

What's News Downtown



PRESIDENT'S CORNER

Our illustrious leader is off playing Daddy this month—Congratulations to Greg and Ginger Voyles on their new family member, Gwyneth Leigh Voyles. She arrived

at 1:34 a.m., April 7. What a SWEETIE! We're sure he'll be back next month with stories of the great 2 a.m. feedings...



Gather up your knife and fork -It's time to take a Bite of Downtown!

After years on the "back burner", the Promotion Committee is THRILLED to announce "The Bite" - our first Bite event to showcase the great food there is to be had in Downtown Port Angeles, **Tuesday, April 26th from 5-9pm.**

We have amazing restaurateurs who prepare delicious food everyday. We do several events during the year that draw people in to our retail operations but Promotions felt that now was the time to do something to showcase our great places to eat. With storm water construction still going on, there was no better time to invite locals downtown and get them into our dining establishments.

"I hope that the first tickets sold will be to people who work downtown, own businesses downtown", explains committee member, Richard Stephens. "So often, we get so busy running our businesses that we don't take the time or opportunity to try out other places to eat. With the busy tourist season coming, it is important that all downtown member merchants and service providers be able to give an informed opinion about all the places to eat downtown."

Tickets can be purchased at NW Fudge and Confections and Odyssey Books - \$20 to sample food and drink at 15 venues throughout the Downtown - A true bargain! From the distinctive, regional flavors of the American Southwest at The Kokopelli Grill to a full exotic buffet at the India Oven, there will be lots to sample and savor that Tuesday night. Additionally, for those 21 and over, there will be tastes of locally brewed beer at Peak's Brew Pub, local wines showcased at Wine on the Waterfront and Washington wines samples served at the Naval Elks Lodge. Go to the PADA website to see all the participating venues and make plans to be downtown April 26th from 5-9 to fill your face - bring a date - Good food deserves good company! —Richard Stephens

From Jules Verne to Space the Final Frontier: Costume Couture beams down to Studio Bob

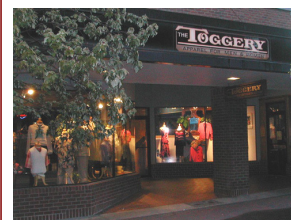
So many wonderful things happen in May, budding flowers, Juan de Fuca Festival, Esprit conference and the annual costume exhibit at Studio Bob curated by our own resident costumer and PADA board member, Richard Stephens.

This year's show, opening Friday, May 13, is called "Past Imperfect - Future Glorious" and features a split exhibit of Steam Punk inspired costumes and high end science fiction couture fashion costumes. This is the third year that Richard has brought together costumers from around the Puget Sound region to showcase their skills and labor in a way that goes beyond sewing in a gallery setting, that becomes a true work of art.

In addition to the main exhibit at Studio Bob, there will be a cosplay and superhero exhibit at Anime Kat, underwater inspired costumes at the Feiro Marine Life Center and additional pieces at the Port Angeles Fine Art Center.

The show opens with a gala reception Friday evening May 13 as part of the Second Weekend Art event and there will be some introductory steam punk classes and workshops on Saturday and continue to be displayed until May 21.

If you ever wanted to get up close to a Klingon or find out what Mrs. Nemo wears on the Nautilus, this is the exhibit that you will want to see!



Farewell Dear Friends... It is with both a happy and sad heart that we say goodbye to Roy and Mary Gotham (and Dave and Helen and the rest of the great staff) of **The Toggery.**

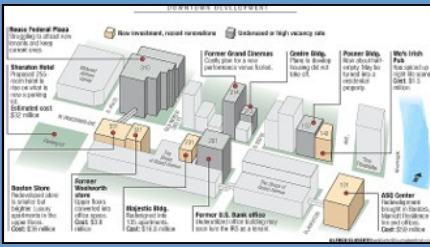
An anchor business for 98 years, The Toggery has been the place where many local guys got their first suit, got their tux for their wedding and the ladies found the perfect dress for a special occasion. Over the years, The Toggery has become as well known for their great customer service along with the upscale fashion lines they carried. "The Toggery was the gold standard for local customer service", commented PADA Executive Director Barbara Frederick. "Going the extra mile to please a customer was the everyday norm of all the sales staff."

Roy and Mary have been staunch downtown supporters. The Toggery has always been a business that PADA could count on to participate in not only events but as board members and advisors to the association. They are looking forward to leaping into their well deserved retirement and seeing what life is like when their time is their own. Seeing family, going fishing and traveling is just the start of the new adventure that awaits them. We will miss them and all of the great staff at The Toggery and we wish them well and much happiness in their retirement.

UPCOMING PROMOTION EVENTS

For Peeps Sake—April 16-23 • Easter Eggstravaganza—April 23 • The Bite—April 26
Past Imperfect - Future Glorious—May 13-21 • Girls Night Out—May 19

BUSINESS DEVELOPMENT COMMITTEE



An Unhappy Customer is an Opportunity!

Statistics indicate that 50-75% of customers who complain to you will do business with you again if you resolve their complaint – the number increases to 95% if you act quickly and to their complete satisfaction.

It was also determined through Customer Survey Studies that a Happy Customer will on average tell 2to3 friends about their positive experience. But sadly a Dissatisfied Customer will on average tell between 12~13 friends of their negative experience.

The least expensive way to build your customer base is through customer retention and referral. The following few steps are proven methods of turning a bad customer experience into an opportunity.

Listen ... Learn ... Improve...

—Mike Edwards, Bus. Development Committee



Welcome **Mark'd Body Art** to downtown. They celebrated with a ribbon cutting on April 7.

COMING TO A DOWNTOWN NEAR YOU!

Saturday, May 7th, 2011
Port Angeles Downtown Association
Clean Sweep



Thousands of people will be coming to town and Mother's Day is coming (and you know how she likes things clean). Merchants, students and lots of other wonderful folks will come together to clean and spiff up downtown Port Angeles and you can join them.

So please join us Saturday, May 7th at 9:00 am at the fountain. Bring your gloves, weed diggers, trowels, brooms, dustpans, rakes and let's get busy! We also have several paint projects we need help with. Grab your friends and neighbors and make a day of it, or an hour, whatever you can spare. Lunch will be served to volunteers and there will be prizes to be found. Merchants and building owners are encouraged to take that day to wash windows, sweep their entry, dig the weeds near their business.

If you would like to be in on the planning, or to help, contact Bob Lumens at NWFudge and Confections at 452-8299 or e-mail nwpa@olypen.com

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ourfirstfed.com 800-800-1577



Our April **Business of the Month — Sterling Impressions.** Sterling Impressions is a family owned and operated photography studio located at 103 W First St. From professional portraits to passport photographs, Sterling Impressions has all your photographic needs covered. With their family focus, excellent service, and top-notch window display they are a great asset to downtown and well deserving of Business of the Month for April. Thanks for being an important part of downtown and the PADA.



*How Sweet
It Is
Friday, April 29
8:30-9:30 a.m.*

*Fountain Square Jewelers
101 W. First St.*

Join us for coffee, goodies and great conversation surrounded with some sparkle! A great way to start your day, end the week and find out what's happening downtown. Hope to see you there.

White Crane Martial Arts, 129 W. First, has passed the 100 students mark and has expanded its operation with over thirty classes per month. Marcus Tanner is not only teaching the Hawaiian martial art of Kajukenbo two nights per week, he is also opening a tattoo shop across the street at **Mark'd Body Art**, 118 W. First. Average attendance at the downtown club has gone up to 40 students per day, up from less than thirty before the expanded schedule. The Western Sword classes on Friday nights have been visited by "Knights in shining armor for exciting demonstrations. Grandmaster Nicholls, the United States "Instructor of the Year" plans on continuing expansion in the huge underground facility with the goal of 1% of the population: 190 students. He is over half way to the goal in only three years, so the future looks bright!

White Crane is now the largest Martial Arts School on the Olympic Peninsula.



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Greg Voyles Insurance Agency

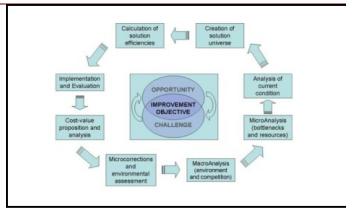
Gregory Voyles Insurance was the winner of this month's flash photo drawing for a business photo on the PADA website. If you haven't signed up for your free webpage on the site, you can't win this one... only takes a few minutes.



Bruce W. Hall, CEG
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Organization Committee Report

Thank you everyone who participated in our first quarter Membership Meeting. The pizza from Bar N9NE was delicious and hot, thanks to Galen and the Bar N9NE staff. Our main topic was the storm water project and as I write this, the construction is progressing rapidly on the schedule that was presented. When we work together good things happen!

On that note, if you have an interest in seeing our downtown improve even more, please volunteer to serve on a committee. There are six main committees, Promotions, Design, Organization, Business Development, Parking, and Art on the Town. Their meeting dates are published in the newsletter, and you don't need an invitation to attend. All regularly scheduled meetings are at the PADA office. If you are particularly interested in raising funds for the PADA, helping people connect within the PADA or helping the PADA connect with the greater Port Angeles community, then please bring your self and your ideas to the next Organization committee meeting, April 20 @ 2pm.

Thanks, Grace Kauffman, Chair



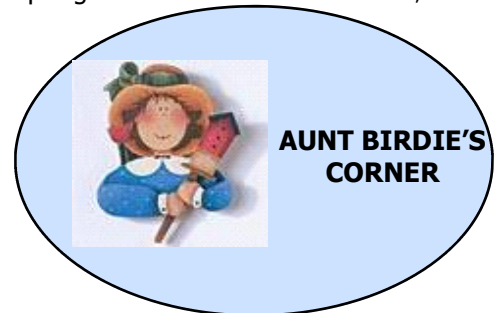
Well , the second annual Second Story Tour was an equal success to last year's inaugural tour. About 150 people visited six stops in Downtown Port Angeles. I am sure the passing motorists wondered what were all those people on the sidewalks doing.

The experienced tour guides kept the transitions smooth between the buildings, and it was a good day to go climb some stairs behind mostly unno-

ticed doorways. Views and opportunities impressed many first time and second time participants. The majority of those venturing above the downtown streets remained local residents interested in downtown history or curious about spaces above the street that few get to see.

The residential renovations including a 2400 square foot penthouse with a 1200 square foot patio on the second story of the Pioneer building highlighted this year's tour. However, the third Second Story Tour will feature only one of the 2011 tour stops. So, you missed your chance to see a wonderful mixed-use residential loft unless you have an appointment at the On the Roof Salon. You don't want to miss seeing this year's beautiful renaissance home that will be on the tour only once more in the spring of 2012.

—Brad Collins, Chair



Sassy Kat Salon & Boutique has purchased building that has been home to The Toggery for many years and we should see the remodel beginning soon. They hope to be open in early June.

Peak's Pub is gonna' brew up a storm! Ed and Wanda are expanding their line of handcrafted ales and have leased space at industrial park to brew bigger.

Bella Italia celebrates 15 years, April 26!



Our Parking Enforcement officer has requested that to avoid to confusion, if you have a permit to park in designated areas

downtown that the permit be hung on the rearview mirror or in a very visible location of the car.



Secret Shopper—The Results! Thursday, May 5, 8:00 to 9:30 a.m. at Smugglers Landing, 115 E. Railroad. Be there or be square. Breakfast available.



The Artful Critique in Business

—By Bruce W. Hall

What is an artful critique? The artful critique in business is a meaningful core activity that leads from lack of knowledge to strategic thinking to goal implementation. Some people think of critique as criticism, a personal attack. However, if delivered as an exchange of information with focus on feedback, reinforcement, and support this approach becomes an especially powerful source for new possibilities and alternative ways of thinking. Like all beneficial feedback it can bring people together to solve a problem.

How does the process work?

The objective is to change a pattern of deficiency and replace it with an effective means of resolution. In the process, you gather relevant information involving all factors that have an influence on the problem and go into detail identifying possible causes and potential solutions.

The idea is to use your own experience and insight as a database. Questioning is the key. You need to ask specific, critical, challenging, and sometimes provocative questions. If you're effective implementing this technique the results are a balanced picture of your competition, customer service initiatives, marketing campaigns, and daily operation. However, candor and a willingness to manage change are essential to the outcome.

Case Study #1

Here's an example of questioning: How many times have you wondered why people do not shop more often in downtown Port Angeles?

- Has the complex nature of business and technology made brick and mortar stores obsolete?
- Is it because of inadequate parking, or high prices?
- Does product selection or customer service play a role?
- What about the lack of an anchor or chain store?
- Is it the general state of the economy?

Are your answers based on speculation, intuition, or summaries and reviews provided by others? The need for a meaningful assessment is the backbone supporting any business. This makes your reply crucial because the degree of knowledge you

hold about your relationship with local customer values, needs, and desires is a benchmark for daily business. Otherwise, you're merely taking a chance. Granted some of the world's great discoveries have been made following a false hypothesis or so called chance, however, is that the way you intend to run your business?

Cast Study #2

In the artful critique, sometimes attitudes and opinions are hard to quantify, but you can qualify detail rich information, which becomes "known." For example:

- You know the look of a downtown helps establish its identity.
- You recognize that tree-lined sidewalks, flower planters, art, and thematic banners create a warm invitation.
- You understand the addition of both the farmers market and the transportation hub increase public awareness.
- You realize clean sidewalks, and well-decorated storefronts improve community perception.
- You get the message that a well-orchestrated mix of stores meet customer demands
- You comprehend that waterfront development will encourage tourism.
- You value the importance of the PADA and subsequent committees.

On the other hand, untested and inaccurate assumptions about what you think you know about customers can catch you off balance. Customers want to know "Why should I give you my business?" and "What am I going to get out of this?" If you can't provide a satisfactory answer, then it doesn't really matter how attractive downtown looks, does it?

Case Study #3

You can use the art of critique to measure why locals do not shop downtown by conducting your own in-house performance appraisal. Once again the process begins with questions.

What do customers think of the products and service when they enter your place of business? Do they encounter:

- Energetic, attentive employees or people who are tired, burned out, and apathetic?
- Products well displayed in a clean environment or broken fixtures and dirty floors?
- A business strong in promotions, value, and sales specials, or one lacking in creativity and imagination?
- Effective integration of technology, or

employees working out of a cash box?

- A business extending products with service or one missed opportunity after another?
- A highly rated destination stop or a business poor in reputation?
- A person owning their business as a dream job, or someone buried in impractical fantasy?
- A developer of successful ongoing strategies, or someone mired by indecisiveness?
- A company that's organized, efficient and effective, or one lacking in direction, purpose, and time management?
- A business that adjusts to consumption patterns, market trends, competitor's activities, specific products, or services?

This is how an artful critique can help business. If you could develop a better understanding of influences on people's decision-making, and an awareness of their economic, psychological or social motivations for shopping, wouldn't that information be nice to know?

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 or by visiting: www.brucehallcoaching.com. Blog: www.brucehallcoaching.com/blog LinkedIn: www.linkedin.com/in/brucehallcoaching

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
1st Tues. — 1:00 p.m.
Bob Lumens, Chair 452-8299

Organization Committee
3rd Tues.— 2:00 p.m.
Grace Kauffman, Chair 417-3001

Parking Committee
Last Wed. — 2:00 p.m.
Jan Harbick, Chair 452-8248

Promotion Committee
1st & 3rd Wed. — 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".