



6th Avenue District
"Tacoma's Eclectic Destination"
News of "The Ave" Published Monthly by the
Sixth Avenue Merchants Association

Web sites: www.on6thAve.com
www.ArtonTheAve.org

Over 200 great businesses
for unique shopping,
services and entertainment

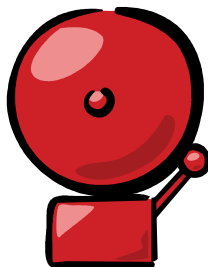
September 3,
2009

Next Meeting Tuesday, September 8

All business people in the Sixth Avenue Business District are invited to the next meeting of the Association at Shakabrah Java, Sixth Avenue and Oakes, 8 to 9 a.m. next Tuesday.

Agenda for Sept. 8 Meeting

Because of the fire last month at Jewell Day Spa, speakers this month will be members Sonia Jewell, Clint Cable, Ron Asbjornsen and Diane Hagen discussing the importance of the various types of insurance vital to your business survival when incidents do take place.



- Welcome, self-introductions, approval of minutes.
- Treasurer's report
- CLO report
- Vote on On-Line pay program
- Status of Landlord-Tenant meetings
- Speakers
- Farmers Market report
- September Progressive Dinner
- Fall Promotion plans
- City Council report, Jake Fey, Lauren Walker
- Economic Development report
- Other

Free Daffodil Bulbs For Public Plantings

Native Plant Salvage Alliance will have free daffodil bulbs from the end of October to middle of November. Anna Thurston of NPSA says they are to be used for the beautification of the city and can be planted in your store's outdoor planters, parking strips, green spots, etc.

Anna says she would like photos

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Tickets Now on Sale for Next Progressive Dinner!

Another great Progressive Dinner on the Ave is scheduled for Wednesday, September 16. Enjoy a special dinner dish and drinks at Six Olives, Crown Bar and Sax, completing the evening at Studio 6 with organic coffee from Origin 23°, gluten-free desserts by Granny LaLa and Garlic Jim's, with samplings of



Natasha says, "Get your tickets early, the last dinner sold out."

other specialties, dancing at the ballroom to the great music of Maia Santell.

Tickets are \$35 if purchased by September 12 (\$45 later if not sold out). Note: Six Olives, Crown Bar and Sax are over 21 venues. **NEW: You can now buy your ticket online with a credit card at www.studio6ballroom.com. Click the button for "Purchase Tickets".**

For the evening, select a starting time: 5:30, 6:15 or 7 p.m. You will join with a group of 20 to go to each restaurant with a guide.

Tickets are available at the above restaurants, Studio 6, Laughing Lotus, Brilliant Life Chiropractic, Jewell Day Spa and more. Any business that

(Continued on page 4)

6th Avenue Business District

Meets 2nd Tuesday of each month, Shakabrah Java, 8 a.m. 6th Avenue & Oakes

Officers:

Christopher List, President
219-3041
president@on6thave.com

Tom Johnson Vice President
307-5479
vicepres@on6thave.com

Jack Brinkerhoff, Treasurer
759-3646
treasurer@on6thave.com

Dave Parker Sec'y & Newsletter
370-6208
secy@on6thave.com

Liz Dorsett Membership Chair
831-3491
membership@on6thave.com

Carla Hall Art on the Ave Coordinator
651-2414
Art-on-the-ave@on6thAve.com

Ed Bryant Webmaster
Webmaster@on6thave.com

Bill Connolly District Manager
272-2924
districtmjr@on6thave.com

Mail:

Sixth Ave. Merchants Association
2802 Sixth Avenue
Tacoma WA 98406

We want to Publish Your News Too!

Let us know about your special events, promotional successes, whatever, by the first of each month. Contact: printerdave@nventure.com or secy@on6thAve.com or phone 370-6208. Newsletter circulation 300 to District businesses and community friends.



"Buy Local" from your 2009 Sixth Ave. Association Members

A

APPAREL

Vanity Boutique
Melanie Peterson, 3901 Sixth Ave., Ste 1, 985-7845
The Shoe Show
Ondia & Sam Shapiro, 2614-B Sixth Ave., 272-1412

ATTORNEYS, LEGAL SERVICE

Judson C. Gray, Attorney at Law
Judson Gray, 4142 Sixth Ave., 759-1141
Pre-Paid Legal Services
Bill Connolly, 1315 No. 5th, 272-2924
Terry E. Lumsden, Attorney at Law
Terry Lumsden, 3517 Sixth Ave., 573-1644

ARTS, CRAFTS

Krazy Kat Fiberhaus
Peggy Viney, 3013 Sixth Ave., 627-8559
Hilltop Artists in Residence
Kathy Anderson, Greg Piercy, 602 No. Sprague
(Jason Lee), 571-7761

AUTO SERVICE

Precision Automotive & Transmission
Steve Sandvig, 3723 Sixth Ave., 759-2044
Sixth Avenue Autobody
Scott & Kristi Martinson, 4408 Sixth Ave., 752-1000

B

BUSINESS SERVICES

Jhenry Enterprises, Cary Nilson
Cary Nilson, P.O. Box 8938, Tacoma, 686-4966
Kimberly Castrilli Merchant Services
752-7213
Pierce County Community Newspaper Group
Rose Thiele, 4412 Sixth Ave., Suite 4, 759-5773
Weekly Volcano
Chrystal Morissette, P.O. Box 98801, Lakewood
98496, 584-1212

C

**CHURCHES, SCHOOLS,
BUSINESS &
SOCIAL ORGANIZATIONS**

Agape Foundation
Mita Schmid, 640 No. Fife, 970-6464
Epworth LeSourd United Methodist Church
Dave Parker, 710 So. Anderson, 370-6208
First Evangelical Lutheran Church
Philip Nesvig, Pastor, 524 So. I, 272-1538
Grant Center for the Expressive Arts
Mary Boone, Emily Seaholm, 1018 No. Prospect
272-0165
Greater Tacoma Convention & Trade Center
1500 Broadway, 1st floor, 830-6600
Joseph Warren Lodge #235
Ralph Decker, 2609 1/2 Sixth Ave., 474-1931
North Slope Historic District
Mark Bardwell, 1501 No. 5th St., 759-3878
Sixth Avenue Farmers Market
Cayenne D. Chonette, 971-645-1659
Zion Lutheran Church
3410 Sixth Ave., 752-1264

COFFEE SHOPS

Origin 23° Coffee Roasters
Leisa Viramontes, 3518 Sixth Ave., #101, 212-1503
Satellite Coffee
2811 Sixth Ave.
Shakabrah Java
Caesar Kalinowski, 2618 Sixth Ave., 572-2787
Valhalla Coffee
A.J. Anderson, 3918 Sixth Ave., 209-9613

COMPUTERS, ELECTRONICS

Last Stop Computer
Brian Herbert, 3101 Sixth Ave., 627-5960
Advanced Digital Solutions
Ed Bryant, 1418 Sixth Ave., Suite A, 590-4784

**CONSTRUCTION SUPPLIES,
HARDWARE, SERVICES**

DMD Homes
Dave Teigen, P.O. Box 64064, Univ. Place 98464,
566-1270
Gray Lumber Co.
Steve Gray, 3800 Sixth Ave., 752-7000
M.R. Construction
Matt Rock, 2910 Sixth Ave., 627-7510
Tacoma Window
Andrew Sabo, 3813 Sixth Ave., 759-2426

E

EDUCATION

A+ Driving School
Martin Kongsli, 2703 Sixth Ave., 272-5869
Educational Programs
Bill & Judy Kelly, 815 So. Pine, 272-89473
University of Puget Sound
John Hickey, 1500 No. Warner #1027, 879-3203
Lynnette Claire, 1500 No. Warner, #1032, 879-3576
Rachel Cardwell, 1500 No. Warner, #1027

ENTERTAINMENT

Studio 6 Ballroom
Natasha Thayer & Wes Rogers, 2608 Sixth Ave.,
360-473-6363
Tacoma Opera
Cheryl Baker, 1119 Pacific Ave., Ste 405, 627-7789

F

FINANCIAL SERVICES

Brinkerhoff Tax & Financials
Jack Brinkerhoff, 3519 Sixth Ave., 759-3646
Foundation Escrow
Jolyne Baines, 3901 Sixth Ave., 756-1760
H & R Block
Ron Pinckney, 2411 Sixth Ave., 383-5603
John Toler, Journey Financial
John Toler, 1102 Broadway, Suite 201, 651-7212
Liberty Tax Service
Jack Brinkerhoff, 3519 Sixth Ave., 759-3646
TAPCO Credit Union
Jennifer Weed, 2802 Sixth Ave., 565-9895
Waddell & Reed
Elizabeth L. Dorsett, 4218 So. Steele, #215,
831-3491

FUN RESOURCES

Hi-Voltage Records
Brian Kenney, Meredith Cypres, 2612 Sixth Ave.,
627-4278
Laugh Masters
Mario F. Lorenz, 816 So. L St., 272-6622
Northwest Costume
Tom & Mary Johnson, 2315 Sixth Ave., 383-4700
Turntable Treasures, House of Records
Peter Vanrosendaal, 2609 Sixth Ave., 272-9229
www.slotkar.com
Clark Mossman, 3817 Sixth Ave., 572-5761

G

GIFTS, UNIQUE PRODUCTS

Aloha Oasis
Lisa & April, 3011 Sixth Ave., 272-3189
Creatively Unique Gifts & Things
Joan Johnson, 3009 Sixth Ave., 383-4438
Ferrings Magical Garden
Virginia Ferguson, 2407 Sixth Ave., 627-5417
Laughing Lotus
Claire Petrich, 3013 Sixth Ave., 627-0522

H

HEALTH CARE

Austin Chiropractic
Dennis Austin, 2709 Sixth Ave., 752-5924
Binger Chiropractic
Robert Binger, 2709 Sixth Ave., 627-7777
Brilliant Life Chiropractic
Laelle & Paul Martin, 2610 Sixth Ave., 383-0577
Health Connection, Inc.
Brad Eyford, 601 So. Pine, Suite 201, 396-1000
MultiCare Health System
Todd Kelly, 409 So. J., 403-1716
Paul Reilly, N.D.
Paul Reilly, 3620 Sixth Ave., 752-4544

**HOME & BUSINESS, YARD,
GARDEN, PRODUCTS, SERVICES**

Bartell Drugs
Julie Tresner, 3601 Sixth Ave., 761-2520
Down to Earth Gadgets & Gizmos
Daniel Borba, 937 1/2 South Sheridan, 272-8173
Frame Makers
Anna Johnson, 3013 Sixth Ave., Suite 3, 564-2321
Indoor Garden & Lighting
Mike Long, 3839 Sixth Ave., 761-7478
Indoor Reef, Inc.
Paul Gibson, 3841 Sixth Ave., 752-4559
Just Loving Care
Lisa Breiner, 843 So. Pine, 441-8811
Lind Pest Control
Beth Lind, 3922 Sixth Ave., 503-1100
Laundry Mart
Rose Mathes, 5401 Sixth Ave, Suite 501, 752-6100
Lawn Equipment Repair of Tacoma
Al Switzer, 3519 1/2 Sixth Ave., 756-7459
M & J Repair
Harold Warford, 2402 Sixth Ave., 272-2611
Posh Home
Jennifer Colley, 2502 Sixth Ave., 593-5001
Recognition Plus
Cory Dean, 3018 Sixth Ave., 383-4910
Rector's Antiques & Wardrobe
Jim Rector, 2201 Sixth Ave., 779-4467
Security Lock, Safe & Alarm, Inc.
Jack Wingarter, 1502 Sixth Ave., 284-0088
Sixth Avenue Neighborhood Market
3002 Sixth Ave., 627-3344
SolaRichard
Richard Thompson, 2037 So. 7th St., 572-9220
Urban Gourmet
Robin Jensen, 2602 Sixth Ave., Suite B, 272-3331

I

INSURANCE

C. Cable Insurance, Inc.
Clinton Cable, 1222 No. Anderson St., 752-3300
Diane Hagen State Farm Agency
Diane Hagen, 3401 Sixth Ave., Suite 1, 752-9920
Johnson, Paul F. Insurance
Paul Johnson, 3401 So. 19th, #200, 284-7910
Randy Asbjornsen Insurance
3108 Sixth Avenue, 759-3957

P

PERSONAL SERVICES

American Laser Center of Tacoma
Kellie Chisnell, 4707 So. 19th, 759-3737

Bikram Yoga Center
Yohene Knobloch, 3907 Sixth Ave., #B, 761-9007

Chemel Salon & Day Spa
Melissa Anderson, 4430 Sixth Ave., 548-8910

Clinics Without Walls
Dan Johnson, 3701 Sixth Ave., Suite 1, 617-3112

"Girl Talk" a Natural Nail Salon
Stephanie Wilson, 3922 Sixth Ave., 376-0089

Glow Massage
Bridget Kord, 3007 Sixth Ave., 232-3900

Hair & Jeffery Inc.
Jeffery Scarbrough, 4318 Sixth Ave., Suite 2, 761-0117

Jon's Barber Shop
Jon Tryfon, 3825 1/2 Sixth Ave. 752-5162

House of Tattoo
Katie Williams, 2701 Sixth Ave., 274-8282

Jewell Day Spa
Sonia Jewell, 2501 Sixth Ave., 572-5224

Pedicure Room
Shelly Stejer, 4318 Sixth Ave., 330-7812

Serenity Massage
Tammy Bentley, 3007 Sixth Ave., 219-0956

6th Avenue Barber Shop
Robert F. Stevens, 4318 Sixth Ave., 759-5208

Sooji's Day Spa
Sooji Hartzell, 3914 Sixth Ave., 404-0024

Tuell-McKee Funeral Home
Thomas R. McKee, 2215 Sixth Ave., 272-1414

Turning Point, The
Chiara Wood, 2211 Sixth Ave., 272-7876

PROPERTY OWNERS

Creso, Kathleen
16015 16th Ave. S., Spanaway WA, 537-7565

Loesch Development
John Loesch, 5421 95th Ave W., Un. Place, 381-8282

Murfay Properties
Neil Murphy, P.O. Box 22495, Seattle WA, 206-321-6367

Mustard Seed Center
Dan Mullen, P.O. Box 863, Gig Harbor WA, 265-2061

Poole's Corner LLC
John Hogan, 5312 Pacific Highway E, Fife WA, 922-3173

R

REAL ESTATE

Connect Realty
Christopher List, 3407 So. 7th, Tacoma, 219-3041

**RESTAURANTS, BARS,
NIGHT SPOTS, FOOD SERVICE**

Asado
John Xitco, 2810 Sixth Ave., 272-7770

Bombay Bistro
Anita Walia, 4328 Sixth Ave., 761-1999

Cork! A Wine Bar
Sue McCrummen, 3012 Sixth Ave., 212-1492

Crown Bar
Jacqueline Platner, 2705 Sixth Ave., 272-4177

DelBrocco's Pizza, Steak & Hoagie

3908-B Sixth Ave., 756-7445

Engine House No. 9
Craig Dickens, 611 No. Pine, 272-3435

Farrelli's Wood Fire Pizza
Michael Rutledge, 3518 Sixth Ave., 759-1999

Gateway to India
C.J. Singh, 2603 Sixth Ave., 552-5022

Gayle Orth Catering
Gayle & David Orth, 3837 Sixth Ave., 761-9019

Il Fiasco
Mark Gaimster, 2717 Sixth Ave., 272-6688

Jazzbones
2803 Sixth Avenue, 396-9169

Little Caesar Pizza
Justin Vautrin, 628 So. Sprague, 572-1800

Mandolin Café
Creig Kostoff, 3923 So. 12th St., 761-3482

Masa
John Xitco, 2811 Sixth Ave., 254-0560

MSM Deli
Mike Mohamed, 2220 Sixth Ave., 272-4814

Old Milwaukee Café & Dessert Company
Chad & Pat Kerth, 3102 Sixth Ave., 761-2602

O'Malley's Irish Pub
Pat Mawhinney, 2403 Sixth Ave., 627-9403

North China Garden
Andy & Jenni Yee, 2303 Sixth Ave., 572-5106

Primo Grill
Charlie McManus, 601 So. Pine, 383-7000

Quizno's
Jeety Sandhu, 3602 Sixth Ave., #101, 761-4044

Sax Restaurant & Lounge
Jenni & Andy Yee, 2309 Sixth Ave., 572-0588

Six Olives
Eve Adams, 2708 Sixth Ave., 272-5574

The Red Hot
Chris Miller, 2914 Sixth Ave, Suite B, 779-0229

West End Pub & Grill
Jason Lindquist, 3840 Sixth Ave., 759-2896

Wild Orchid
Lin Po An, 3023 Sixth Ave., 627-5889

129 Members

New Directory Listing Form

For your convenience, we are publishing a more complete and categorized listings of members. Please check your own information and if incorrect, missing or changes are wanted, please email printerdave@nventure.com.
Patronize our members in our own version of "GoLocal"!

**Next Economic Gardening Workshop September 23 —
"Free Publicity: How to Share Your News to the Media"**

Free to everyone who has a business in Tacoma, this workshop will teach you how to use the power of free publicity to boost your business. You'll get simple, affordable ways to start working with the media and get results. From online blogs and magazines to radio and TV interviews, a positive endorsement from the media can give you instant credibility and reach new customers.

The presenter, Whitney Keyes, marketing consultant, has over 20 years of working with the media. She specializes in helping businesses find the right marketing mix in order to grow.

The workshop will be given **twice on Wednesday, September 23.**

Choose a morning or evening session: 8 a.m.—10 a.m. or 5:30—7:30 p.m.

Location: University of Puget Sound, Collins Library—McCormick Room #303, North 18th and Warner Street.

Refreshments and light snacks will be served.

To register online

Morning session

(8:00 a.m. to 10 a.m.):

<http://cityoftacomaworkshop.eventbrite.com>

Evening session (5:30 p.m. to 7:30 p.m.)

<http://cityoftacomaworkshop2.eventbrite.com>

To register by phone or for questions, contact Christine Clifford, 253-573-2435, cclifford@cityoftacoma.org.



Whitney Keyes

Good Turnout for Town Hall Meeting

About 80 interested folks came out to hear nine of the candidates for various local offices explain their views and answer questions. The meeting was sponsored by the District and held at Epworth Le-Sourd Church August 27th.

District Manager Bill Connolly introduced the program and President Christopher List moderated it. John Loesch kept the speakers to their time limits.

The nine candidates present were Jim Merritt and Marilyn Strickland for mayor; Kevin Rojecki, Victoria Woodards, Jake Fey, city council; Jerry Thorpe, Stan Smith, Catherine Ushka-Hall, Kevin Miller. school board.

Valhalla Coffee graciously furnished the coffee for the event.

After the meeting 27 guests and candidates adjourned to Six Olives for further discussion.

Progressive Dinners

(Continued from page 1)

would like to take part and be included in the advertising by selling tickets or being a guide, contact Natasha at 206-914-2422.

“Sell 10 tickets, get a free meal!”

Natasha invites restaurants or other business who would like to be involved in the dinners to contact her at the number above. The dinners are a great way to get new customers into and to know your business.

Daffodil Bulbs *(continued from page 1)*

of the result, and of you doing the planting, if possible. NPSA is under contract with the city, so she would like addresses where bulbs are planted for her report.

Anna says the bulbs can be delivered or picked up by appointment. Call her at 227-4923.



Top Left: Lynnette Claire, daughter Kessa and Christopher List; top right, Natasha Thayer; lower left, Carla Hall; lower right, Anna Johnson.

Members Honored For 6th Ave Service

At the Fall CDA Social August 13 at Shenanigans, five District members were presented certificates celebrating their exceptional service to Sixth Avenue. Lynnette Claire has used her skills and talents in the creation and development of the Farmers Market, Progressive Dinners and district promotions. Natasha Thayer has worked tirelessly to create and fulfill the Progressive Dinners, general Avenue promotion and generous use of her business for events; Carla Hall re-

ceived her certificate for outstanding work in developing and managing the 2009 Art on the Ave. Anna Johnson gave much of her time and talent in initiating and bringing to life The Mountain radio promotion of the Ave. Not pictured are Ron and Jane Pulliam for their work in creating graphics and promotions for the Ave, as well as their service as webmasters for the District web site.

Congratulations to all. It is the gift of service by countless members over the last 18 years that has helped bring Sixth Avenue to what it is today.

Travel Talks at Laughing Lotus Summer 2009

3013 Sixth Avenue, Tacoma -:- 253-627-0522

Friday, September 25, 7 p.m. Universal health care, free university and medical school education? This is the **Cuba** we rarely hear about. **Frances and Mario Lorenz** visited Tacoma's Sister City – **Cienfuegos, Cuba** in May, 2009 celebrating people-to-people diplomacy. Cienfuegos is a port city, colonized by the French from New Orleans, filled with history and fine architecture. It became our sister city in 2000. Hopefully, with the election of President Obama, restrictions on travel by Americans to Cuba will be lifted. So come, get prepared for your trip to Cuba!

Studio 6 Ballroom & Maia Santell team up to promote 6th Ave

An article printed in the *Spring South Sound Blues Association Newsletter* found in many locations around the Sound. (Reprinted with permission)



"Never telling where *YOUR* business name could pop up when networking with these two!"

Delectable edibles and the finest cuisine, Then dessert, dancing and tea, Satisfy your senses with tastes so incredible With Natasha, House Blend and Me!

I look forward to a variety of fun gigs this month, including small clubs and wedding receptions, but the highest on my list of unique and classy gigs is an event in Tacoma's entertainment district, called the Sixth Avenue Progressive Dinner.

Brought to you by the Sixth Avenue Business Association, the Progressive Dinner is a restaurant walk that features delectable sam-

ples (and ample portions) of food from various restaurants along the avenue and live music by my band, Maia Santell and House Blend, at Studio 6 Ballroom, (2608 6th Ave, Tacoma).

At the end of the walk, after feasting on tasty fares, the satisfied crowd comes together at Studio 6 Ballroom for dessert, coffee, tea and live blues. You can dance or just kick back on comfy sofas and floor cushions. The cost of the event, including live music, is \$35. It's a great way to network, meet new people or have a romantic date, a blind date or an ever-popular "Internet date."

Tickets are available at Studio 6 Ballroom, The Shoe Show, Gateway to India, Urban Gourmet, Jewell Spa, Far & Wide, Northwest Costume and Brilliant Life Chiropractic. For more information call Natasha Thayer or Wes Rogers at Studio 6, at 253-905-5301 or see:

www.Studio6Ballroom.com.

If you love the blues and are curious about learning a specific dance technique to which to cut a rug, contact Natasha Thayer, master dance coach and founder of Studio 6 Ballroom. An internationally-known coach and competitor, Natasha has traveled throughout the United States and overseas, competing, performing and teaching. This woman knows all the right moves!!

After June, my band returns to Studio 6 Ballroom in the fall, resuming our "3rd Wednesday" performances for the rest of the year.

Keep Swingin' The Blues,

Maia Santell and the House Blend boys!

O'Malley's Irish Pub Receives "Broomie"



Bill Connolly, left, presented a "Broomie" award to Eaman Johnson of O'Malleys at the CDA Fall Social for their continuing efforts in keeping theirs and adjoining properties "spic and span". Eaman accepted the award on behalf of Owner Pat Mawhinney and staff.

This "traveling" award was decorated by Bill's wife Susan and will soon be awarded to another businessman, already selected, who has been noted keeping the area around his business clean.

More New Businesses Opening on the Ave!

We have seen at least four more new businesses open on Sixth Avenue in the last two weeks or so.

We appreciate their confidence, wish them well and invite you to keep your eyes open for new places to patronize!

Keeping an  on the Ave

Beautiful New Store Opens on The Ave

Capping a great five year growth history to one of the largest stores in their field in the US, Crescent Moon Gifts opened two Sundays ago to a packed house at 2712 Sixth Avenue. Their opening celebrated **Ganesh'** birthday (a widely worshiped Hindu deity).

This new store specializes in "Fantasy, Myth and Magick" and appeals to a broad segment of folks with eclectic interests in the world of fairies, elves, gnomes, the world of mythology, imagination and practically all religions of the world.

Their vast collection of products is beautifully displayed. It is worth going into this store just to see the beauty. (You may have to be very resistant not to buy something!)

Starting in 2004 with 400 sq ft in Freight House Square, one year later they increased space to 1100' and again in one more year to 2800. And now they have so much bigger space on Sixth Avenue.

Their stock includes small statues of all kinds of fantasy and mythic characters, candles, incense, fantasy clothing, jewelry, fairies and dragons, show weapons, religious items, cards and more that appeal to all ages. Brita says, "Almost anyone can find something here."

HOW DID THEY ACHIEVE SUCCESS?

At least six factors are visible in their marketing:

- ◆ A unique, in demand, market niche.
- ◆ Selection of quality stock

- ◆ Great display
- ◆ High level of use of technology for promotion
- ◆ Always friendly and welcoming to visitors
- ◆ Special events creation and participation

Crescent Moon's technology use is extensive, making use of Facebook, My Space and email, plus their own website and websites for special events.. Some aspects of the technology use are set up to go viral (an example: banners that fans use and spread through their own social networking sites). Brita credits technology applications for their successful opening and for long term business gains.

Special events play a part in their marketing, too. October 10 and 11 they will participate in the "Penumbra Fantasy Faire" at V2Farm, Enumclaw. October 17 they are a sponsor and participant in the "Fayerie of the Fall Mystical Masquerade Ball and Food Drive" at Scottish Rite Hall, 817 So. Vasault, Tacoma. Next spring, they will present in early April their annual "Spring Fairy Festival" to which hundreds come in costume. Nationally known artists in the field also attend. The location is yet to be determined — hopefully Sixth Avenue if they can find a large enough hall.

Angela Wehnert is the owner, Brita Webber and Kayla McCrea are staff. Their phone is 572-8339, website: www.crescentmoongifts.com

"We're strong believers in free advertising. There's so much out there."
BRITA WEBBER

The Pedicure Room Open on the Ave

After 24 years doing hair and manicures in Spokane, personable Shelly Stejer wanted to be able to enjoy the attractions of the water, mountains and forests on the west side of the state. She opened her business this spring at 4318 Sixth Avenue, telephone 330-7812.

Shelly focuses on being "green" in her all-organic hand and foot spa, using all natural products for relaxing and environmentally friendly hand and foot treatments. She goes even a step further in her "green" quest by riding her bicycle to work.

Meeting her customers and talking about life is one of her special joys in her business.

"Business has been amazingly good this summer," Shelly says. She credits her web site, www.thepedicureroom.com with bringing 60% of her business. She also credits the large signs on the front of her shop with much new business.

Jumping right into volunteering on the Ave, Shelley "did her time" at our Sixth Avenue booth at the Farmers Market Sept.2.

Minutes (Continued from page 8)

dors for support. This helps provide resources for building your business. In return for support, Paul features vendors' products on his web site.

Natasha Thayer announced an assault prevention workshop at 10 a.m. August 15th.

Meeting adjourned at 8:40.
Dave Parker, secy

Chiara Wood Reflects on Neighborhood Conf.

Member Chiara of The Turning Point Integrated Therapies at 2211 Sixth Avenue found values in the "City-Wide Fall Neighborhood Conference" August 29th at Evergreen College. The conference was sponsored by the Neighborhood Councils and the Community Council of Tacoma

Of special interest, she said, was the workshop on Grant Writing. She said she has never written a grant request, but is expecting to find the information useful as she is planning to widen her interests into non-profits.

Chiara commented that she especially appreciated the comments by City Manager Eric Anderson. Said they were very positive, inclusive and collaborative. She said Anderson expressed appreciation of how everyone works together.

"The whole thing was great," she said.

Chiara also wanted to announce Lanae Ayers, [www.Ayerscounseling.com], family counselor and psychotherapist for individuals, couples and families as a new addition to the staff of The Turning Point.

She also wanted to express thanks to honor Dr. Jonathan Chang, a long time member of the staff. Dr. Chang is a retired medical doctor, specializing in acupuncture and Chinese herbal medicine.

The staff also includes Chiara, a licensed massage therapist, polarity therapist and Reike master. Kate Shanaman, licensed massage therapist rounds out the staff.

TACOMA MUSICAL PLAYHOUSE Presents *And* **STUDIO 6 Ballroom**

Dancing with the Tacoma Stars

Maia Santell & House Blend
\$35-\$125 per person
TMP
253-565-6867
Additional info Information
www.tmp.org

Saturday September 26, 2009
5:30 - 11:30 PM
Landmark Convention Center

A fundraiser for the fabulous programs and camps at the award winning Tacoma Musical PlayHouse. Saturday, September 26.

Natasha Thayer, Studio 6, invites you to enjoy this fun evening of fine dining, shows, competition and dancing to live Music by Maia Santel and House Blend . . . *All for a good cause!*

The evening will be at the elegant and nostalgic Temple Theater Ballroom in the Landmark Center, 2nd and St. Helens.

Tickets from \$150—\$35 (non-dinner).

Who will win your vote???

Congressman Adam Smith? Senator Debbi Regala?
 Marketing Executive Rachael Costner? Business Examiner Emily West?
 Tacoma Community House Executive Director Liz Dunbar?
 UPS Steve Smith? Lakewood Mayor Doug Richardson?

All working for great causes!

Ed note: Your reporter has seen a local politician practicing his hula hoop skills before a mirror at Studio 6. This should be a fun evening!!

Sixth Avenue Merchants Assn.
Minutes of Meeting August 11, 2009

Meeting called to order at 8 a.m. by **District Manager Bill Connolly** in excused absences of **President Christopher List** and **Vice President Tom Johnson**. Introductions followed and minutes of July meeting were approved.

Dave Parker, treasurer pro tem, reported fund balances of \$4134.04 in general fund, and \$8697.96 in Art on the Ave Fund.

Bill Connolly announced Town Hall meeting for mayor, council and school board candidates to be held August 27 at Epworth LeSourd Church.

Cary Nilson announced the Cross District Social for August 13 at Silver Cloud dock and the Cross District Auction on October 17 at UPS.

TPD Lt. Dan Still reported 4662 calls for service in past month. The top increase was in pro-active subject stops. Burglary and domestic were down.

TEDD Liaison Shari Hart reported the Safe & Clean Walk-Around to be rescheduled. Parking construction on Oakes is ready to go out for bid.

Mario Lorenz invited all to the Sister Cities Benefit "Moroccan Magic" at Clare Petrich's on August 22.

City Councilman Jake Fey urged all to attend the candidates Town Hall August 27. He said candidates differ in style and substance. He also said previous information that no TPD liaison officers would attend future meetings of business districts was not true. He added that the council is watching the budget closely. Sales taxes, Business and Occupation taxes and the Utility tax are all down so they are preparing for the "worst case" of finances.

Anna Johnson reported on "The Mountain" radio promotion. Said it is going very well.

Bill Connolly introduced Ed Bryant of Advanced Digital Solutions. He is the new webmaster and gave a short report and asked for feedback concerning issues related to the web site [www.on6thAve.com].

Bill reported on the Farmers Market. Attendance and sales are down somewhat, but the vendors are still pleased. Hosts for the District Booth today will be Laughing Lotus and Diane Hagen State Farm. He also said next month's topic would be fire loss and insurance.

Paul Gibson of Indoor Reef spoke on his experience having suppliers partner in promotion. He suggested all business people should contact their ven-

(continued on page 6)

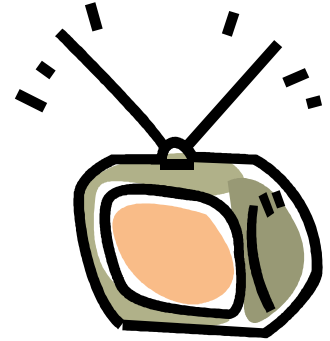
"A TV Star on the Ave"

From Shari Hart

Natasha Thayer, Master Coach at Studio6 Ballroom will appear as a guest on TV-Tacoma's "Business Matters," airing over thirty times during October 1-15... just in time to announce their 2nd anniversary of the Studio 6 Ballroom.

"Business Matters" airs for 30 minutes on Click! Channel 12 on the following schedule:

Mon – 2am, 8am
Tue – midnight, 3pm, 10pm
Wed – 5am, noon
Thu – 4pm, 11pm
Fri – noon, 6pm
Sat – 4am, 3pm, 9pm
Sun – 11am, 6pm
(also available on Comcast Channel 22)



If you miss the show on TV, you can check out Natasha's segment via the Business Matters archives at www.cityoftacoma.org (enter Business Matters into the Search field and click on "archives").

Some other 6th Ave businesses featured on the show in the past have been Asado, The Bead Factory, Firehouse Coffee (now Origin 23), Gateway to India, Holly Minniti, Il Fiasco, Pairings (before Cork!), Posh Home, Primo Grill, A Rhapsody In Bloom, and Urban Gourmet & Garden. [Note: these shows were taped before the online archiving was established; so they are not available to view on the City's website, but the owners may still have a copy.]

For more information about "Business Matters," contact our very own City of Tacoma NBD Liaison, Shari Hart, Community & Economic Development, 591.5208 or shari.hart@cityoftacoma.org.

Changes at the Shoe Show

The popular Shoe Show store, 2614B Sixth Avenue, owned by Ondia and Sam Shapiro is temporarily closed while they purchase and add stocks of clothing and accessories to their line. They are also doing some interior remodeling to add a dressing room.

Changes have been necessary because a South Carolina company claims to have national rights to the Shoe Show name. Watch for a reopening with a revised name.