

The Anacortes Communicator

A Newsletter of the Anacortes Chamber of Commerce

Volume 16 / Issue 2

Calendar

February 2006

- February 2
Ambassador Lunch
11:45 a.m. Pizza Factory
- February 3
First Friday Gallery Walk 6 p.m.
- February 9
President's Luncheon
Mayor Dean Maxwell, "State of the City,"
Noon, Salvation Army Anacortes Corps
3001 "R" Avenue RSVP only!
- February 8
Waterfront Festival Committee 8 a.m.
- February 16
Business After Hours, 5:30 - 7 p.m.
Nantucket Inn
- February 17
Executive Board / Finance Committee,
3 p.m.
- February 21
Combined Chamber Board, 3:45 p.m.
- February 28
VIC meeting 9 a.m.
- February 2-18
ACT Theatre "Move Over Mrs. Markham"
Comedy, 293-6829. Reserved seating.

Chamber Mission

The Anacortes Chamber of Commerce is dedicated to improving the business and community life of Anacortes.

Mayor Maxwell to present 'State of the City' at President's Luncheon

Fresh out of a successful campaign for his fourth term, Anacortes Mayor Dean Maxwell will deliver his annual "State of the City" address to a Chamber of Commerce audience at the February 9 President's Luncheon.

Verizon Superpages and SuperPages.com sponsor luncheon

Sponsor of the February President's Luncheon is Verizon Superpages and SuperPages.com, touted on the company website as "the No. 1 business search directory, with an extensive distribution network and targeted advertising solutions to help you reach qualified buyers. Our 3 in 1 search lets you compare, buy or bid, and research products all in one place. See only the results you want!"

Local contact in Mount Vernon is Krishna Mathison, 428-7653.

Nantucket Inn hosts Business After Hours

Our upcoming Business After Hours will be held at the Nantucket Inn and Restaurant on Thursday, February 16 from 5:30 - 7 p.m. This will be a great opportunity to meet the new owners, Casey and Peggy Jones.

Casey notes that he and Peggy are native Anacortesans. Tentative plans call for the restaurant to feature lunch and dinner menus, open Tuesday through Saturday, 11 a.m. to 8 p.m. A Sunday brunch will feature changing menus each week, with themes such as seafood, breakfast and barbecue.

Cooks will be Peggy's mother and sister, Barbara Mayfield and Susie Nestle, respectively.

The \$15 luncheon, sponsored by Verizon Superpages and SuperPages.com, will draw a crowd, so make reservations today.

The mayor traditionally reviews recent city achievements and addresses future issues, taking questions from the audience following his presentation. Of particular interest to his business audience this year could be topics such as the MJB rezone proposal, as well as elements of an economic study recently completed for the city by a consultant.

RSVP today at 293-7911 for the noon event, scheduled in the upstairs dining space at the Salvation Army, 3001 R Avenue.

(If you need to cancel a reservation, you must do so at least 24 hours in advance to avoid full billing.)



Mayor Dean Maxwell

Call the Chamber at 293-7911 to make reservations for the Business After Hours.



Nantucket Inn & Restaurant, 3402 Commercial.



From the Director's Desk

Opportunity to think 'outside the box'

By Michael Broome

Recently I received an e-mail from a gentleman who heard me speak on my own behalf at the January 18 planning commission meeting regarding large retail or "big box" retail as it has been called. At that meeting I used the example of the Tulalip



Michael Broome

Tribe and their huge retail development, which has left at least one Marysville city councilperson regretting their decision to not allow large retail within city limits (forgoing millions in tax dollars).

In his e-mail, the gentleman said that I was deliberately "raising fear of what the Swinomish Tribe may do" with regard to locating a large retailer on their land and that it was unfair to do so. I responded to this gentleman to clarify my remarks and reiterate that neither I nor the Chamber Board has taken a position on the subject at this time. His letter, however, made me wonder how

many others may have misinterpreted my comments so I thought I would elaborate in this month's Communicator.

First, let me be absolutely clear that I was not trying to raise any fears about our native friends. I have a good relationship with the Swinomish Tribe and would not consider painting them in a negative way. I know their economic development manager well and respect the work he does for the tribe. Our State economic development officials promote partnering with our tribes, and I fully support that plan.

That being said, the issue of large retail is a complex one that requires much thought and conversation. My goal was not to

Special Thanks to...

Thanks to those who donated door prizes at the January Business After Hours at Tesoro Refinery. Door prize donors included:

- | | |
|---------------|-------------------|
| Tesoro | Piston Service |
| KLKI AM Radio | Donatello |
| Artsmart | Express Personnel |

"gain support for something that the people do not really want" as this gentleman implied, but to simply introduce other considerations in the mix of everything that was being discussed. I did think it was a little presumptuous to say that "the people do not really want large retail here," because there are obviously those who support the idea, and those who oppose it. That is why it is extremely important to have as much information as possible before forming a final opinion.

Personally, I believe that a larger retail store will be here on Fidalgo Island sometime within the next 10 years. If so, the questions that I see are: 1) Where will it be located? 2) What will it look like? 3) Will the City and community benefit from any possible tax dollars that might be generated by such a development?

No matter where such a development might be located, I believe that it will have the same impact on the infrastructure and existing businesses. I also believe that the impact on existing businesses will be, for most part, minimal as the competition that would be offered by a larger retail store already exists from the stores in Mount Vernon and Burlington.

Many Anacortes dollars already leave this community on a daily basis. If and when it comes, selecting the right retailer would be very important to the impact here locally. For example, there is no need for something like a Lowes or Home Depot as we have those needs already met locally by Ace Hardware, Sebo's Do It Center and Frontier Building Supply. We certainly do not need another grocery store, as those needs are met by Food Pavilion, Safeway and The Store. We could however, use a store similar to a Target that would offer additional clothing, electronics, toys and houseware options. For our local businesses who offer these items (and they are the select few, usually stocking more specialty items) the challenge will be to find areas other than price to compete. Customer service is just one of those areas that the big stores do not offer.

If a large retailer does locate in Anacortes, I believe that we have an opportunity to think outside "the box" to try to come up with some creative and attractive ways to host such a business. I am not in favor of turning Anacortes into "Generic" (a term commonly used in economic development circles when discussing the almost identical look of communities who have all the usual stores, strip malls and fast food restaurants).

Anacortes is a very charming city and I do not believe that anyone living here wants to see that change. We must work hard to preserve the elements that we all love so dearly. I would like to see some serious thought and planning put into such a development to keep it aesthetically pleasing (even revolutionary), and I would like to see the City collect those tax dollars to perpetuate and grow the community assets that we currently enjoy. Without some form of new revenue in the future, those assets will be in jeopardy. Forward thinking is needed now to address these issues. Who knows, our solution may even be used as a model for communities across the country that are struggling with this issue.



Member Profile

Cap Sante Court Retirement Community

Cap Sante Court Retirement Community, Anacortes' premiere senior living facility, continuously strives to enhance the quality of service for its residents. This year will feature unique changes for Cap Sante Court.

Duane Clark, Cap Sante Court's owner, has recently announced a transition in the management of the facility.

"My office will continue to be at Cap Sante Court," Duane says, "although I plan to be 'out and about' much more. There are other things I want to be able to devote more time to, including the Anacortes Sister Cities Association, Anacortes Rotary, and the Anacortes Chamber of Commerce. In many ways I feel blessed to have so many delightful pursuits, competing for my time. I enjoy them all."

Duane's wife, Nancy and mother, Alice will continue to spend some time at Cap Sante Court as well. Per Duane, "You know how important these two have been

to the quality of life at Cap Sante Court for the past 18 years."

After a careful search, Duane has chosen Tracy Willis as the new Executive Director for Cap Sante Court. Tracy has lived in Anacortes for many years and has worked in the senior healthcare environment in Skagit and Snohomish counties in positions of management and marketing. Tracy spent four years working at the Anacortes Library and has spent considerable time serving on various community advisory boards. She is full of energy and creativity. She has demonstrated a high level of skill in areas of marketing and management. And, as Duane says, "She is just plain a delightful person to be around."

Duane is very pleased and confident that this change will be very good for all concerned.

"I can assure you that life at Cap Sante Court will continue to be that magical, wonderful combination of concern and

compassion, respect and independence, great food and great company, all surrounded by Cap Sante Court's well-known, long-term, devoted staff."



Cap Sante Court Retirement Community owner Duane Clark (left) has hired Tracy Willis (right) as Executive Director.

Says Tracy, "I could not be more pleased and excited to be taking on this new responsibility. I feel privileged to become a part of the Cap Sante Court family."

Ambassadors Corner

Linda Bishop

Linda Bishop, outside representative for Express Personnel, is one of the Chamber Ambassadors' newest members. After years as a stay-at-home mother to her son and daughter, her first career move found her becoming a top producer for a 150-agent real estate company in Albuquerque, New Mexico—a big change, she says, that very much broadened her horizons.

A career move to the hospitality industry sent her to Amarillo, Texas, where she joined a Cowboy Church, made wonderful friends, and embraced the ranch lifestyle and values still central to her life.

When her son and his family moved

to Washington a few years back, Linda left the blue skies of New Mexico to be near them. Though she misses the southwest climate, she says her job with Express Personnel has given her the opportunity to appreciate Washington, while spending most of her free time following the activities of her two "wonderful" grandchildren.



Linda Bishop

A long-time volunteer, and obviously a "mom" at heart, she's currently a board member for Big

Brothers Big Sisters.

"We're always looking for 'Bigs' to mentor our young folks," she says. "It's a rewarding activity."

Linda invites anyone interested in a taste of the group to join "Bowl For Kids Sake" on March 11, 2006 in Anacortes.

Consider the Ambassadors Club, a fun-loving group of people who endeavor to promote and advance the services and programs of the Anacortes Chamber of Commerce.

Ambassadors volunteer their time at Chamber events such as ribbon cuttings, Business After Hours and the President's Luncheon. They also contact new members and are involved in large projects such as the Waterfront Festival and Jazz Festival. Call the Chamber at 293-7911 to learn more.



Tourism Marketing

By Steve Berentson

SayWA!#?
After many months of planning, the state will soon launch its new tourism brand – “SayWA.” In mid-March you will begin to see government agencies and tourism-related businesses and organizations rolling out ad campaigns built around the new brand.

Research related to the new brand spells good news for Anacortes. Bright spots in our story range from our proximity to British Columbia to our “inventory” of attributes. Among the “Reasons to Believe” in Washington are categories including 1) natural beauty 2) historical locations 3) variety of activities, and 4) anything’s possible.

Natural beauty includes such things as volcanoes, ocean coasts and rain forests. We are just a short drive from Mt. Baker, which serves as a great visual “backdrop” on a sunny day. We have beautiful island beaches, and the new Tommy Thompson Trail provides easy access for outdoor-oriented activities of all kinds.

In terms of historical locations, our city’s incorporation dates back to 1891, when Big Daddy Seattle was just another town with dreams of greatness. We boast a Carnegie Library that now serves

as a museum, and our Causland Memorial Park is also on the U.S. Registry of Historical Places.

We definitely feature a variety of activities, from shopping and dining to more lively outdoor adventures such as kayaking and mountain biking. Entertainment includes a community theater and a number of pubs and restaurants with live music. In addition to shopping and overnight accommodations ranging from campground to hotel suite, visitors to Anacortes can spend time at the gym, swimming pool or spa.

Finally, we have the “anything’s possible” category, which includes businesses such as Starbucks, music from artists such as Ray Charles and Pearl Jam, and the arts, featuring artists such as Dale Chihuly and Tom Robbins. Well, we can send our guests to SeaBear for “Made in Washington” products, and there are any number of successful businesses of renown. It’s no mistake that an America’s Cup boat owner chose Anacortes for his next top secret building project. “Hey Arnold” creator Craig Bartlett went to high school here, and the work of many successful poets, writers and artists bursts forth from creatively fertile Fidalgo Island.

We are no one-trick pony, as is the case with some tourist destinations. Start now to consider ways you can incorporate the “SayWA” brand into your marketing strategy, and contact the Chamber of Commerce if you have ideas for the community-at-large.

Time to begin planning for 2006 Anacortes Waterfront Festival

It’s a “two for one” event!
The 16th Annual Anacortes Waterfront Festival is just around the corner and the committee is working to bring you an exciting event.

This year’s poster unveiling will be Thursday, March 16 at the WT Preston Snagboat Heritage Center, sponsored by **Mark Nilson Mortgage Consultant** and presented by the Chamber and the City of Anacortes. This event is also the Business After Hours for March, so mark your calendars now.

The Waterfront Festival is a family tradition for many in our “neighborhood,” and a sure draw for visitors from all over the Northwest. If you still need to reserve your booth space or pledge your sponsorship, call Stephanie Hamilton, Events Coordinator, at 293-7911.

Honoring the past, looking to the future



The first Business After Hours event of the year provided opportunity to thank contributors to last year’s successes. Those volunteers included Wilma Cooper, VIC Coordinator (above, with Michael Broome) and Jack Darnton, who led the DDA group. Pictured with Darnton is Bill Berry, 2006 Chamber President. Berry praised 2005 President Pam Allen and staff for their contributions.



Member Renewals

Adrift
 Anacortes Auto Parts
 Anacortes Community Theatre
 Anacortes Inn
 Bunnies by the Bay
 Cap Sante Court
 Retirement Community
 Cascade Job Corps
 Chicago Title Company
 City of Anacortes
 Comcast
 Concrete Nor'West
 Dave Cortelyou
 Dakota Creek Industries
 Edward Jones – Steve Daley
 Fidalgo Chevron
 Fidalgo Medical Associates
 Gere-A-Deli
 Horizon Bank
 Island Hospital
 Island Transport Ferry Service
 Island Inn
 KLKI Radio
 Left Bank Antiques
 Peoples Bank
 Public Utility District# 1 of Skagit
 County
 Ragen MacKenzie
 RIS Insurance
 RiverCity Screenprinting, Inc.
 Salvation Army Anacortes Corps
 San Juan Lanes
 Ship Harbor Inn
 Simmond's Glass
 Tracys Furniture
 Vintage Investments
 Washington Federal Savings
 Wells Fargo & Company
 Wells Fargo Home Mortgage
 Whidbey Island Bank

New Members

Anacortes Catering

Food/Catering: Catering, mobile kitchen, onsite meals, box lunches, party planning, Home of Grandma K Fudge. Laurie Kinslow
 P.O. Box 1817, Anacortes
 360-293-6162
www.anacortescatering.com

Complete Plumbing Repair Company

Plumbing: Plumbing, repairs, well pumps, drains, faucets, water heaters, remodel, waterlines, drain cleaning, water, estimates.
 David Pearce or Josee Allard
 14068 Crater Lk. Rd., Anacortes
 360-333-3088

IL Posto Ristorante

Restaurante: Authentic Italian: Ran by Italian, cooked by Italian!!
 Isabella Valerio
 2120 Commercial Avenue, Anacortes
 360-293-7600

Samantha Masaoka, Realtor

American Dream Real Estate Services, Inc.
 Anacortes Realtor and accredited buyer's representative ready to professionally facilitate your real estate transactions.
 1202 Commercial Avenue, Anacortes
 360-588-1515
www.asksamantha.net

Member News

Bunnies By the Bay

Hareytale Museum & Tea Room, 617 Morris Street, LaConner.
 Come join the Bunnies every Sunday 11 a.m. to 4 p.m. for a celebration like no other! A relaxing time to reminisce together with tasty appetizers, warm soup, delectable dainties, scrumptious savories, and tea, of course! No appointment necessary.
 Bunnies By the Bay also announces Children's Craft Classes at the Hareytale Museum. During one and a half joy filled hours for each class, children will have hands-on experience with creative, educational and fun activities taught by an experienced teacher. Each child will journey home with a little something to help warm feelings linger.
 Classes for February include 1) Dressing Cookies 2) Greeting Cards 3) Knit one, Pearl two 4) Acrylic painting. Call Today, Don't Delay! Ask for Glenda at 293-8037, Ext 224.

Caught in the Act of Doing Business



Bank of the Pacific Branch Manager and Vice President of Real Estate Lending Mike Trafton reports his new Commercial Avenue office will be open this spring. In addition to exterior signage and facade work, a complete remodel is underway inside the one-time movie theater.

Don't Forget to Vote!

Tuesday, February 7 is the deadline to mail your ballot to the Skagit County Auditor. We encourage you to vote in favor of the Levy proposal from the Anacortes School District.



Visit us on the web at www.anacortes.org



VIC Statistics

Thank You, Volunteers!
December 2005

Visitors 575 (640 - 2004)
Phone Calls 230 (256 - 2004)
Information Request 33 (18 - 2004)
Relocation Request 30 (22 - 2004)
Web Sessions 18,667 (12,564 - 2004)

Board of Directors

Executive Board

President
Bill Berry / KLKI Radio
President-Elect
Vince Oliver / Island Hospital
Secretary
Robin Pestarino / AllData Shredding
Treasurer
Nate Scott / Windermere Real Estate
Immediate Past President
Pam Allen / Anaco Inn/Anaco Bay Inn
Executive Director
Michael Broome

Board of Directors

Chris Borgen / Anacortes School District
Hazel Hogan / Maison et Jardin
Mike King* / City of Anacortes
Pat Meyer / Viking Moving Services
John Pope / Tesoro Refining & Marketing Co.
Peter Steffen / ABC Yacht Charters
Bob Elsner* / Port of Anacortes
Dave Storkson / San Juan Lanes & Stork's
Nels Strandberg / Strandberg Construction
Carol Van Iterson / Horizon Bank
Graeme Wilson / Cap Sante Marine
Thomas Wood* / Shell Puget Sound Refinery
Michael Stolmeier / Smugglers Villa Resort

* Ex-officio

Staff

Executive Director Michael Broome	Licensing Sub-agents Kristi Daniels
Membership Services Office/Visitor Center Coordinator Sue Keller	Crystal Ashford
Events Coordinator Stephanie Hamilton	Newsletter Editor Steve Berentson



Alaska Governor Frank Murkowski (left) and his wife Nancy visited Anacortes for the christening of new inter-island ferry 'Stikine,' built by Dakota Creek Industries (DCI). The vessel heads north soon.



Anacortes
Chamber of Commerce
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