIC Volunteer Meeting
Chamber Office

chamber luncheon

Social Biz Local Biz

Join us for the first chamber business lunch of the year on Thursday, January 13th at 11:30 am at the Anacortes Lutheran Church.

The first portion of the meeting, chamber member Kate Williams, **Social Biz Local Biz**, will do a short talk on “Why Social Media for Small Local Business?” She will explore how social media and local/mobile marketing could impact your business in 2011 with some simple steps applied consistently alongside your “regular” marketing. Kate will bring along some simple tools to guide us all to more visibility, more customers and more profit in 2011. Social Biz Local Biz - More visibility. More customers. More profit.

Then we will head into our regular networking speed-dating style. Bring promotional materials and prepare your one-minute elevator speech.

Lunch will be catered by **Deception Cafe & Grill**. RSVP to the chamber. Lunch is free—networking is \$15!



business after hours

San Juan Lanes Bar & Grill

Let's all roll in the new year with the January business after hours at San Juan Lanes Bar & Grill! New owners, Daryl, Teresa, and Ethan Wainman are thrilled to host a fun-filled networking opportunity for all chamber members.

The Wainman's took over the 50-year-old bowling alley and restaurant in 2010 and plan to keep this center of our community vibrant and sustaining for future generations to come. The couple along with their son Ethan plan to keep the integrity of the food and business the same as the prior owners.

The business after hours is on Thursday, January 20 from 5:30 to 7:00 pm at 2821 Commercial Ave.

For a strikingly good time RSVP to the chamber—293-7911. Don't dis-pare this is a casual affair!



cornerstone members



TESORO Puget Sound Refinery

Petition in Response to Washington State Ferries Proposed Cuts

The Anacortes Chamber of Commerce will act as a signature gathering clearinghouse for a petition to the governor and legislature regarding the proposed reductions in ferry service. This proposal by Washington State Ferries is in response to the governor's demand to cut costs. Duane Clark (Cap Sante Court Retirement Community) representative of the Anacortes Ferry Advisor Committee is leading the march to send a message to our legislators, please come to the chamber offices to sign the petition before January 15.



a message from the president

Moving forward into 2011

Happy New Year and best wishes for the new decade. What a difference from the last decade. Just a week or two ago, someone said "...and it is the end of the decade too." I really had not thought about this. We have reached another 10 year milestone.

As humans, we celebrate calibrated moments in time. Our birthdays, anniversaries, the end of the year and beginning of the next, and the end of a decade. These milestones in our lives mean a lot to human beings.

You probably remember exactly what you were doing ten years ago—The Millennium. Then, we faced the unknown Y2K and wondered if the world's computer systems would meltdown, trapping our money in our banks and bringing the world to a halt. Through a lot of preparation, the Y2K event passed with barely a ripple, just like it should have. But we all remember the night of 12/31/99 as a special event and a major passing in time. We only get to see the passing of a century once in our lifetime.

Looking backwards, this decade could be best put as character building. We started the last decade with an economy that was clicking along. The stock market had a small crash in 2000 but rose dramatically through the middle of the decade. Unemployment was generally low and this was the beginning of a period of time where our real estate began an upward spiral. Cars, computers and other consumer electronics from Asia dropped in price fueling demand. The jobless rate was down and it was a challenge to find and hire good, qualified employees. Even the fast food industry was challenged to find employees.

The character building started with one day, 9/11, that jolted our nation and the world. We declared war. Our economy continued to climb. The warning signs were there and even our country's chief economist at the time, Alan Greenspan, in 2005 warned of a growing marketing in derivatives and

the packaging of mortgage securities that were based on paper valuations. The rise in valuations and the economy seemed too good to be true. It was, and it began to unravel in 2007. The paper gains in our homes plummeted with the collapse of the banking system and Wall Street.

Anacortes survived all of this. Yes, our home valuations have dropped to more reasonable levels. We were shaking our heads at the apparent high valuations in 2006 anyway. The stock market is holding up quite well with the Dow up and over 11,500, and we had a strong Christmas for retail. Our boat building business is just starting to show small signs of recovery. The city is stable with reserves still in place with no major cuts in services. Most of our local businesses have held on. The local business indicators for the year show our restaurant business is up just slightly, hotels down just slightly—not bad in a tough economy and a sign of better days ahead.

The chamber is charged up for the new decade. We are kicking off the year strategically focused to bring more business and jobs to Anacortes. The chamber will be looking to fill in our weekends with more events to bring tourism to town at a scale that matches our character and maintains our quality of life. In January, you will hear the announcement of a new yacht repair boatyard that could add 35–50 new jobs during the year. We will be marketing Anacortes as a yacht repair destination around the world. The Tethys water and beverage plant is moving forward through its

planning and development stage; it could start construction in a year or more with construction jobs and sales tax followed by a plant that could start at 300 new jobs and grow to 800 or more. Our refineries are almost back to normal production, and while the loss of life last year was very tough for our community, the Tesoro family continued to work during the rebuild at the refinery.

Our downtown storefronts have gone through some transitions. Some businesses have not made it, but their spaces were filled by other businesses fairly quickly. Our downtown is fairing much better than others in the area.

As we move into the new decade, what are your goals for your business? The recovery will not be like the previous times, but a more settled, slowly growing and prospering economy seems to be the course we are being given. Our biggest asset in Anacortes, a pleasant place to visit and a wonderful place to live, is still intact and getting better all the time. We have a lot of reasons to smile and be carefully optimistic for the start of 2011 and this new decade.

At the chamber, we have a great plan, an enthusiastic and dedicated board and staff. We are looking forward to a prosperous new year, a decade of growth and wish you the same.



December Business After Hours at Bank of the Pacific — attendees hear a presentation by Barbara Atterberry of Avenue Bistro and Catering.



**A NEXT GENERATION COMPANY DOESN'T
USE LAST GENERATION'S INTERNET.**



Contact Ann Marie Miles at 360-661-1334,
or go to www.comcast.com/business

Please call your local Comcast office for complete details.
All rights reserved. ©2009 Comcast.

member profile

Airporter Shuttle / Bellair Charters



Airporter Shuttle has been serving the community for over 25 years. With 11 scheduled trips a day, it's no wonder they are the number one choice for getting to Seatac. Airporter Shuttle also offers transportation to downtown Seattle, and it's widely used by passengers getting to and from the Anacortes Ferry Terminal.

As with any successful business, Airporter Shuttle started from very humble beginnings. Red Wickkiser, the founder of the company saw a need for transportation to Seatac without all the headaches of navigating I-5 and stress of dealing with parking. Red soon hired his son Larry Wickkiser. Larry helped with driving, operations, and marketing. Their efforts and commitment paid off. Airporter has grown immensely over the

years, from a one-van operation to a fleet of more than forty-five vehicles. The business was sold to Richard Johnson in 2006. A long time employee of Airporter, Richard picked up where the Wickkisers left off, maintaining the integrity of the business, and making improvements where needed.

In 2008, a Burlington location was opened to assist with the growth of the company. Since a large volume of the business comes from Skagit, it was a smart move to get some roots in the area, and ultimately make the service more convenient for local residents.

Airporter has also seen some diversity over the years. Around 16 years ago they expanded to include their private charter business, Bellair Charters. In fact, it's their best-kept secret. Charters are a unique way to get

a group of people together and travel to fun destinations. They are used for a number of events, seminars, employee appreciation outings, tours, educational trips, weddings and athletics programs. They have taken groups everywhere from local wine tours lasting 4 hours, to a 2-week trip through the Canadian Rockies. The possibilities are endless, and it's super affordable. A full day trip to Seattle or Vancouver, BC, for a 47-passenger coach averages out to no more than \$18 per person. How's that for a deal?

Airporter Shuttle / Bellair Charters delivers people to their destinations safely, comfortably and on time.

meet your board

Karin Baldwin

Karin Baldwin is new to the chamber board of directors this year, however, having been born and raised in Anacortes she is certainly not new to the area. Her love for beautiful Fidalgo Island has kept her interests focused in Anacortes, feeling that it was the best place that her and her husband, Mike, could raise their four children, Josh, Rachel, Zack and Adam. She has spent many years in community service and volunteer work through the local schools and her church.

As a longtime business entrepreneur, Karin has owned and managed several local businesses, including property management and running "Bearly Used," a retail shop. More recently, her interest in art has led her to open Citrus Art Studio in the Anacortes Keystone Building, with her daughter, Rachel Erickson.

Karin's main area of expertise, however, is president and owner of Quantum Construc-

tion, Inc. where she manages the business along with her husband, Mike. Quantum is a general contractor with a wide scope of construction projects, ranging from commercial and industrial to custom residential. They have been involved in many local business additions and remodel projects and Karin enjoys attending the monthly chamber after hours events as many of them are held in business that they have had a hand in constructing. For their professionalism, knowledge of the trade and sales Quantum was chosen to receive the HCI Metal Builder of the year award in 2008.

Karin is excited to have been invited to be on the Anacortes Chamber Board of Directors and to see the progress that the chamber is making to fulfill their vision to be the most livable and economically vibrant waterfront community in the Pacific Northwest.

Karin is serving on the Executive Director Search committee and the Membership Division and looking forward to becoming involved in the Anacortes Futures Project. As a lifetime resident of Anacortes, she supports the success of Anacortes businesses and understands their importance to the Anacortes economy. Thinking back on her life experiences, she says that everything she needed to know about business she learned when she was ten years old selling berries out of the family-run Best Road Berry Stand: treat customers with respect, charge a fair price and offer a product that you are proud of, smile, and have your business open during the hours that the ferry traffic comes by.



A community within a community!



Stop by and get acquainted with our independent and assisted living services. 360-293-1300

1300 "O" Ave. • Anacortes, WA • info@chandlersquare.com



Fidalgo Bay. Burrows Bay.
Fisherman Bay.
We know all the hot spots.

Windermere
Windermere Real Estate/Anacortes Properties
Residential Real Estate Services
360-293-8008
www.AnacortesRealEstate.com

Visitor Information Center



Above: Forty volunteers run the VIC – always keeping up to date on what's available for visitors and locals alike. The visitor center assists nearly 20,000 people per year. The party was held at the Depot Arts Center and was hosted by Avenue Catering.

Right: Visitor Information Center Manager, Wilma Cooper who has been assisting visitors for 18 years and Mary Talosi, Director of the VIC, celebrate at the volunteer Christmas party.



Represent Anacortes at the Seattle Boat Show



The marketing and promotions division is recruiting chamber members to work in the Port of Anacortes' booth at the Seattle Boat Show this month. If you are interested in representing Anacortes at this wildly popular event, please contact the chamber. This is a great opportunity to meet potential visitors to our area and share what Anacortes has to offer.

Library Centennial Celebration

Celebration time! The Anacortes Public Library celebrates 100 years of service to the Anacortes community in March 2011 with a month of activities commemorating this amazing centennial milestone. Highlights include:

Love at the Library

Saturday, Feb. 12, 7-9:30pm

A special Valentine event, this evening of music, poetry, wine, savories, desserts, chocolates, and other treats begins our celebration of the library's first 100 years as the cultural core of our community and benefits the library's future. Tickets are \$100/couple; \$50/person; available at the library, Donatello's, How It Works, and the chamber.

Community Centennial Celebration

Saturday, March 5, 11am

Mayor Dean Maxwell and other notables join the festivities, which continue throughout

the day with fun, educational, and entertaining adult and children's activities at the library.

Centennial Dance Party

Saturday, March 26, 7:30-10:30pm

Step back to the big-band era with Skagit Swings, an 18-piece big band with vocalist Beth Wallace, at Skyline Beach Club, 6041 Sands Way, Anacortes. Tickets are \$25/couple, \$15/single; available at the library, Donatello's, How It Works, and the chamber.

Chamber After-Hours

Thursday, March 31, 5:30-7pm

An open house at the library for Anacortes Chamber of Commerce members to participate in the centennial celebration.

Please join us for these and other centennial events and activities; see library.cityofanacortes.org for details.

Quick turnaround...

We're known for it.

FULL SERVICE COPY CENTER
29¢ color copies (letter size)
7¢ black & white copies (letter size)
Spiral, wire, comb binding • hot laminating
business cards • custom greeting cards

Bayshore Office Products
603 Commercial Ave. 360-293-4669
www.bayshoreoffice.com
printshop@bayshoreoffice.com



Commercial Recycling
Confidential Shredding Services
Recycle Bins
Local Ownership

PO Box 990 302 Gilkey Road Burlington, WA 98233
Ph: 360-707-0439 Fx: 360-707-5711



HOME • AUTO • COMMERCIAL

360-293-2135

901 - 24TH STREET

WWW.RISNET.COM

AHS Hanging Baskets Class of 2012

The Anacortes High School Class of 2012 will have baskets available again this year. They also have a new grower and expect the baskets to be lush and full. They will be in wrought iron with a cocoa liner. The price will be same as last year—12" baskets will be \$35. They will be ready for pick-up or delivery on May 6, 2011.

Please email your request for an order form to colleenscolors@comcast.net. Order deadline is February 25, 2011.

The class of 2012 would like to thank you for your support in helping provide a safe, alcohol and drug free graduation party.

government affairs

Stay in touch with state legislators

The **Skagit Business Alliance**, a coalition of local chambers, and the builders and realtor associations, will be coordinating weekly calls to our legislators. You may join in on Mondays (starting January 3) at 9:00 am where Gary Chandler of the Association of Washington Business will lead off the calls with a legislative update, then during the 13 week session, a different representative from the 39th, 40th and 10th district will be on the line to answer questions.

To access the call, dial 1-866-295-5950 and enter the participation passcode 68998.



Find us on
Facebook

Facebook

A year after Facebook opened to the public in 2006, savvy business owners recognized the potential of the social media site to drive consumers to their websites by setting up business pages off their personal Facebook profiles. What tremendous insight: Facebook now has over 500 million active users the world over, a virtual marketing paradise at your finger tips for little to no cost.

It is important to be authentic and transparent when using social media to market a business. People like to connect with people, not faceless brands. Just as in life, utilizing Facebook as a marketing tool is essentially about building and maintaining relationships, and even to some extent blurring the lines between business and personal relationships.

Facebook has already set up tools for measuring your pages' success. Through the insights dashboard you can monitor the monthly active users, daily new likes, daily post views, post feedback, and demographic of your users. There are also useful tools for you to edit news preferences (so you don't have to know that Aunt Mertle's bunion

needs lancing or your neighbor Otis & his brother Frank won the tag-team hotdog eating contest on Saturday night). You can set your security and profile settings to give as much or as little information out about you or your company as well.

Incorporating other tools into your Facebook that you already use is another great way to reach consumers with social media such as Twitter, WordPress, Pownce, Jaiku or Google Reader. Once you have added these tools to your Facebook profile it's easy as hitting *share*; consumers can see the Twitter updates from your Facebook page without necessarily having to follow them on Twitter. Brilliant.

Good examples of well utilized local business pages on Facebook are the Islands Chapter of the American Red Cross, Epicure, and the Watermark Book Company. Many of our members utilize Facebook but some still do not. If you are interested in learning more about using Facebook as a social media tool, contact the chamber office about setting up a class.

membership benefits corner

Publicity & Exposure

Put news about your business in the hands of hundreds of other business members and public officials through our monthly newsletter. Are you offering a new product or service, has one of your staff or your business won an award or received any kind of special training? Let your fellow chamber members in on the excitement by sending us your press releases. All releases are due by the 10th of the month prior to publication to info@anacortes.org.

Also as chamber members you can display your brochures and promotional materials in our Visitor Information Center, where thousands of visitors pass through each year. The chamber staff and V.I.C. volunteers field thousands of calls per year for member business referrals in our area.

Bulk Mail Permit

Another great promotional tool to take advantage of is the chamber's bulk mail permit. Not only does the permit give you a significant cost saving on first class postage, depending on the size of your company using the permit monthly for direct mail campaigns could cover the cost of your membership within a year! To use the permit you must have a minimum of 200 identical pieces. Contact the chamber office for more details.

Membership Mailing Lists

Your bulk mailing is made easy by using our chamber member mailing list, available exclusively to our members. You provide the mailing labels and we'll do the printing. Call the chamber office for details.



American Red Cross

The Islands Chapter

Together we can **save** a life



Sign up today for life saving classes call now at 360-293-2911 • Or visit us on the web at www.asjredcross.org



ambassador profile

Carla Cummins

Carla Cummins lived most of her life in Springfield, Missouri. Today she resides in Anacortes and has many passions, including family, boating, horses, community, and international travel. In many ways the Anacortes chamber has replaced the extensive family she misses back in Missouri. She has had the great fortune in her life to live each of these passions to the fullest, as her resume clearly shows.

Carla went to MSU and studied equine science, which she used to start a business in equine reproduction, along with professional horse training.

She owned and managed a large steak and seafood restaurant in Missouri for many years, selling in 2002. After about six months of searching for just the right business she found it in **All About Honeymoons and Vacations**. This is a nation wide travel franchise that uses the buying power of thousands of travelers to give her clients the best value in intimate get aways or group international adventure.

When her husband took a job in Washington, she was able to sell the Missouri agency and open a new one here, in our beloved Anacortes. Today after eight years in the

travel industry and thousands of satisfied customers, she is just the kind of person you want to help you navigate the complicated international travel industry. As a professional, you work all year for a few days of vacation. Why not leave it to a travel expert to be sure

you make the most of your hard earned dollar? As Carla will be glad to tell you, "I never charge a fee for my service; neither does the internet, but the internet offers no customer service."



member renewals

- I Love Skagit County Visitors & Newcomers Guide
- Jennings Chiropractic, Inc., P.S.
- Lakeside Industries
- Philip W. D.D.S. Madden
- Manpower
- Northwest Cedar Homes, LLC
- OASYS, Inc.
- Olympic Legal Services, P.S.
- Pacific Rim Marine Surveyors
- Nick Petrish
- PND Engineers, Inc.
- Quantum Construction
- RadioShack Anacortes Dealer
- Daniel W. DMD P.S. Rasmussen
- Ryan Chanel Hair
- Ship Harbor Yacht Charters
- Skyline Marine Center/Skyline Marina
- Skyline Moorage Sales
- Super Media
- Thai Season
- Transpac Marinas, Inc.
- Village Pizza/The Wheelhouse
- Whidbey Golf and Country Club
- YoungLife—North Islands

new members

AFLAC—FRAN STARR

(360) 293-7345
15435 Dewey Crest Lane
Anacortes, WA 98221
thestarrs@wavecable.com
Fran Starr
Insurance

CAMERON'S TO GO

(360) 299-4567
402 Commercial Ave.
Anacortes, WA 98221
Cameron Morris
Restaurant

FIDALGO MASSAGE

(360) 299-8999
1015-14th Street, Suite C
Anacortes, WA 98221
rnjw@hotmail.com
Rachael Whittall
Massage Therapy

FLOORING CONNECTIONS INT., INC.

(360) 588-9663
PO Box 957
Anacortes, WA 98221
jerry@flooringconnectionsinc.com
www.flooringconnectionsinc.com
Terry Zwiers
Flooring

LABOR READY, INC.

(360) 242-3205
2222 Riverside Drive, Ste 202
Anacortes, WA 98221
8011-BR@laborready.com
www.laborready.com
Jack Hamilton
Employment Services

LOPEZ ISLAND CREAMERY

(360) 299-8200
9080 S March Point Rd B4
Anacortes, WA 98221
lopezcreamery@gmail.com
Jan Bruce
Manufacturing—Food

LOTUS NATURAL HEALTH CENTER

(360) 293-3461
PO Box 2035
Anacortes, WA 98221
contact@lotusnaturalhealthcenter.com
<http://lotusnaturalhealthcenter.com>
Ellen Geary
Health & Wellness

thanks...

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

- Donatello Flowers & Gifts
- Fidaglo Pool & Fitness Center
- Lighthouse Park RV Park and Mini Storage
- Majestic Inn & Spa
- Read Me A Story
- SeaBear



- Managed Services
- Data Recovery
- Off-Site Backup
- Disaster Planning
- Business IT Solutions
- Networking & Security

chambermaster chat

Promote your hot deals on the chamber website

Do you have a special offering for 2011? Have you placed a Hot Deal on the chamber website? It's easy to do!

Go to www.anacortes.org and click on the Chamber Member Login link located at the bottom of the home page:



If you need to get your login/password information feel free to contact the chamber office or email info@anacortes.org with your request.

Once you are logged in it's a very simple process. Just follow these instructions:

1 Click the Hot Deals link



2 Click the Add a Hot Deal link



3 Fill in and submit the New Hot Deal form

Hot Deal form for Bayshore Office Products, Inc. The form includes fields for Hot Deal Title, Description (1000 chars available), Category (Office Equipment), Expiration Date, Hot Deal Images (with a 'Link Image' button), and Visibility (Community Hot Deals and Member-to-Member Only). Contact information for Bayshore Office Products, Inc. is also provided, including phone, email, and website links.

If you have any questions or concerns please feel free to contact Mary at the chamber office.



It's that time of year again—time to Taste Anacortes. Two routes for three nights: January 26, February 23 and March 23.

Come into the chamber to purchase your ticket to try five restaurants for only \$25.

The participating restaurants are:

- Bob's Chowder Bar & BBQ Salmon
- Brown Lantern
- Cameron's Living Room Dining
- Cameron's To Go
- Deception Cafe and Grill
- il Posto Ristorante
- Majestic Inn & Spa
- Penguin Coffee
- Randy's Pier 61
- Rockfish Grill
- San Juan Lanes Bar & Grill
- The Store
- Village Pizza/The Wheelhouse

Grab your friends and Taste Anacortes.

Check it all out on www.anacortes.org



The retail division of the chamber planned a season's worth of Tidings of Joy, including Receipts for Raffle, Guys Night Out, many Santa appearances and free horse drawn trolley rides on Saturdays.

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*

Board of Directors

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

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*

Cecilie Miller *Event & Communications Coordinator*

Kristi Daniels & Crystal Johnson *Licensing Sub-Agents*

Photography by Steve Berentson

Newsletter designed by Linda J. McGuire

PRINTED AT

Bayshore  CENTER

Inside BAYSHORE OFFICE PRODUCTS
603 Commercial Ave. • Anacortes, WA
360-293-4669 • printshop@bayshoreoffice.com

vic (visitor information center) statistics

	Nov. 2010	Nov. 2009		Nov. 2010	Nov. 2009
Visitors	431	485	Relocation Requests	18	10
Phone Calls	140	155	Web Visits	6,893	4,982
Information Requests	7	7	Web Page Views	18,850	14,972

Thank you, volunteers!

Visit us on the web at www.anacortes.org



It's back again!

January 26
February 23
March 23

Two routes —
Try five restaurants
All for only \$25

Tickets are on sale now!
(See list of restaurants on page 7)

Go to www.anacortes.org to check out all the details.

