



Volume 14 / Issue 10

Calendar

OCTOBER 2004

- OCTOBER 7**
Chamber Ambassador lunch 11:45 a.m.
- OCTOBER 12**
Destination Downtown Anacortes 4 p.m. .
at the Chamber
- OCTOBER 14**
Outstanding Leadership Free Seminar (see column)
- OCTOBER 16**
Pie Baking Contest, Entries to the Depot by 10/11
293-3663
- OCTOBER 16**
Annual Hedgehog Pacific NW Show, 10-5 p.m.
Masonic Hall
- OCTOBER 19**
Finance/Executive Board 2:30 p.m.,
Combined Board 3:45 p.m.
- OCTOBER 21**
Business After Hours at Windermere Real Estate
- OCTOBER 26**
VIC meeting at the Chamber
- OCTOBER 28**
President's Luncheon at Salvation Army Building
- OCTOBER 1-30**
ACT Theater "Best little Whorehouse in Texas"
293-6829



October 14 Seminar

Free Seminar "Outstanding Leadership in a Service Culture" for Chamber Members

The Chamber is pleased to offer yet another free seminar to its members October 14 at 7:30 a.m., as part of its popular on-going seminar series.

This time the focus will be "**Outstanding Leadership in a Service Culture**" presented by Brad Worthley of Brad Worthley International.

Those members who attended Brad's sold out "Customer Service" seminar back in January 2003 will be equally as impressed by his latest seminar.



Are you the kind of leader that asks: "Did my employees do what they were supposed to do today?" or are you the kind of leader that asks: "Did I do what I was supposed to do today, so that my employees could do what they were supposed to do?"

Brad offers thoughts on how we can change our behavior just slightly, in order to greatly impact the people we lead. This session is a must for a strong company culture and is targeted to anyone, from any industry, who

Continued page 7

City Plan Update to Be Given at President's Luncheon

City of Anacortes planning director and city attorney Ian Munce will be the keynote speaker at the President's Luncheon on Thursday, **October 28** at noon at the **Salvation Army**, 3001 R Avenue, Anacortes.

Mr. Munce will share some compelling information as he discusses the City's the critical area ordinance update, comprehensive plan update, and planning issues in general as they relate to Anacortes. This will be a great opportunity to get the latest information and ask questions regarding these issues.

Special thanks to **Peoples Bank**, located in Safeway, for sponsoring the luncheon. Stop in to say hello and find out about the various banking services they offer.

Please note that the luncheon date

has changed to the last Thursday of the month for October to accommodate the Chamber's free seminar (now on the 14th) and other scheduling restrictions.

You must R.S.V.P. to attend the luncheon by calling the Chamber at 293-7911. Also note that if you must cancel your reservation, you must do so at least 24 hours in advance to avoid full billing of \$15.

If you would like to sponsor a door prize for the business card drawing and receive a mention in the Chamber newsletter, please call the Chamber office.





1st Anacortes Jazz Festival Is an Official Success

With the festival and its post-event evaluation meeting now past, the first Anacortes Jazz Festival is officially being called a success by the organizing committee and the Chamber Board of Directors.

There has been nothing but positive feedback from those who attended or were involved in some way. The quality of musicians that performed throughout the festival was impressive, and the two-stage, continuous music concept worked well.

Curtis Wharf was a perfect venue for this type of event with the water, Guemes Island, the San Juans and Mt. Baker as the backdrop.

The Kick-off Gala and Concert drew three hundred people while Sunday's Gospel Brunch drew two hundred, both well exceeding their break-even markers.

The educational program for high school students drew standing ovations from the large crowd, and although the concerts on the wharf did not see as many attendees as anticipated due to weather conditions, there were enough tickets and merchandise sold to have final numbers finish in the black.

In keeping with the chamber's mission, "to improve the businesses and community life of Anacortes", the primary goal of the festival was not to be a fundraiser for the chamber, but rather to be a shoulder season event that the community could enjoy while attracting visitors who would shop, dine and stay in the region, bolstering our local economy. With most lodging facilities sold out for the weekend and increased traffic to local shops and restaurants, it seems that the chamber met its goal.

There were radio and television commercials, print ads, full-color event programs, post cards and posters, tee shirts and lots of free press coverage that not only worked to promote the festival, but also to support the general marketing of Anacortes to potential visitors.

The festival had some terrific sponsors and wonderful volunteers who made the whole thing possible and enormous thanks go out to all of them. Special thanks goes to the Port of Anacortes Commissioners who allowed the event to take place in the warehouse and on Curtis Wharf.



An appreciative audience enjoys smooth sounds, pleasant sunshine and an awesome view of the Guemes Channel on day two of the festival.

Pending board approval, which should come easily at the chamber's October board meeting, the 2nd Annual Anacortes

Jazz Festival will take place September 16, 17 & 18, 2005, and the committee is very excited.

New Directors Nominated for Chamber Board

The nominating committee appointed by Chamber President Randy Burgess has presented its nominations for the 2005 Chamber Board of Directors. Candidates for the positions commencing January 1, 2005 to replace outgoing board members are as follows: Dave Storkson of **San Juan Lanes & Stork's Restaurant**, Robin Pestarino of **AllData Shredding**, and Nate Scott of **Windermere Real Estate**.

Movement on the executive board includes: Pam Allen of **Anaco Inn & Anaco Bay Inn** will become President; Randy Burgess of **Ace Hardware** will become Immediate Past-President; Bill Berry of **KLKI** will become President-elect; and Vince Oliver of **Island Hospital** will replace

Mike Keller of **Scott Richards Insurance** as Treasurer. Jean Fantini of **Donatello Flowers and Gifts** will continue as Secretary.

Additional names of candidates for directors can be nominated by petition bearing the genuine signatures of at least 35 qualified members of the chamber.

Such petition would need to be filed with the Nominating Committee within ten (10) days of this notice. The determination of the Nomination Committee as to the legality of the petition(s) shall be final. If no petition is filed within the designated period, the nominations shall be closed and a nominated slate of candidates shall be declared elected by the Board of Directors.



Scarecrows, Halloween and a Mile of Food

It's that time of year again when ghosts, goblins and scarecrows will be seen having fun around Anacortes. Won't you join them?

The Chamber is once again sponsoring the annual **Scarecrow Contest** as well as the **Trick-or-Treat Downtown** and the **Mile of Food** events for Halloween. Get involved by making a scarecrow, bringing your little one downtown for a safe and happy Halloween and/or donating a non-perishable food item for the less fortunate. Here is how it works...

Scarecrow Contest – There are two categories in the contest – Community (open to non-business residents of Anacortes), and Business (open to all Chamber member businesses).

All scarecrows will be displayed in businesses up and down the length of Commercial Avenue and will be judged in one of the two categories. First and Second Place Winners will be chosen in each category. Additionally, community members who tour the scarecrows on Saturday Oct. 30 will vote by ballot at participating merchants for this year's "People's Choice"

award. Ideas include old-fashioned figures constructed from clothing, hay, burlap, farm and garden implements and the like and non-traditional figures like storybook characters, cartoon figures and scarecrows made of modern art materials such as plastics, metals, ceramics, collage, fabric or soft sculpture. Do not use fresh produce in the construction of your scarecrow.

The contest is free and open to any student, group, family, individual or business. Scarecrows must be freestanding with a height between 4-feet and 6-feet. Scarecrows will be judged on originality, design, color and creativity. Check the library or internet for practical advice and inspiration.

To register your entry, contact the Chamber of Commerce before October 18 at 293-7911. By doing so, you agree to bring your scarecrow to your assigned location on October 22 by 5 p.m. and keep it on display through Oct 31. Have fun creating!

Destination Downtown Anacortes will present the **3rd Annual Trick-or-Treat Downtown** on Saturday, October 30 from noon until 6 p.m.

This event will bring many young costume-clad kiddies and their parents to the doorsteps of the downtown merchants for a fun and safe Halloween event.

There will also be a costume contest



Many colorful and creative scarecrows will be on display in numerous businesses the week before Halloween as part of the annual Scarecrow Contest.

at 5 p.m. at **Village Pizza**.

Shop owners are encouraged to have treats for the children and some type of 'bounce-back' coupon or treat for the parents.

The event is sponsored by **KLKI Radio 1340 am, Village Pizza, Bayside Sweets & Treats, Boxes and Bears, Radio Shack and The Dish**.

Special window-fliers will be given to all downtown merchants who would like to participate, identifying them as a candy stop to all the little ghosts and goblins. Last year's event had twice the number of kids as the first year and even greater participation is expected this year. So get out the candy, cobwebs and pumpkins and get creative!

Mile of Food - A cool opportunity to help harvest food for others. Donated food items, including canned, packaged and non-perishable groceries, will be placed along the Downtown stretch of Commercial Avenue sidewalks during the Trick-or-Treat event on Saturday, October 30.

Contribute one can or a sack-full and help create a Mile of Food! Look for volunteers who will show you where to place your donated items and then watch the Mile of Food grow.





Anacortes Chamber Participates in State Tourism Planning

Anacortes joined with neighboring communities recently to provide ideas for the state's new game plan for tourism promotion.



Tourism is a vital part of the state's economy and an important economic engine for hundreds of communities including Anacortes.

Statewide, this \$11 billion industry supports more than 126,800 jobs and some 30,000 small businesses providing visitor industry goods and services.

The Washington State Tourism Office, represented in force at a September 21 session in Mount Vernon, was created to strengthen the state's economy through promotion of Washington as a year-round travel destination. The office implements domestic and international marketing and tourism development programs.

A particular emphasis is the goal of increased off-season travel to rural and under-visited areas of the state.

The 2000-2001 year marked the beginning of an integrated strategic marketing and tourism development approach for the Washington State Tourism Office. The State's 2001-2003 strategic business plan

is built on the success of that integrated strategic approach.

Today, the Washington State Tourism Office is hosting a series of regional meetings in the wake of a tourism strategic planning summit held June 3.

The purpose of meetings in Olympia, Yakima, Spokane and Mount Vernon is to gain new insights and to work on tactics, performance indicators, and other elements of the plan.

The Mount Vernon session, led by State Tourism Director Peter McMillin, was attended by Anacortes Chamber Executive Director Michael Broome and Tourism Marketing Director Steve Berentson. Those in attendance represented events and organizations based in Bellingham, Everett, the San Juan Islands, Burlington, Mount Vernon and Concrete, among others.

Before the day was over, the state tourism chief and staffers returned to Olympia with dozens of ideas to add to their list of tourism strategies. Among them were suggestions including: consistency in logo

and slogan; increase Internet research and investment; establishment of a state tourism commission; measures to prepare for the 2010 Winter Olympics in British Columbia.

"It is always rewarding to meet with our neighbors, to compare notes on our campaigns to tap into the growing tourism market," said Berentson. "We also appreciate the fact that Peter McMillin is personally spearheading this campaign to gather ideas from all four corners of the state. Our partnerships with our neighbors and the state tourism office are vital to any success we enjoy in this important area of our local economy."

Once all four regional meetings have been completed, state tourism officials will distribute a report and preliminary draft of the state's new strategic business plan. Chamber of Commerce members will be given an opportunity to review that plan and to provide additional input.

Business After Hours & Ribbon Cutting at Windermere Oct. 21

Join your Chamber friends and associates on Thursday, October 21 from 5:30 – 7 p.m. at the new location of Windermere Real Estate, 3018 Commercial Avenue in Anacortes. This will be a dual purpose event: the Chamber's October Business After Hours and the official ribbon cutting of Windermere's stunning new business complex.

Owner and broker Nate Scott will host the social networking event along with his team

members. Bring plenty of business cards to pass out while you enjoy the tasty hors d'oeuvres and beverages. You may contribute a door prize to be given away at the event by calling the Chamber at 293-7911.

Please call the Chamber to R.S.V.P., which helps the host plan the catering. See you there!




If you are reading this ad now, so are other Chamber members. They could be reading your business message instead!

Call the Chamber today for advertising rates at 293-7911.



DOWNTOWN DOINGS

This edition of Downtown Doings offers you an update on Destination Downtown Anacortes' efforts regarding our Community Downtown Arch project. Since last spring, the most visual emphasis of the arch committee has been fundraising. We are now working on finalizing the engineering, site plan and design elements with our team, however, the fundraising is not quite complete.



Nancy Jankelson, Director
Destination Downtown Anacortes

There is still time for you to support the project by purchasing a brick or acknowledgement on a brass plaque. Have your company or family name cast in stone (or brass) for future generations to see.

The categories for the brass plaque are Gateway Sponsor for \$5000, Keystone for \$2500, Pillar for \$1000, Cornerstone for \$500 and Foundation for \$250. The Friend bricks are \$100 for 9" x 9" or \$45 for 5" x 9".

I would like to thank all of you who have already made your donations to support this community project and encourage those of you who have not to do so. This is a wonderful project that will likely be around for the next one hundred years or more.

Please feel welcome to call me at the Chamber for more information at 293-7911 or visit the web site at www.Anacortes.org.



Although crowds were not quite what they were last year, thousands of motorcycle enthusiasts packed the streets of Anacortes for the 23rd annual Oyster Run.



Chamber director Michael Broome and treasurer Mike Keller hang a welcome banner at the Jazz Festival entrance.



Jazz Festival chairman Bill Berry greets a semi-trailer full of staging and canopies on Jazz Festival set-up day.



Jazz Festival Chairman Bill Berry, Chamber President Randy Burgess and Events Director Beth Prins conference during grounds set up.



FEATURED BUSINESS

Balloon & Basket Creations

Balloon & Basket Creations has recently relocated to 195 Cascade Mall Drive in Burlington. Their new phone number is 360-757-2012.

Stop by and check out the great gift baskets and unique gifts they offer. The balloon ideas are endless and original.

Owner Brenda Newton has been doing event decor for over eighteen years. She is a Certified Balloon Artist and belongs to the International Balloon Association where she learns new techniques and ideas.

Before moving to Anacortes Brenda lived in Mississippi where some of her accomplishments included being hired to do the mayor's annual ball. The decor was beyond expectation. She constructed a 40' high canopy of white pearl and ivory silk balloons. Ribbon, silk and white lights were the embellishments.

She was kept as the city's event decorator and coordinator for five years, until her family came to Anacortes.

The Burlington Mall hired Balloon and Basket Creations for four jobs so far and likely more in the future. The Northern Lights Casino also contacted Brenda for

their big birthday celebration, which was truly original.

Weddings are a specialty for B&B Creations. Whatever you desire, whether unique and elegant, or fun and flirty, they will be unique. Brenda includes flowers and lights in all her decor with lots of ribbon and silk also.

For children's parties, she does all the work—you just enjoy. She will even order the cake to match the decor.

Adult parties, birthdays, anniversaries, pool parties—are other examples where clients can give someone the gift of fun for their event or party.

B&B Creations still serves Anacortes and the surrounding areas and maintains their Chamber and other memberships in those areas.

Call or stop by their new shop for your gift and balloon needs.

THANKS TO...

Door prize sponsors for the September Business After Hours: **Upstage Boutique & Men's Store, KLKI Radio, Donatello Flowers and Gifts, Ace Hardware, Strawberry Bay Coffee Company, and Gere-A-Deli.**

Door prize sponsors for the September President's Luncheon: **KLKI Radio, Scott Richards Insurance, Towner Press, Upstage Boutique & Men's Store** and the **Anacortes Jazz Festival.**

If you would like to donate a door prize for either the Business After Hours or President's Luncheon and receive a mention in the Chamber newsletter, please call the Chamber office at 293-7911. Thanks!

September Business After Hours



Bill Berry of KLKI, Pam Allen of Anaco Inn & Anaco Bay Inn and Laurie Gere of Gere-A-Deli schmooze a little at the September After Hours at the deli.



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803 South 15th
Mount Vernon, WA 98274
Todd Denny
360-848-4159

Free Seminar continued from page one

supervises people.

Benefits from this seminar include:

- Eliminate office politics
- Increased employee performance
- Increased employee retention
- Increased sales
- Increased profits

This seminar will be held at the Salvation Army, 3001 R Avenue, Anacortes, and is offered free to Chamber members and their employees. The fee for non-members is \$45 per person. You must R.S.V.P. to attend this seminar as it is sure to fill up.

Call or e-mail the Chamber at info@Anacortes.org or 293-7911.

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Serving coffe, vita coffee, smoothies, milkshakes, organic teas & drips, low carb options & fresh baked goods.

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T Bailey Inc

Ted & Leila Meyer

Tokyo Japanese Restaurant

Town Graphics

CHAMBER MEMBER NEWS NOTES

■ Northwest Ballet Theatre presents 'The Nutcracker' Saturday, Dec. 4 at 3 p.m. & 7 p.m. at Brodriak Hall in Anacortes, and Sunday Dec. 12 at 3 p.m. & 7 p.m. at Stanwood High School. Tickets are available by phone at (360) 588-1689 and at Watermark Book Co. in Anacortes. www.northwestballet.org

■ The October Calendar of artists performing at the RockFish Grill located at 320 Commercial Av. in Anacortes includes:

10/8 - Oktoberfest kickoff with the Pickled Herring Band

10/9 - Kathi McDonald: CD Release Party

10/13 - The Duntons

10/16 - Steve Bailey and Crossroads

10/20 - Jacob Navarro and William Cook

10/23 - Chris Stevens Trio

10/27 - Korby Lenker

10/30 - Little Bill and the Bluenotes

Music Wed 6 - 9 p.m.; Fri/Sat, 9 p.m.- Midnight.
There is no cover charge unless noted.

Caught in the Act of Doing Business



Edward Tharngrakul-Jantawong of Bangkok Bistro serves up some tasty Thai food to the masses at the Oyster Run.



Visit us on the web at www.anacortes.org



VIC Statistics

AUGUST 2004

Visitors 3,016 (2003 – 3,602)
 Phone Calls 900 (2003 – 891)
 Information Requests.....85 (2003 – 92)
 Relocation Packets..... 52 (2003 – 75)
 Web Sessions28,245 (2003 – 21,890)

Executive Board

Executive Board

PRESIDENT
 Randy Burgess / Ace Hardware

PRESIDENT-ELECT
 Pam Allen / Anaco Inn / Anaco Bay Inn

SECRETARY
 Jean Fantini / Donatello Flowers & Gifts

TREASURER
 Mike Keller / Scott Richards Insurance

IMMEDIATE PAST PRESIDENT
 Steve Henery / Skagit State Bank

EXECUTIVE DIRECTOR
 Michael Broome

Board of Directors

Shane Aggergaard / Island Adventure Charters
 Bill Berry / KLKI Radio
 Gretchen Buchmeyer / Shell Puget Sound Refinery
 Dianna Chonka / Cap Sante Marine, Ltd.
 Madeleine Roozen Cook / Peoples Bank
 Mike King* / City of Anacortes
 Vince Oliver* / Island Hospital
 Dan Porter / Tesoro Refining & Marketing Co.
 Nate Scott / Windermere Real Estate / Anacortes
 Dan Stahl* / Port of Anacortes
 Nels Strandberg / Strandberg Construction
 Gene Tanaka / T Bailey Inc.

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 Michael Broome

EVENTS COORDINATOR/VIC MANAGER
 Beth Prins

MEMBERSHIP SERVICES
 Sue Keller

ACCOUNTS MANAGER
 Kathleen Hobbs

DIRECTOR, DESTINATION DOWNTOWN ANACORTES
 Nancy Jankelson

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 CAP SANTE INN
 ANACO BAY INN
 ANACO INN
 CALICO CUPBOARD
 PENGUIN COFFEE



Floyd Standifer plays the trumpet at Anacortes High School as part of the educational portion of the jazz festival.



Anacortes Chamber of Commerce
 819 Commercial Ave., Suite F
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