



THE ANACORTES COMMUNICATOR

The Newsletter of the Anacortes Chamber of Commerce

Volume 24 / Issue 11

calendar

- Tuesday, November 4 3:30 pm
Marketing & Promotions Division Meeting
Chamber Office
- Thursday, November 6 11:45 am – 1:00 pm
Ambassador Luncheon
Chamber Office
- Monday, November 10 4:00 pm
Membership Division Meeting
Wheelhouse
- Wednesday, November 12 2:30 pm
Economic Development Division Meeting
Chamber Office
- Thursday, November 13 11:30 am – 1:00 pm
Chamber Luncheon
Swinomish Casino and Lodge
- Thursday, November 13 3:45 pm
Governmental Affairs Division Meeting
Chamber Office
- Friday, November 14 10:30 am
Finance/Executive Meeting
Chamber Office
- Thursday, November 20 5:30 pm – 7:00 pm
Business After Hours
Read Me A Story
- Tuesday, November 18 3:00 pm
Board of Directors Meeting
Anacortes School District Board Room
- Tuesday, November 25 9:00 am
VIC Volunteer Meeting
Chamber Office

chamber luncheon

Boeing in Washington

Join us on November 13 at the chamber lunch for a presentation “Boeing in Washington—Our future together.” This is an opportunity for Boeing to connect with and thank key members of our community for support and partnership over the past nearly 100 years that Boeing has enjoyed a home here in Washington State. They will share some information about Boeing including where the company has been, where they are going, and how deeply invested they are in the health, growth and prosperity of people living in Washington. They will provide insight into local employment, their commitment to the environment, and hopes and expectations for the future here.



Richard A. White

“We look forward to having a meaningful conversation with your members,” said Richard Wright, presenter and Government Relations Manager for the Boeing Company.

The lunch is sponsored by United Way of Skagit Valley whose mission is to focus community investment to create sustainable positive change in people’s lives. They advance the common good in Skagit County and make it a better place for us all.

Please note, the lunch is hosted at Swinomish Casino and Lodge—12885 Casino Drive. Remember to bring a gift for the drawing to promote your business. Please RSVP online, lunch is \$15.



business after hours

Read Me A Story

Read Me A Story just celebrated their ten-year anniversary! Over this time they have grown to be the largest toy store in Skagit County. Read Me A Story is filled with toys and books for all ages. Their baby section has lots of baby gift items including clothes, blankets and rattles. The toy selection is growing with pretend play, bath, puzzles, science kits, arts & crafts, games, LEGO, sports and lots of stuffed animals! Their comfy book area is full of books for baby to teen. The interactive environment of Read Me A Story gives their customers a fun shopping experience with engaging customer service to help you find the right gift for the special people in your life. They have a big playroom for the little kids to play, a game table filled with demos to try out and toys all over the store to touch and feel. In May they launched their NEW pet toy section for your “other” children! They offer free gift wrapping for all purchases! Please join them for Business After Hours on Thursday, November 20, 5:30–7:00 pm, at 1005 9th Street, to experience their store! RSVP online, and bring a gift for the give-away.



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a message from the executive director

Keep the Cheer Here Campaign Sign Up

Our Keep the Cheer Here Campaign is almost here! Last year this campaign to support local shopping during the holiday season brought in nearly \$220,000. This year we'd like to double that number with more retail involvement.

How it works—Shoppers get a punch card when they shop at participating retailers from November 26th–December 31st. For every \$100 a shopper spends they are entered into a weekly drawing for a \$25 valued gift. They are also entered into a grand prize drawing at the end of the campaign for a local shopping spree with \$25 gift certificates from all participating retailers.

How to participate—Participation for chamber members is very easy, simply drop off a \$25 valued gift and \$25 gift certificate at the chamber. We will get you up on the website and bring you punch-cards before the event begins. During the promotion, each Monday evening or Tuesday morning at the retail trades group 8:30 a.m. meeting, bring in the completed punch-cards that have been dropped off at your store. This meeting is also a great chance to connect with other retailers and discuss issues and triumphs you are experiencing during the holiday season. This year the retail committee decided to open participation up to all retailers, regardless of

chamber membership. Non-chamber members have to pay a \$25 fee to help pay for the advertising.

How we are promoting the campaign—Post-It ads on the front of the *Anacortes American* and *Fidalgo Weekly*, print ads in the *Anacortes American* and *Fidalgo Weekly*, digital ads on guskagit.com, Facebook promotions, and downtown trolley rides with signs on the sides of the trolley and information on participating retailers.

To sign up, contact Laura Hartner at the chamber: lhartner@anacortes.org or 293-7911.



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tourism

Shop Play Eat Stay for the Holidays

As we move into the holiday season the chamber and the members of the Marketing and Promotions Division are proud to announce the completion and airing of our television commercial to promote Anacortes as a great place to “Shop, Play, Eat and Stay for the Holidays!” This commercial will run in the Seattle Metro area in November and December. This project was a collaboration of many talented people in our community to storyboard, film, produce and edit this spot that celebrates the fall and winter seasons in Anacortes.

The Anacortes High School Broadcast Club led by Jim Thompson produced the commercial, which features many community members including The Gateway B&B, Classic Styles, and The Majestic Inn along with the holiday horse-drawn trolley rides. A big thanks to all of those involved in the creation of this commercial, which you can now see on our website!

November Events List

- 11/1 — Friends of the Forest Annual Fall Event, Port Warehouse
- 11/7 — First Friday Gallery Art Walk, 6-9pm
- 11/7-8 — Brewgrass, the Brown Lantern, Rockfish Grill, H2O
- 11/7-8 — The Island Chicks Fall Vintage Market
- 11/11 — Veterans Day Ceremony, Port of Anacortes Transit Shed, 11am
- 11/13 & 14 — Book & White Elephant Sale
- 11/22 & 23 — Holiday Farmers Market
- 11/28 — ACT Theatre—Bob’s Your Elf

You can add your community event to the list! Visit our events page and click on submit new event.



Tim Eslick, Proprietor

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member profile

Cathy's Accounting

Cathy's move from Burlington to Anacortes was a fulfillment of a dream to experience life in a seaside town. The laid back life and the joy of living in Anacortes prompted her to leave the corporate life and fulfill another lifelong dream of owning and operating her own accounting and bookkeeping business.

Cathy's journey started right out of high school when she was forced into a bookkeeping role. Finding she enjoyed the work she enrolled at Highline Community College and completed several accounting classes. For the next 20 years she worked bookkeeping jobs and raised three children. In 1998 she went back to college and in 2002 graduated with a BA in accounting from Western Washington University.

Returning to college with three children at home was a challenge but well worth it. Studying

from flash cards at her kids sporting events became the norm.

After graduation Cathy spent eleven years as a controller for a manufacturing firm, and 6 years as a seasonal income tax preparer. It is this experience she brings to her new business, Cathy's Accounting and Bookkeeping Service LLC.

In addition Cathy passed the Enrolled Agent exam in 2010 and become an Enrolled Agent in 2011. An enrolled agent is a person who has earned the privilege of representing taxpayers before the Internal Revenue Service by passing a three-part comprehensive exam. Individuals who obtain this status must adhere to ethical standards and complete 72 hours of continuing education courses every three years.

Cathy specializes in small business needs. She can help set up an accounting system, perform the

bookkeeping tasks at your place of business or collect needed data and work from her office. She serves wide variety of clients including manufacturing, restaurant, not-for-profit, retail and service. Having served as a controller for 11 years she is well versed in the needs of a company including data entry, accounts payable and receivable, payroll, quarterlies and general ledger. Her years of tax preparation experience have taught her the value of proper bookkeeping. Your tax accountant will be very happy at tax time and so will you.

Cathy's office is located at 3003 Commercial Avenue and is available by appointment. She may be reached at 360-420-6496.



meet your board

Brian D. Johnson

Brian married his wife Kathleen Johnson in 1988 and in 26 years of marriage, they have raised three daughters. Prior to meeting his wife, he spent four years active duty in the United States Marine Corps, stationed at NAS Whidbey Island until being honorably discharged in 1986.

Brian began his construction career in 1987 as a laborer, during which time he learned all aspects of commercial construction. In his thirteen-year tenure in construction he was promoted to Project Manager and Master Carpenter.

In the early 90s when construction in Seattle hit an all-time low, Brian rallied his experience and made a five-year lateral shift to property management. He was quickly hired by GGP Corporation as Operations Director of Bellis Fair

Mall in Bellingham. He went on to be promoted and managed the reconstruction of the Fallbrook Mall in West Hills, California.

Upon leaving Southern California, with a brief stop in Colorado, they packed up their belongings and three young daughters and moved to Anacortes. Anacortes was to be only a brief stop, with the final goal being one of the San Juan Islands; however after living here they grew deeply attached to the community. Brian and Kathleen founded Anacortes Construction Services in 2001, which has grown to be a regionally recognized commercial and residential general contractor. They are noted for building American Dream Real Estate North Harbor Diesel, Wilbur-Ellis Storage and Distribution

Facility and Sulex (now Chemtrade) storage and distribution facility, and over a hundred high-end custom homes and remodels.

Brian and his wife have donated countless hours for the betterment of the local community and it is this love for Anacortes that he has chosen to participate on the Anacortes board of directors. It is his goal to help create and build a thriving economic climate in Anacortes, while preserving the unique qualities and characteristics that make Anacortes one of the best places in America to live.



Christmas Tree Lighting
Friday, December 5 ~ 6:00 pm.

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Mark Lawrence and Karin Baldwin attending Schmooze Cruise—an open house of manufacturers produced by EDASC.

Veteran's Day Celebration

November 11th Save the Date

Port of Anacortes Calling All Veterans

We'd like to personally invite all local Veterans. If you are, or know a Veteran please contact

Leah or Denise at the Port of Anacortes:
events@portofanacortes.com

11am to 12:30pm • 100 Commercial Avenue
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The Island Chicks
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2014 Bier on the Pier

Now in its 5th year, Bier on the Pier continues to grow, drawing visitors from across the state and beyond. Almost 2,500 people were in attendance this year with a record number of attendees on Friday night. With 30 breweries, a distillery, and four food vendors, there was something for every beer lover.

We are so grateful to the amazing breweries from across Washington state that participate in this event every year. Congratulations to the People's Choice winners Island Hoppin' Brewery for their Old Madrona and Big E Ales for their Blackberry Ale.

A big thank-you goes out to this year's bands—Yogoman Burning Band, Stilly River Band and Little Joe Argo for keeping the party going Friday and Saturday.

Events like this would not be possible without amazing volunteers and sponsors and we want to thank the dedicated crew of both groups that worked for months to make sure this event was a success and made our town shine!

Cheers! Here's looking forward to 2015!

We would like to thank the following community partners for making this festival possible!

Barrel

- Birch Equipment

Keg

- Kelli Lang—Coldwell Banker Bain
- Shell Puget Sound Refinery
- Tesoro Refining and Marketing Company

Growler

- Anacortes American
- Rockfish Grill/H2O/Anacortes Brewery
- The Apothecary Spa

Yard

- Skagit Valley College
- The Brown Lantern Ale House
- Trident Seafoods
- Whidbey Island Bank

Stein

- Island Rental and Supply

Pint

- Cathy's Accounting and Bookkeeping Services, LLC



Businesses can avoid layoffs with Shared Work

By Chad Pearson
 Shared Work Marketing Manager
 Employment Security Department

It can happen to any business. Demand for your product or service slips. Maybe the market goes in the tank. All you know is your business is in a fix, and you've got hard decisions to make.

You don't want to lay off your skilled employees, but what else can you do to cut costs?

The Employment Security Department provides an alternative. It's called **Shared Work**.

Under the program, businesses can reduce the hours of permanent employees, who can

then collect partial unemployment benefits to replace a portion of their lost wages. This translates into immediate payroll savings and prevents the loss of skilled employees.

Plus, to make the program more affordable, the federal government will cover more than 92 percent of Shared Work benefits through June 2015. That means you can participate virtually for free and there will be practically no effect on your unemployment-insurance tax rate.

Sterling Ramberg, co-owner of The Gear Works, had this to say about Shared Work: "We invested hundreds of thousands of dollars in our employees' training and couldn't afford to lose

them. Shared Work helped us avoid that."

The flexibility of the program also makes it attractive. Your business can enroll some or all of your employees. You use it only when needed, and you can vary each employee's reduction anywhere from 10 to 50 percent per week.

Recent surveys show that Shared Work helps keep skilled workers, reduces payroll costs and improves employee morale. Employers who have used the program consistently recommend it to others.

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- Christ the King Community Church
- Andrea Doll
- Farmhouse Restaurant
- Fidalgo Island Artillery Company, LLC
- Fidalgo Island Quilters
- Gateway Yachts
- Guemes Island Resort
- Humane Society of Skagit Valley
- David J. Kuzma, DDS PS
- Lincoln Theatre Center Foundation
- Jacki Mayo—Coldwell Banker Bain
- My Tailor
- North Sound Oral and Facial Surgery P.S.
- San Juan Passage
- The Shrimp Shack
- Skagit Regional Health
- SonHouse
- Synergy Sports Technology, LLC
- Bob & Diane Thompson
- Zip San Juan

thanks...

Thank you Skagit Publishing for hosting the October member luncheon, and to these businesses for providing gifts for the give-away:

- Papa Murphy's Take 'n Bake Pizza
- Homeplace Special Care Center
- Bella Ve Permanent Make Up
- Port of Anacortes
- Skagit Publishing

ambassador profile

Dan Maul

Dan and his wife, Lori, bought a home on the north part of Whidbey a few years ago, planning to use it as a getaway until retirement. Here they are!



As an outdoorsman, Dan enjoys fishing and bird hunting. He is an avid fly fisherman and is learning to bass fish and salt water fish with help of his new neighbors. Dan is always looking for new partners to join him in his outdoor adventures. As a volunteer at Safe Place in Everett, Dan provides emergency care for children who have been removed from their home until they can find placement in the foster care system. Dan loves children and loves his granddaughter, Lexi, most of all!

Dan is the senior consultant for Classic Style and Company, a new clothing store on Commercial Avenue featuring hand knit sweaters, specialty clothing, and classic accessories. Dan looks forward to getting more involved in Chamber activities and his work as an ambassador.

When you meet Dan, ask him to tell you about Arnold and Patty. He is a great story teller!

new members

Please welcome our new members!

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Cameron Bigge—Fidalgo Chiropractic

April Breckenridge—Anacortes Sun

Jack Hamilton—Cap Sante Court
Retirement Community

Barry Harter—Central Payment Corporation

Linda Harvey—Anacortes Ship Harbor Inn

Rich Heidecker—Youth Dynamics

Brenden Jones—Bank of the Pacific

Sarah Jurkovich—Washington Federal

Dan Maul—Classic Style

Matt McKay—Nantucket Inn; Anchor Catering

Catherine Mers—Windermere Real Estate

Therese Rudzis—Individual member

Veronica Spencer—Take Shape For Life

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25-year anniversary of Watermark Book Company

On November 20th, 1989 Patti Pattee and her late husband Norman Sturdevant opened the doors of the Watermark Book Company in what used to be the Carpenters Union Hall on Commercial Avenue. Patti, a former English teacher in California, moved to the Northwest with her husband over 35 years ago with the dream of opening an independent bookstore to serve the community. Over the years the Watermark Book Company has hosted many memorable community events, readings, and author talks. The store provides a unique inventory of books that cover a breadth and depth of subjects.

Generations of locals have grown up gaining a love for reading at the Watermark Book Company. Pattee remembers one little boy who was a reluctant reader on his first visit her store, but started coming back more and more often. Pattee smiles when she says that he now teaches literature at Western Washington University.

"That's why brick and mortar stores like this are so important. They allow you find treasures you didn't even know you were looking for. Books can take you to all kinds of places and you can learn so much." Pattee said.

To celebrate the Watermark's 25th Anniversary, the store will be giving away a \$25 gift certificate each day for the first 20 days of November. People can stop by the store seven days a week to enter the giveaway and wish Patti and her staff a happy anniversary this November.



Left to right: Patti Pattee, owner; Diana Farnsworth, new employee; Dave Taylor, 19-year employee.

ribbon cutting



Mayor Laurie Gere celebrates the grand opening of Cellular Connections in the newly remodeled building on 1820 Commercial Ave with manager Kevin Goforth, chamber dignitaries, employees, family and friends at a ribbon cutting on October 10th.

The Port of Anacortes Annual Community Christmas Concert

Sponsored by

Shell Puget Sound Refinery

December 20th

Featuring **Geoffrey Castle**
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Town Crier & Santa Claus

Afternoon Matinee 4:30 pm

Evening Performance 7:30 pm

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chamber officers

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Bob Hyde *Port of Anacortes*

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Chamber Staff

Stephanie Hamilton *Executive Director*

Sandy Swartos *Visitor Information & Operations Director*

Laura Hartner *Marketing & Promotions Coordinator*

Kristi Daniels & Crystal Johnson *Licensing Sub-Agents*

Photography by Steve Berentson

Newsletter designed by LMac Graphics

vic (visitor information center) statistics

	Sept. 2014	Sept. 2013		Sept. 2014	Sept. 2013
Visitors	2234	2227	Relocation Requests	22	22
Phone Calls	174	218	Web Visits	19,595	14,921
Information Requests	255	93	Web Page Views	40,877	41,596
Volunteer Hours	441	475.5	<i>Thank you, volunteers!</i>		Visit us on the web at www.anacortes.org



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November 26th - December 31st

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you're entered to win the weekly and
grand prize drawings valued over \$500!

Visit anacortes.org for list of participating retailers.


