

**PORT ANGELES DOWNTOWN ASSOCIATION**  
208 N. Laurel Street, P.O. Box 582, Port Angeles, WA 98362 (360) 457-9614  
www.portangelesdowntown.com

*What's News Downtown*

### PRESIDENT'S CORNER

#### 2011 has the potential to be an incredible year.



Whether or not you agree with the removal of the Elwha dams, the fact is the event is going to draw a crowd. I think we all need to ask ourselves "Are we prepared to service, feed, and entertain an additional 10,000 people?" And, are we doing all we can to ensure that all the visitors who come out here walk away with a long lasting, positive impression of our great town? As an association, the PADA is working extremely hard to make the answers to these questions an unwavering "YES!" PADA is also working with the PA Forward committee and the City to educate our local residents on the benefits of thinking and buying local, so that we can continue to thrive even when 10,000 additional people don't come to visit. If you have any extra energy, time, or ideas please join our efforts. We have room on all our committees, and we are ALWAYS looking for volunteers. This is our town, it is a great town, but it's only as great as we make it, and there is always room for improvement.

**A VOLUNTEER** is a person who is a light to others, giving witness in a mixed-up age, doing well and willingly the tasks at hand—namely, being aware of another's needs and doing something about it.

**A VOLUNTEER** is a person who remembers to do the thing to make other people happy, who takes the loneliness out of the alone by talking to them, who is concerned when others are unconcerned, who has the courage to be a prophet and to say the things that have to be said for the good of all.

**A VOLUNTEER** is a person whose charity is fidelity, who is faithful in an unfaithful world, grateful in an ungrateful world, giving when all about are grasping, listening when others need to tell about their fears and problems.

— from "The Beacon," newsletter of Birthrite, South Africa

"Volunteers are seldom paid; not because they are worthless, but because they are PRICELESS!"

— unknown author



Future newsletters will have details about what will be occurring and how to volunteer. If you are anxious to get started right now, please call us (360) 457-9614.

—Greg Voyles, President

Work is expected to begin the week of February 21 on the **First Street Storm Water and Paving Project**. The contractor will begin staging materials at that time and construction will begin March 1 on the south side of First. The work is scheduled to be done in two phases:



**(Phase 1)** will be from Valley to Oak and is anticipated to take about 6 weeks. This phase includes the addition of a midblock crosswalk with bump out in the block between Valley and Cherry.

**(Phase 2)** from Oak to Lincoln will begin mid-April with a goal of completion before Memorial Day. All sidewalks will remain open with traffic lanes moved to the north side of First. The current proposal for revised construction hours is 8:00 am to 10:00 pm daily. Construction on intersections will be on a 24-hour work schedule. Because of the short notice for the February 9 meeting, PADA has requested another meeting with the City to allow for more input from the affected businesses before the final decision is made. When that meeting time is set, we will advise everyone providing as much notice as possible. Since the staging work is scheduled to begin next week, it will probably once again be a short notice situation. Please check your email frequently for current information. The City is working with the contractor to keep disruptions to traffic and business at the lowest level possible and using the more aggressive work schedule will reduce the timeframe by about 3 weeks from the original plan. The original plan of working during the night time hours will put completion toward the end of June.

The closures of the south lane of traffic and parking will be rolling, as the construction progresses from one area to the next. The entire area will not be closed at the same time. There will be some closure of the parking on the north side to allow for grinding of the pavement and paving of that side of the street.

The Promotion Committee is strategizing ways to keep visibility high and to let the public know that downtown will be open during the construction. The Parking Committee will be looking at some parking alternatives and signage.

We will keep you posted by email. Additionally the City will continually update their webpage at [www.cityofpa.us/FirstStreetStormwater.htm](http://www.cityofpa.us/FirstStreetStormwater.htm) with scheduling and other information so that the impact will hopefully be kept to a minimum.

### UPCOMING PROMOTION EVENTS

- Valentine's Day—Feb. 14 • Bite of Downtown—March 22 • Second Story Story —March 26
- For Peep's Sake— April 16-17 • Easter Eggstravaganza—April 23
- Elwha River Restoration Kickoff—Sept. 16-18



## ANNUAL MEETING

Thanks to everyone that attended the Annual Meeting at the Elk's Lodge on January 27. Barb Maynes from Olympic National Park was our guest speaker and did a great job of providing information and some history on the Elwha River Restoration project. The kick off celebration, September 16-18, will be centered in downtown and plans are in the works to make it a great event. Watch for more details in the coming months, on the website, in the newsletter and in Thursday Thoughts.

New board members were introduced and former board members Rick Mathis and Jan Harbick were recognized (and/or roasted) for their service to the association over many years. The Design Committee recognized the following businesses for their achievements in design:

**Exterior Signage:** LEVX/Magna

Force • Skin Care Suites Spa • Bar N9ne

**Window Signage:** Westside Pizza

**Window Enhancement:** Udjat Beads

**Windows, Visual Appeal:** Teenie Queenie • Cottage Queen • Fountain Square Jewelers

**Windows, Holiday Display:** Port Book & News

**Exterior Renovation:** Dairy Queen

**Interior Remodel:** R Bar • Westside Pizza • Bar N9ne

**Interior Renovation:** Kristin Tucker •

LEVX/Magna Force • Tiger Lily Clothing

**Merchandising:** Waters West • Living It Up • Teenie Queenie

**Total Rehabilitation:** Family Medicine Downtown Ambulatory Clinic

**Investment in Downtown:** Steve Siebert, owner of form Kauffman-Miller building.

**Congratulations and Thank You** for being a part of our Downtown community.

This year's **Partner Award** went to the DeMolay Boys and Rainbow Girls for their valuable assistance in the Community Tree Lighting event. What a great group of young people learning about the value of being involved in the community they call home.

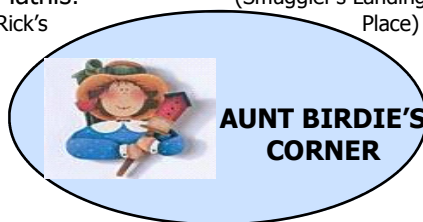
In announcing the winner of this year's Spirit Award winner, Richard Stephens said the following, "Supporting downtown doesn't mean always being a fan of the Main Street Concept, but our honoree tonight understands the importance of downtown solidarity, that we live and survive and succeed based on the success of everyone downtown and so in his quiet way, he soldiers on and helps out in any way he can.



A great cook, a friend and friendly critic of this association, a quiet, generous humanitarian and a brilliant philosopher who has distilled his existence to this mantra,

"Ours is not to question why ours is just to pour & fry."

Our **Spirit Award** winner, Mr. Rick Mathis!  
(Smuggler's Landing & Rick's Place)



City **Shoreline and Harbor Visioning Open House**—Wed., Feb. 23—6:00 p.m. at the Vern Burton. Progress report and first draft of the updated Shoreline Master Program.

As a part of the **Waterfront Improvement Project**, the prototypes of the way finding signage should be in the Downtown by the end of March. Once they are installed, the City would like

your input about them and how they can best be located and used to maximize their effect.



## BUSINESS OF THE MONTH

Since opening in March, 2010 after an interior renovation **Bar N9ne** at 229 W. First Street has brought new life to the west end of town. Many of you will remember this location as the old Lid's Tavern... its certainly come along way since those days. Nine is not just a lucky number in Thailand, but it was also lucky for downtown when Bar N9ne opened. Not only have you infused downtown with your beautiful culture, you have revitalized a building that really needed some luck.

Night life was sorely lacking in the downtown core, and you've made it rock with 2FAR Second Friday Art Rock! Thank you for bringing some luck to downtown!



## How Sweet It Is!

*Friday, Feb. 25  
8:30—9:30 am  
Anime Kat  
110 W. First St.*

Anime Kat will host this month's sweet treats, coffee and conversation. Drew is the Promotion Committee chair and this is your chance to find out what's happening with events this year and talk with him about your ideas for the future.

What's an Anime Kat? Come join us and find out!  
110 W. First St.

## 2011 BOARD OF DIRECTORS

**Greg Voyles, President**—457-0113  
Greg Voyles Insurance

**Charles Smith, Vice Pres**—452-6116  
Lindberg & Smith Architects

**Richard Stephens, Sec.**—417-3544  
Peninsula Daily News

**Bob Lumens, Treas.**—452-8299  
Northwest Fudge & Confections

**Jack Harmon, Past Pres.**—452-8088  
Victoria Express

**Vicki Adams**—457-1240  
Sound Bikes & Kayaks

**Eric Brown**—457-4150  
Brown's Outdoor

**Trisa Chomica**—457-6759  
Trisa & Co.

**Lyn Fauth**—452-5615  
Tiger Lily Clothing

**Grace Kauffman**—417-3001  
Sterling Impressions

**Robert Nicholls**—477-4926  
White Crane Martial Arts

**Drew Schwab**—797-1313  
Anime Kat

**Kevin Tracy**—452-9080  
Tracy Wealth Management

**Barbara Frederick,**  
**Executive Director** 457-9614



### Salutations from

—Drew Schwab-Promotion Committee Chair  
Anime Kat, 360-797-1313

I hope everyone had a productive and profitable first month in 2011. The Promotion Committee is working to implement the new items worked recently into our committee work plan.

**Customer Appreciation Day** occurred after this article was written. However, at the time of writing, there were 19 businesses participating with advertising in the PDN provided by the PADA Promotion Committee. I'm sure the promotion was a success and many customers felt appreciated.

There is a new promotion this year in March. **"The Bite"** will take place 3/22. The event helps promote the diversity of businesses serving food and drink downtown. Please read on to see what Richard has to say about this great new event.

The Promotion Committee is adding a new event to the spring calendar – **For Peeps Sake**, April 16 & 17.



Yes, you read it right. It will be anything we can think of to do with those marshmal-

low chicks and bunnies! Be thinking about how your business can contribute to the Peeps fun. A fashion show, hair style, furniture, book or ??? Let your imagination run wild. There will be a prize for the business that can creatively show what you offer using Peeps. **The only rules:**

1. Must use peeps with actual merchandise your business offers.
2. Must fit in or on a shoebox.
3. Must be ready for judging April 15. More information will come out closer to the event.

Lastly, **Easter** events will be scheduled for the Saturday prior to Easter (this year it's April 23). There was such a positive response from last year that we will proceed in a similar fashion.

Promotions meets 1st & 3rd Monday-

8:30 am at the PADA office. Guests are encouraged (Actually, I'm begging you guys) to attend.

**Pssst. Hey, you hungry? Wanna catch a bite?** Watch and listen for details soon to be announced for the first **"Bite"** event showcasing downtown local restaurants and a couple of extra venues where you can "wet your whistle".

It's no secret that the best dining in town is located here in downtown Port Angeles. Our Bite event, slated for March 22, will allow people to enjoy a sample taste of a typical dish from a participating downtown food establishment. "Its a great way to draw curious diners downtown to find out what is new and taste some new dishes in places they might not normally try," explains "Bite" event coordinator, Richard Stephens, chair of the Business Development committee. "People are always surprised to find out how many places there actually are to get something to eat in downtown - now they will have the opportunity to walk around and find out for themselves!

Diners will purchase a ticket—receive a tri-fold brochure with a map of downtown showing where the different participating businesses are located along with a checklist with each dining establishment, their address and a description of the kind of cuisine they offer, and space for folks to jot down their own reviews. Diners can start and stop any where they like on the day - night of the bite and sample a wide range of savory treats and goodies.

Businesses that serve food who want to participate in the "Bite" event should contact the PADA office right away, by e-mail or phone. This is a highly popular event in Port Townsend and we believe it will be equally successful here in P.A. Tickets will be limited to around 200 so when they go on sale, get yours right away - they will go fast!

—Richard Stephens, Promotion Committee,

**Bruce W. Hall, CEG**  
Personal Development Coach  
Small Business Coach

www.brucehallcoaching.com  
bruce@brucehallcoaching.com

136 East 8th Street • Port Angeles, WA 98362 • 360-457-9789

## The SECOND STORY Story



**Explore the possibilities...  
Give us a second look.  
March 26, 2011**

This is a story of opportunity knocking at a very attractive price, for it is already there and does not have to be built...

All that is needed is an ever so slight renaissance in human behavior.



*A Business Development  
Committee  
Main Street™ Event*

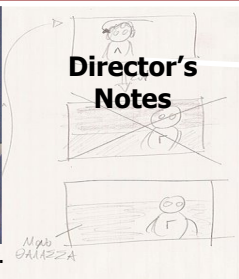
The SECOND STORY story event returns to downtown on March 26. Last year over 125 people enjoyed our tour of unseen history and some amazing restorations. If your business is in a two-story building and you would like the opportunity for it's story to be told, contact Brad Collins, Richard Stephens or Barb at the office 457-9614.



Cornerhouse Restaurant is the winner for February of the Flash Photo Rotation drawing on the PADA website! If you haven't requested your free webpage on the website, you haven't been entered to win this marketing opportunity.



Barbara Frederick, Exec. Dir.



We were recently treated to a webinar by our friend Jon Schallert. Here's what he talked about:

Four key questions to ask yourself about your business:

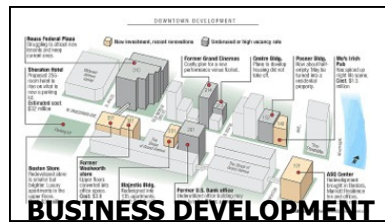
1. What parts of your business are you happy with? Expand on those areas. Let your customers know about them.
2. What isn't working, or needs to change? Is there a product or service that you offer that others can or have copied? Look for things that you "own" about your business, something you do better or differently from others, that is difficult for others to copy.
3. What must occur to make those changes? Are there parts of the business you don't like to do, aren't good at or just don't have time for? Think of yourself as CEO of a small business. CEO's are proactive, and find the weaknesses in themselves or their business and find people to cover those weaknesses.
4. What change needs to happen in you? Do you need education in a certain area? Do you need to be at your business more, or less? Is your attitude affecting those around you, including your customers?

Four Tech tools you should be using:

- Google Alerts – Does online searches for a term or business when something is written about it online. For instance, if you want to know what is being said about you, or your business, it will search those terms and send you an alert. It can also be used to see what is being said by and about your manufacturers and distributors.
- Dropbox.com – Allows you to share files with 2 or more computers within the same office, or even between your business and home or the pc and laptop.
- AdblockPlus.org – It will eliminate ads on search engines and removes things like Google ad words.
- Flip Camera Mino HD—A video camera about the size of a smart phone that

allows you to record and has a pop out thumb drive that goes right into the computer. Video can be posted on your Facebook page, website or linked from You Tube. 25% of content searched for online that has a video is believed 12 times more than a single static ad.

The top promotion that has proven itself over and over is a bounce back. A bounce back is a deferred discount to use later. Purchase \$50 get \$5 coupon to use later. Rather than a percentage, a dollar amount is perceived to worth much more.



### Improving Customer Service ...

**Leading by example;** Customer service doesn't happen in a vacuum. The level of performance on the front line is a direct reflection of the organizational structure and leadership. You can only achieve consistent customer service performance when leaders *effectively and consistently* send the message that customer service is important. Create a more energized, motivated work environment.

This involves setting non-negotiable standards, motivating employees, continuously working to improve, and measuring results. It also requires a deep understanding of the root principles of customer service, and the strategic implications customer service has on the success of the organization.

**Business Impacts of Customer Service;** Buying is critical. Location can make or break a retail organization. But superior customer service is consistently the one ingredient which differentiates mediocre retail companies from the highly successful ones. The higher the customer service levels in retail, the greater the *customer loyalty*, the greater the repeat traffic, and the higher the sales. Even decrease staff turnover with greater employee satisfaction.

**What you can do today;** Over the next several months we'll be publishing proven methods to increase your business by improving customer service

**Rick's PLACE**  
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DINE IN/TAKE OUT  
WE DELIVER ANYWHERE DOWNTOWN  
10% Discount To Downtown Businesses/Employees

and the resulting customer loyalty. Take the time to read these helpful tips and techniques, and then apply them to your business. The result will make a measurable difference on your bottom line.

—Mike Edwards, Business Development Comm.

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### COMMITTEE MEETINGS

Regularly scheduled at the PADA office  
208 N. Laurel:

- PADA Board Meeting**  
2nd Mon. — 6:15 p.m.
- Art on the Town**  
Last Wed.—3:00 p.m.  
Charles Smith, Chair 452-6116
- Business Development Committee**  
3rd Tues. — 1:00 p.m.  
Richard Stephens, Chair 417-3544
- Design Committee**  
2nd Tues. — Noon  
Trisa Chomica, Chair 457-6759
- Organization Committee**  
3rd Tues.— 2:00 p.m.  
Kevin Tracy, Chair 452-9080
- Parking Committee**  
Last Wed. — 2:00 p.m.  
Jan Harbick, Chair 452-8248
- Promotion Committee**  
1st & 3rd Mon. — 8:30 a.m.  
Drew Schwab, Chair 797-1313

Come anytime and see what's happening. Committees are always looking for people who want to get involved in working together with a focus on the PADA Mission Statement **"To develop and promote a healthy and prosperous Downtown"**.

Making a difference. Together.

We're your "mutual" bank. That simply means your decision to bank here positively affects you and dramatically impacts your community. Who knew?

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## STRATEGY AS A CORE COMPETENCE

By Bruce W. Hall

### Yesterday

Over the years many important, incremental strategies brought change to the downtown. Some resulted from analysis: a calendar-driven, detailed chain of events involving plans and sub-plans. Other changes came about from inspiration and vision: experimenting with an idea before actually bringing it to fruition. In either event, there was ample time for ideas to develop and mature slowly. Most business owners believed their particular market would continue for as long as the population grew in size. They believed that their product could not be surpassed. They also felt well-protected by geographical isolation. After all, where else were customers going to shop? So why hurry?

### Today

Small business owners in today's world are far less empowered. Incremental moves are out. There isn't time anymore for the same people discussing the same things over and over again. In order to compete effectively one must maintain the mind of a strategist. In fact, strategies that are time-driven are an absolute requirement. The new emphasis is not on "how long," but "how fast." Who's providing useful services? What is their image and reputation like? Is it leading to a greater share of business? How long did it take them to accomplish their goals? How can you benefit from their experience?

Today's successful entrepreneur is not necessarily the cleverest, but is one who clarifies goals, finds ways around obstacles, and is decisive in crunch situations. They not only search for new ways of looking at products, marketing techniques, and customer needs but are also unafraid of low-risk experiments, which can accelerate their learning curve.

### Tomorrow

Once upon a time, well-established, uncontested knowledge was a significant guarantor of success. In contrast, those who succeed tomorrow will need to

develop the capacity to exercise a relatively high degree of imagination, ingenuity, and creativity all the time. Call it on the job training not constrained by tradition, fear, or habitual patterns.

Although no view of the future can be accurate or perfect, a view of some sort is essential. In the short-term, strategic thinking as a core competence can help one develop new and more efficient ways of conducting business. In the long term, it can broaden one's perspective to stay competitive, regardless of changing circumstances.

Strategic planning is at heart a questioning process. What are your skills, strengths, limitations, core values, obligations, and commitments? What are your business goals? What options do you have? Is there a plan of action in place, or are you waiting for a major downtown anchor to bring more business into your store?

### The Gottschalks building

While further developments for the status of the empty Gottschalks building continues to unfold are you concerned or unaffected? Do you feel some automatic growth escalator will occupy the space soon, or of a more practical nature, what will you do if nothing happens for a very long time?

Firstly, there are realistic considerations. Corporations simply do not enjoy their primacy of the past. Growth boundaries have shifted. The cost of entering into a new marketplace is prohibitive, making it difficult for them to squeeze out anything for a new investment. Of course things could change depending upon the right people with the right ideas. At the same time, as corporations continue to blur and fragment, perhaps the building will remain an expendable asset indefinitely.

Secondly, there are emotional consequences. In the beginning a clear-eyed capacity to distinguish between what is real and what you'd like to see happen can create an atmosphere of learning and innovation. On the other hand, discussing a difficult situation repeatedly without measured result can lead to frustration and anxiety. After a while, mental roadblocks develop. The inter-

play of these forces can undermine one's ability to think creatively, analytically, and strategically.

### Strategy as a core competence

Why wait? As a small business owner you have power all your own. You can distinguish yourself from others by your own unique practices, immediately. You can interpret customer needs and translate them into your own passionate language, right away. You have unlimited freedom to explore options, consider alternatives, and take risks, without waiting. You can change your approach to problem solving, work on practical measures to remove roadblocks, or apply creativity where none existed before, any time you choose.

The purpose behind strategic thinking is to compare reality against a knowledge base. With this information measurable, attainable, achievable goals can be established regardless of prevailing circumstances. That's because strategy is not the end result of planning: it's the starting point.

Bruce W. Hall is a personal development coach and small business coach with clients across North America. The centerpiece of his lectures, writing and coaching practice is how to solve problems and make decisions. Bruce can be contacted by phone: 360-457-9789, by email: [bruce@brucehallcoaching.com](mailto:bruce@brucehallcoaching.com) or by visiting: [www.brucehallcoaching.com](http://www.brucehallcoaching.com). Blog: [www.brucehallcoaching.com/blog](http://www.brucehallcoaching.com/blog) LinkedIn: [www.linkedin.com/in/brucehallcoaching](http://www.linkedin.com/in/brucehallcoaching)

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