



What's News Downtown



PRESIDENT'S CORNER

—Greg Voyles, Gregory Voyles Insurance

Hello everyone! Thank you for all the congratulations on the birth of our daughter, Gwyn. Gwyn and mom are doing great. I got my first smile unrelated to flatulence last night... amazing!

I would like to take a moment to recognize The Bite. This is a great new addition to the events Downtown. I was taking tickets at the door of Rick's, and every single person I spoke with was having a GREAT time. I was not able to make the rounds to the other participating restaurants, but I heard their spreads were equally awesome. I can personally attest to the over-the-top offering Eve had out at Rick's, it was fantastic! A discussion on this event is slated for our May Board meeting. I think we can take what we learned from this first effort, and turn this into an even bigger event next year. If you have any suggestions or comments, please let us know.



Past Imperfect - Future Glorious

The third annual **Costumes as Wearable Art** exhibit is returning to downtown Port Angeles. This year's exhibit, curated by Business Development Chair and resident costume designer for PALOA Musical Theater Richard Stephens, is entitled "Past Imperfect - Future Glorious: Steampunk Fashions and Sci-Fi Couture".

Three downtown venues will be showcasing costumes this year - Aquatic themed costumes at the Feiro Marine Life Center, Cosplay-anime and superhero costumes at the Anime Kat and the main exhibit at Studio Bob.

The Friday night gala, May 13, will kick off at 6:00 at all locations with light refreshments served at Studio Bob. Guests touring the exhibits are encouraged to dress up in costumes if they so desire!

The costume art exhibit is pulled together from professional costumers from around the Puget sound region. Sci-fi costumes on display have appeared in costume competitions, the Seattle Sci-Fi Museum at special events or are replicas from classic films. Steampunk is one of the most popular sub genres of science fiction being published today - a romantic revival that looks back to the Victorian era if steam power had been full developed to it's full potential - think of the inspiration of Jules Verne and shows like the Wild, Wild West or League of Extraordinary Gentlemen.

The main exhibit will stay over the week for an encore weekend to allow photographers to shoot pictures up close if they so desire and to allow visiting Esprit delegates the chance to see the exhibit as well.

If you are looking for out of this world fashions - Downtown is going to be truly fashion forward in the coming weeks!

—Richard Stephens

MAY 19

GIRLS NIGHT OUT

5:00 To 9:00 p.m.

A PARTY SO BIG IT COVERS SIX CITY BLOCKS

Cottage Queen
110 W. First

NECESSITIES
of Kingstons
Your Locally-Owned
Downtown Department
Store
217 N. Laurel

Fashion show at the fountain 6:30

Music, Food & Fun throughout the Evening... Don't Miss it!!!

Prize drawings and special events throughout downtown

NEW EVENT THIS YEAR!!
Progressive Charm Bracelet

Pick Up your Goodie Bags with participant list for \$5.00 at Host Sponsors for an Evening of Fun and Entertainment!

Portion of Proceeds from sale of goodie bags will go to Clallam County Humane Society

For Details visit www.portangelesdowntown.com or call 457-9614

A Port Angeles Downtown Association Main Street™ Event

UPCOMING PROMOTION EVENTS

Costumes as Wearable Art —May 13-22 • Esprit—May 15-22 • Girls Night Out—May 19
Young @ Art—May 20– 30 • Memorial Day Sidewalk Sale—May 27-30 • Juan de Fuca Festival —May 27-30

EXCEPTIONAL

That's what downtown's service is.



The Secret Shoppers have completed their work and the results are in. Your overall score is 78, which falls in the Exceptional category.

For years we have heard that downtown has bad customer service, and the board wanted to find out for sure, so they hired a local company, Bill Thomas NOW to send out his team of shoppers. Each business was shopped a total of 12 times, by a team of six shoppers. They did an abbreviated version of what they usually do, looking only at: How they were greeted, was an offer to help them made, friendliness, did you stand up to greet them, did you come around in front of the counter to help them, did you get their name, or information from them i.e., what they were looking for and the six W's (Who, What, When, Why, Where, How?), and staff appearance.

Each business receives 50 points to start, then they will add or subtract if not greeted in some way within 30 seconds. Even if the staff is busy with a customer or on the phone, they looked for some kind of acknowledgement, eye contact, a nod, something.

They expected to be offered help within 2 minutes, or an acknowledgement if helping another customer. Then they moved on to the quality of the help they received. They wanted to know that you were happy to see them and ready to help them.

Service Businesses know how it should be done, they scored highest with an 87 overall. Restaurants also scored very high with an overall 82 with above average treatment of customers.

Retail scored 67, in the good range. Their experiences ranged from six shoppers being totally ignored in the same shop, at different times, to some of you getting a smile out of the most crotchety of their shoppers. 32 stores rated 70 or higher and two stores got a solid 100 from all six shoppers.

The score is good, but there's always room for improvement. Here are some of their observations.

Two of the shoppers are in their twenties and said that a few businesses made them feel they weren't welcome or friendly. They felt like they were under suspicion all the time. However, one of them was 'giddy' over finding a store that she loved everything in, and was treated extremely well in that business.

One of the observations the team made was that it was easy to get staff talking negatively about the economy and other subjects. "Optimism seemed to be fleeting at best". The report said.

Most of the time they were greeted and offered help as soon as they walked through the door and you were happy to see them and they liked your businesses. At three stores the shoppers really enjoyed themselves, they felt the salesperson was really interested in them and was friendly, entertaining, positive and happy! All six shoppers said they will return to that store.

They liked the low key sales approach that they found across the board, and when they asked for help it was right there.

Several people gave good directions to other stores and offered good suggestions when they couldn't find what they were looking for.

There were no individual business scores revealed at the meeting. You will all be mailed that information.

The Business Development Committee will follow up with some workshops on how to exceed expectations in customer service, and many other aspects of your business. Stay tuned for more information.

Many polls have told us that the number one reason shoppers buy – they like the person they are dealing with!

—Barbara Frederick, Exec. Director

The TOGGERY

Personalized Fashions for Men & Women

April 27, 2011

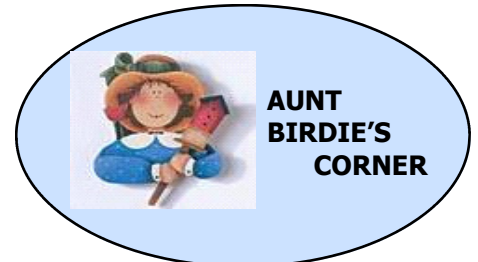
PADA Board of Directors and Membership,

The Toggery had a real "flash mob" appearance Wednesday morning, April 20th. So many downtown businesses came to say good bye and wish us well. It meant so much to us. We are looking forward to our retirement after so many years, but wish to emphasize how good those years have been, the opportunity to be part of downtown and that the people and friendships will be missed.

Thank you all so much for the amazing basket of gifts from so many of you. What a great assortment of fun things. But mostly, thank you so much for all of you showing up to say good bye and all your good wishes. It truly means so much to us.

We are staying in Port Angeles and after some travel and rest we hope to again take part in various community activities.

Sincerely, Roy and Mary



Sassy Kat is well on the way to being ready for their targeted opening by June 1, at 105 E. First. And **Heidi's Hair Salon** is now open above Aglazing Arts at 207 W. First St.

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Barbara Frederick,
Executive Director 457-9614

**Young @ Art
May 20-30, 2011**



Young @ Art, a collaborative children's art project of the Port Angeles Art Council, the Juan De Fuca Festival of the Arts, the PADA and the Port Angeles Schools, will be the first yearly celebration of the artistic talents of the children of Port Angeles showcased downtown May 20-30.

Works of art from participants of all K to 8th grade schools, private schools, the High School and home-school children, have been submitted by classroom teachers, art teachers and parents and will be displayed around the city. Volunteers from the Art Council, the Art Center and other artists are coordinating efforts with teachers, classrooms and art students to collect and display over 800 works of art. They will be displayed in more than 30 businesses and shops downtown the week leading up to the Juan de Fuca Festival of the Arts, Memorial Day weekend.

Downtown businesses will benefit by joining in the community spirit and inviting families and friends of the young artists to your business to view the art. A win-win for all. Look for our festive Young @ Art logo around town.

If you have window space, wall space or any other display area available and would like to be a part of Young @ Art, contact Sandy Long sandylong@olypen.com.



Memorial Day Weekend has traditionally been a busy one downtown, but this year it will get even busier.

Juan De Fuca Festival of the Arts offices have been downtown for years, now they're bringing the entire festival downtown. The Vern Burton complex will still be Festival Central, but there's always more than will fit there, so in addition they are using the **Elks Lodge** and **Studio Bob** throughout the weekend. And if that isn't enough, they've added even more fun with Juan

De Fuca After Hours that will have people literally dancing the night away. It's Friday, Saturday and Sunday nights at 10 pm. at **Bar N9ne, Bella Italia, Wine on the Waterfront and R Bar.**

Admission to these After Hours venues are included in the price of a regular pass, or just \$5 for an After Hours pass. Port Angeles Downtown Association is a proud sponsor of JFFA After Hours.

—Dan McGuire, JFFA Exec. Director

FRIDAY

Bar N9ne—Deadwood Revival•Roots•Americana **Bella Italia**—David Jacobs-Strain, Folk blues singer/guitar player **Wine On The Waterfront**—Abby Mae and the Homeschool Boys, Old timey folk/bluegrass

SATURDAY

Bar N9ne—Rose's Pawn Shop: Rock, country, bluegrass, punk **R Bar**—My Dad Bruce: Hip hop **Bella Italia**—Shoehorn Conley: Tap dancing, sax playing performance artist **Wine On The Waterfront**—Halie Loren Jazz chanteuse

SUNDAY

R Bar—My Dad Bruce: Hip hop **Bella Italia**—Patrick Maliha: Stand-up Comedian **Wine On The Waterfront**—Halie Loren: Jazz chanteuse



Salutations from the Promotions Chairperson. The second quarter of 2011 and the Promotion Committee are well on the way with several promotions.

The Bite took place on April 26 and was a huge success. The customers left the event happy and planned to return to many businesses soon. Many businesses gained new customers or regained long lost customers. There's no need to listen to me praise. Here is one email we received: "Just came back from the Tuesday Bite Night! How great was that!!! Please thank all the merchants that participated. It was a really good opportunity for me to see what they all have to offer. I just moved back downtown recently, and was pleased to see the vast selection of quality eats. I hope a lot of people took the opportunity to tour our

great downtown eating establishments!" The Bite can only grow in subsequent years while bringing even more new and return customers through downtown doors.

For Peeps Sake (another inaugural event) was also a success. Many turned out to see the different peep displays, peeps pictures, and even peep food. All of the peepy fun tied in with Easter activities quite well.

Just because the Promotion Committee did so much in April doesn't mean we've forgotten about May. May 19 is Girls' Night Out. Like previous years, you can provide items to fill bags sold to participants. New this year is the opportunity to buy beads instead of providing 200 other items for the bags. The beads provide a cheaper alternative and are arranged through Lyn at Tiger Lily Clothing (452-5615)...if there is still time to be included.

This month is also the start of the sidewalk sales. The first Sidewalk Sale of the season is Memorial Day Weekend. The cost to be part of sidewalk sale advertising is \$35 per sale or \$120 for that weekend, Arts in Action weekend, Discovery Marathon (no advertising) and Labor Day weekend.

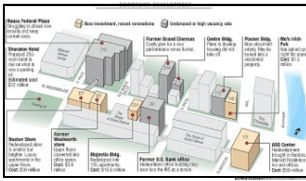
The Promotions Committee meets on the 1st and 3rd Wednesday of the month at 8:30 am at the PADA office. Guests are encouraged (Actually, I'm begging you guys) to attend. Drew Schwab-Promotions Committee Chairperson—Anime Kat, 360-797-1313

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Saving a Customer

STEP ONE: *Remain calm.*

It may seem that a customer who is angry or upset is taking their emotions out on you. Remember that they are angry at the situation, not necessarily the person. Don't take it personally – put on your problem-solving hat and get ready to jump in! This is your opportunity to turn a drowning customer into one that will return to do business again. Try using the phrase “thank you for taking the time to let us know that something is wrong...”

STEP TWO: *Call out to them.*

Encourage them to tell you what is wrong. Stop and actively listen to what they are saying. Take notes to help you remember what they said so you can throw out the appropriate aid later. Try using the phrase “would you mind telling me what happened so I can help...”

STEP THREE: *Remain ready.*

Tell them you are here to help. Empathize with their right to be upset but don't blame others for the situation. Paraphrase what they have told you to confirm understanding. Try using the phrases “I can understand how you feel...” “I can empathize with your situation”, “what I hear you saying is...”

STEP FOUR: *Throw out an assistive carry.* At this point you want to keep them stabilized so *reinforce* that you understand their problem and *reassure* them that you are prepared to take care of the situation for them. Try using the phrase “I understand your problem/concern and will personally take care of it for you”.

STEP FIVE: *Coach them back to safety.*

A successful rescue is going to take the cooperation of both parties to find a win-win solution. Try using the phrases “I would like us to find a solution that will meet your needs”, “what could I do to meet your needs”, “what I will do is...”

STEP SIX: *Follow up.*

You have performed a rescue but your role is not complete until you are sure of satisfaction. Do what you said you would do and then contact your customer to ensure he/she is still satisfied. This is your chance to again thank the customer for the opportunity to solve their problem.

—Mike Edwards, Business Development



Necessities & Temptations is this month's winner of the flash photo drawing for the PADA website. Are you in the drawing? If you haven't signed up for your free webpage—you're not in the running.



How Sweet IT IS!

Sound Bikes & Kayaks

Friday, May 27
8:30-9:30 a.m.
120 E. Front St.

It's time to get inspired for summer! Biking and kayaking are a great way to enjoy the summer and Vicki and her crew have plenty of inspiration on hand.

Join us for coffee, something yummy to eat and great conversation. You never know what the topic will be.



102 W. FRONT ST. 452-8683

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BUSINESS OF THE MONTH BELLA ITALIA

Bella Italia is celebrating 15 years downtown and they have become a landmark in Port Angeles—not only for the locals with the great food and an amazing wine list but for people coming from all over the world. Can you guess why? Of course we all know that Bella and Edward shared their first date with a meal of mushroom ravioli and Diet Coke at Bella Italia. Twilight may be set in Forks, but the table is always set at Bella Italia and you can count on great food, outstanding service and a bit of Hollywood right here in downtown.

Thanks for being a part of downtown.

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

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 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**”.