



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

Web sites: [www.on6thAve.com](http://www.on6thAve.com)  
[www.ArtonTheAve.org](http://www.ArtonTheAve.org)

*Over 180 great businesses  
for unique shopping,  
services and entertainment*

**January 8, 2009**

## *Meeting Next Tuesday, January 13*

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.

The agenda includes:

- Welcome, introductions, minutes
- Treasurer's report, Jack Brinkerhoff
- CLO report
- Cross District report
- Art Projects, Claudia Riedener
- Speaker, Dennis Flannigan
- Other guests
- Farmers Market report, John Toler
- City Council report, Jake Fey, Lauren Walker
- Economic Development Report
- Other business - Closing Remarks

## **2009 Officers Elected**

The following were elected as officers for 2009:

- President, Christopher List
- Vice President: Tom Johnson
- Treasurer, Jack Brinkerhoff
- Secretary, Dave Parker

## ***A Message from the District Manager, Bill Connolly***

The New Year is here. With it comes the importance of our renewed commitment to keep our district on firm footing and positive, productive development. My challenge to you is to step up, take part in our bright future and be a productive voice. Help make the Sixth Avenue district what you want it to be. Come to the monthly general meetings, join the board and be active in one of the District's committees. Ask your friends, neighbors and relatives to join us in our quest to build a great destination business district. Encourage all your acquaintances to visit and buy goods and services from the Sixth Avenue merchants.

The District is currently asking all merchants to tell us what we can do better to serve you so by all means, tell us what you want us to accomplish. Your thoughts and ideas are going to be a very important aspect of the coming year. Please take a few minutes to complete the short and easy-to-complete Sixth Avenue survey which is in the newsletter for your convenience.

Your surveys can be faxed to me at 253-272-5292 or better yet, call me at 253-272-2924 and I'll pick it up!

## **Memberships Due for 2009**

Enclosed in this newsletter is your 2009 membership renewal or new member application blank.

You can save membership chairman Liz Dorsett and District Manager Bill Connolly a lot of work if you will fill out the form — *today* — and either bring it to the next meeting or mail it to Sixth Avenue Merchants Association, 2802 Sixth Avenue, Tacoma 98406.

Fees remain the same, \$25 for a new membership; \$25 for non-profits, \$50 for renewal of businesses with no more than one employee in addition to the owner(s); \$100 for renewal of businesses with two or more employees.

## **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](mailto:president@on6thave.com)

**Tom Johnson**

**Vice President**

307-5479

[vicepres@on6thave.com](mailto:vicepres@on6thave.com)

**Jack Brinkerhoff, Treasurer**

759-3646

[treasurer@on6thave.com](mailto:treasurer@on6thave.com)

**Dave Parker**

**Sec'y & Newsletter**

370-6208

[secy@on6thave.com](mailto:secy@on6thave.com)

**Claudia Riedener**

**Art Chair**

[ixia@harbournet.com](mailto:ixia@harbournet.com)

**Liz Dorsett**

**Membership Chair**

831-3491

[membership@on6thave.com](mailto:membership@on6thave.com)

**Carla Hall, 2009**

**Art on the Ave Coordinator**

651-2414

[Art-on-the-ave@on6thAve.com](mailto:Art-on-the-ave@on6thAve.com)

**Webmaster (Jane Pulliam)**

[Webmaster@on6thAve.com](mailto:Webmaster@on6thAve.com)

**Bill Connolly**

**District Manager**

272-2924

**Mail:**

Sixth Ave. Merchants Association  
2802 Sixth Avenue  
Tacoma WA 98406

## **Dates Ahead**

**Monday, January 26:** District Board Meeting, John Loesch's home, 6:30 p.m.

**February Regular Meeting:**

Tuesday, February 10. 8 a.m., Shakabrah Java

## 2008 Sixth Ave. Association Members

A+ Driving School  
Advanced Digital Solutions  
Affordable Animal Hospital  
Agape  
All Computer Service  
Aloha Oasis  
Angela & Company  
Aroma Relaxation  
Asado  
Asbjornsen Insurance Agency  
Austin Chiropractic Clinic  
Bahama Tan  
Baroque Salon  
Bartell Drugs  
Bead Factory  
Bikram Yoga Center  
Bob Creso  
Bombay Bistro  
Brilliant Life Chiropractic  
Brinkerhoff Tax & Financials  
C. Cable Insurance, Inc.  
Chemel Salon & Day Spa  
CORK! a wine bar  
Creatively Unique Gifts & Things  
Crown Bar  
DelBrocco's Pizza, Steak & Hoagie  
Designs by Bonnie  
Diane Hagen State Farm Agency  
DMD Homes  
Dutch Embassy Bed & Breakfast  
Educational Programs  
Engine House No. 9  
Epworth LeSourd United Methodist Church  
Far and Wide Imports  
Farrelli's Wood Fire Pizza  
First Evangelical Lutheran Church

Foundation Escrow  
Garlic Jim's  
Gateway to India  
Gayle Orth Catering  
Gray Lumber Co.  
Gypsy Lily  
H & R Block  
Hair & Jeffery Inc.  
Hazelwood Road Espresso  
Health Connection, Inc.  
Hi-Voltage Records  
Hilltop Artists in Residence  
House of Tattoo  
House of Records  
Indoor Garden & Lighting  
Indoor Reef, Inc.  
Ixia Tile Tacoma  
Jason Lee Band Dept  
Jazzbones  
Jewell Day Spa  
Jhenry Enterprises  
Joseph Warren Lodge  
Kobe Teriyaki  
Kathleen Creso  
Kenneth E. Rossback, Attorney at Law  
Krazy Kat Fiberhaus  
Last Stop Computer  
Lawn Equipment Repair of Tacoma  
Liberty Tax Service  
Lind Pest Control  
Lucky Dog Outfitters  
Lynn Di Nino  
M & J Repair  
M.R. Construction  
Magical Garden  
Masa  
McBeattie's Book Shoppe

Meier's House of Clocks  
MSM Deli  
MultiCare Health System  
Mustard Seed Center  
North China Garden  
Northwest Costume  
Old Milwaukee Café & Dessert Company  
O'Malley's Irish Pub  
Origin 23° Coffee Roasters  
Paul F. Johnson Insurance  
Paul Reilly, N.D.  
Pierce County Community Newspaper Group  
Pinwheel Catering's Herban Café  
Poole's Corner LLC  
Posh Home  
Pre-Paid Legal Services  
Precision Automotive  
Primo Grill  
Puget Sound Real Estate  
Quizno's  
Real Estate USA  
Rebecca V Gallery  
Recognition Plus  
Rector's Antiques & Wardrobe  
Red Line LLC  
Robert Binger D.C.  
Serenity Massage  
Shakabrah Java  
Shampooch, Inc  
Silk Thai Cafe  
Six Olives  
Sixth Avenue Autobody  
Sixth Ave. Baptist Church  
Sixth Avenue Neighborhood Market  
Solar Richard  
Sooji's Day Spa

South Sound Reflexology  
Stork Studios  
Studio 6 Ballroom  
Subway  
Sushi Tama  
Tacoma Window  
TAPCO Credit Union  
Terry E. Lumsden, Attorney  
The Cherbas Center  
Nutritional Wellness and Personal Growth  
The In-Between Place  
The Muse  
The Red Hot  
The Shoe Show  
The Wedding Bell  
Turning Point, The  
Turntable Treasures  
University of Puget Sound  
Urban Gourmet and Garden  
US Nails Spa  
Vanity Boutique  
Vino Aquino  
Waddell & Reed  
Walden Mortgage  
Walt's Auto Care Centers  
Weekly Volcano  
Wells Fargo Bank  
West End Pub  
Wild Orchid  
www.slotkar.com  
Zion Lutheran Church LCMS

138 members

### ***Meet New President Christopher List***

Enthusiastic, talented and adventurous are three of many words that could be used describing our new president. His life's experiences have shown them all, and more!

Christopher (not "Chris") was born in England and moved with his family to Montreal, Quebec at the age of 2, then at 16 moved to New York where he met his wife, Carly, in high school when he asked her to the Senior Prom! They've been together since 1970.

Beginning to follow his dream as a musician, after university, he moved to and became a professional musician in Atlanta, GA. from '74 to '76 where there was a big music scene. Going back to New York in '76, he and Carly renovated a Chevy van and fitted it out with living facilities and a good sound system.

From New York, they travelled the USA and Canada, in their van, playing dates and ending up in San Diego. There they performed 4 nights a week for five years and Christopher had a day job as a senior



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## **Looking Forward to '09**

The Sixth Avenue Merchants Association and its 138 members is the machine that can continue driving the District to bigger and better prosperity in the future. Or not.

Current economic times are taking a toll on some of our businesses, and may happen more this year. Several have failed or moved away for different reasons. General prosperity on The Ave has stimulated increasing rents by property owners, ineffective marketing has taken a toll on others. In one case, we understand, a crime tapped out the working capital, causing failure.

And so — we enter '09 perhaps with greater challenges than in the past several years. Challenges to help drive traffic to our merchants; challenges to maintain the district's pre-eminent position among the Tacoma districts; challenges to keep a strong membership and challenges to have an active fellowship of volunteers, committee members and board members working together for the benefit of the district and its merchants and professional offices.

**Incoming President Christopher List** is facing these challenges with some specific ideas. With the help of the officers, board and the membership, more ideas will be discovered and implemented for the benefit of all. Some of them are:

**Spring Shop Hop:** Building on last year's initial success, this year greater emphasis will be given to event advertising, and more "spring" activities happening throughout the Ave.

**Art on the Ave 2009. July 12.** This eleventh annual summer festival will continue to draw crowds to the district who will buy from the booths, shop in the stores and eat in our restaurants. One sample: Sam of The Shoe Show, who was open during the event, was selling so fast he couldn't keep up in getting more merchandise from the stock room! Festival success has been the direct result of volunteers — lots of enthusiastic volunteers will make this a success again. Carla Hall is coordinator.

**Farmers Market:** "One of the best things to happen in the district," says Christopher. He is hearing raves about it from friends who visit from all over the world. Starts June 2.

**Increased promotion available to merchants on district web site.** A plan to allow every member access to the web site for one event, sale, or coupon, with a link to their business website, every week. These will appear under "What's Happening!" The

cost of your membership plus a small fee for **52 ads!**

**Sixth Avenue Blog:** planning is currently underway to publish a blog about Sixth Avenue. Blogs on the web have proven power to create interest and business.

**Passport Program:** a plan to create a "passport" with special promotions for members, to be distributed through hotels, events, real estate offices, tourist and convention bureau, etc. Visitors come here from the world. For example, as a result of the movie "Ten Things I Hate About You", visitors from Spain are anxious to see Stadium High School. Promoting to these visitors gives them an incentive to come on up the hill to Sixth Avenue!

**Viral Music Video.** The music and dance video, "The Sixth Avenue Stroll" shot last summer at Art on the Ave is just about through editing and will be submitted to YouTube and other video sites. It is a bright and happy short movie that beautifully merchandises the District. Once it starts playing on YouTube and other venues, it will take on a life of its own, spreading world-wide, promoting Sixth Avenue! The demo disk has already been shown at a few locations here and in Seattle and is getting great reception.

**Dia de los Muertos (Day of the Dead):** Transform this celebration from a small parade on the sidewalk to an attractive spectacular.

**Elfin Days:** Christmas season multi-day promotion beyond the Santa Walk. Supported with seasonal decoration plan.



Sixth Avenue Merchants Association Santa Clauses on The Ave December 13. L to r: A friendly neighbor, John Loesch, Ron Pulliam.

## **M & J Service — 41 Years on the Ave!**

If you travel up and down Sixth Avenue at all, you can't miss the outdoor display of lawn care equipment at the corner of Sixth and Steele. Member and Owner Chris Warford obviously enjoys The Ave as a business location and sees the improvements and new businesses as a positive development into "the hottest district in town".

As a young veteran just back from Viet Nam, Chris started his business near So. 12th and Junett by buying an existing business there for \$600 he scraped together. "Things weren't that good at first," he says. "I had to work nights as a janitor at Fort Lewis to support the business". Eventually he moved to the property where Jack in the Box is now located at State Street, then to his present location.

M & J's principal business is the custom repair of lawn equipment although they do accept, repair and resell used (mostly power) equipment. Several rusty reel-type push mowers were in evidence in his shop to be repaired. Reel type mowers are making a comeback, he indicated.

You can find Chris at 2402 Sixth Avenue, phone 272-2611.

## ***Newer 6th Avenue Merchant Offers His Perspective on The Ave***

Joe Zawacki, president of Tahoma Imports, one of the four partners in Far and Wide at 608 North Prospect is pleased to be on 6th Avenue and sees lots of good things here.

"What I especially like is the cohesion of merchants, it is impressive to have them work in concert," he says.

Demographics was one of the factors that drew him here. "It is a combination of upwardly mobile and good solid middle class — makes a great mix as a customer base."

Responding to questions printed in the recently distributed district survey, Joe would like to see the food service and night spot merchants take a more active role in the Association. He also feels that we need to establish more cohesion with the Central Neighborhood Council and the North End Neighborhood Council.

On the negative side, he would hate to see the district pigeon-holed as a place of street fights and drunks spilling from the bars. "We always need to be mindful of our neighbors," he added.

Asked about his favorite merchant establishment, Joe indicated Primo Grill (after his own, of course!). He described Primo Grill as a classic example of a business coming into an old neighborhood and with good service, customer care and quality premises, making it a success.

Far and Wide is pleased to be on Sixth Avenue and the recent successful seasonal collaboration of four merchants around 6th and Prospect, sees potential for more collaboration and greater success on the Ave.

## **Precision Auto is 2 Award Winner**

Customer care and customer service continue to pay off in a big way for member Steve Sandvig, owner of Precision Automotive and Transmission, Inc. He is a business veteran of 31 years on The Ave.



Steve was awarded "Executive of the Year 2008" out of 20 nominees by the Tacoma Executives Association.

The award was for Quality Customer Service, Community Involvement and Innovation in Management.

The second award was from Puget Sound Consumers Checkbook magazine in which Precision Auto was rated "Best Auto Repair Shop in the Puget Sound Area" out of 474 auto shops voted on.

The bright white building of Precision Auto, the shop and the office are always clean, neat and attractive. Steve says, "Appearance is very important, followed up by good service".

Durability in business comes from taking care of the customers. He says 80% of his businesses is from repeat customers and additionally he gets lots of new referral business.

During his long tenure here, Steve has seen lots of good changes and progress on The Ave and especially noted the new construction and new businesses in the western part of our district.

Precision Auto features full service for domestic and foreign cars and trucks. They are at 3723 Sixth Avenue, telephone 759-2044, web [www.preauto.com](http://www.preauto.com).

## Credit Security Seminar Presented

Despite the snowy weather, Thursday December 18, 2008 a group of local business people attended the Anti-theft Seminar at the Tacoma Weekly newspaper.

Presenters were: Bill Connolly of Prepaid Legal Services, Trish Holmes of MilePost Credit Union and John Toler, a local mortgage representative.

Words of wisdom for individuals were to be cautious and careful. One way is to start the New Year off right by obtaining a free credit report. A credit report will allow you to check any mistakes in the spelling of your name, mixing up your file with someone else with a similar name or having incorrect dates. Under the Fair Credit Reporting Act you are entitled to one free credit report in a 12 month period. On-line go to [www.annualcreditreport.com](http://www.annualcreditreport.com) or telephone 877-FACTACT.



### There are 5 key principles to a sound data security plan:

- 1) Take stock. Know what personal information you have in your files and on your computers.
- 2) Scale down. Keep only what you need for your business.
- 3) Lock it. Protect the information that you keep.
- 4) Pitch it. Properly dispose of what you no longer need.
- 5) Plan ahead. Create a plan to respond to security incidents.

Businesses have responsibilities which are to have a written plan on how to protect data at a basic level. That means businesses need to have a plan in writing describing how customer data is to be secured and appoint an officer responsible for implementing that plan. The third step is to implement employee training as to their responsibility for protecting the sensitive information the business owns.

Bill Connolly provided an excellent brochure entitled Protecting Personal Information, A Guide for Business from the Federal Trade Commission. Bill has extras copies available. This brochure provided basic, sound advice to protect your personal information.

### MARKETING TIP

It is much simpler to sell a positive solution to a problem than to sell a positive benefit. Position your company to be an ace problem solver, especially during tough times.

## *5 reasons to belong to the 6<sup>th</sup> Avenue Merchants Association (and be involved)*

**Sonja Jewell, Jewell Day Spa owner** – For the sense of community on the Ave...the ability to network market.

**John Loesch, Neighborhood Market owner and property owner** – Twelve years ago, the Ave was crime-ridden and boarded up. I knew if it was cleaner and safer, I'd get more business.

**Ron Pulliam, Nautilus Design owner and property owner** – I come and participate because I have a vested interest in 6<sup>th</sup> Ave as a whole. I like getting advance notice about things. If I wasn't connected, it would cost me for marketing advice and to learn from the experience of others.

**Another voice** — for more leverage. The 6<sup>th</sup> Ave merchants met with the city manager last year because collectively, we have a strong voice.

**Caesar Kalinowski, Shakabrah owner and property owner** – For the connections to city government that the association has as a whole. I wouldn't have those connections otherwise. By belonging, I know about sidewalks and parking and other issues.



The Santas browse the Hilltop Artists in Residence Glass Sale to fill their sacks for Christmas! Jason Lee Middle School, December 13.



## **Meet President Christopher** (continued from page 2)

industrial analyst with General Dynamics Electronics Division.

### **ON TO TRAVELLING THE WORLD**

From there, he and Carly embarked on the big adventure of their lives, travelling for three years around the world with their possessions in 1 ½ back packs plus his guitar and Carly's violin. He says, "We ended up in some of the most extraordinary places working our way around the world!" Playing music along the way, mostly his original compositions, financed this unusual experience. He added, "We, as an acoustic duo, went to the South Pacific, New Zealand, Australia, Indonesia, Malaysia, Singapore, Thailand, Burma, Bangladesh, India, Nepal, and most of southern and central Europe. I have performed on a liner steaming past Kakatau off the Sumatran coast, performed at 6:00 a.m. in a remote Samoan village for an island doctor, and as part of a full moon ceremony in Northern Thailand, trading songs with tribal drummers." It was in Mapua, New Zealand, he had the inspiration to write a song about the town, a quiet little place. He and Carly hitchhiked to area clubs to play the song, which was also played every day on radio stations. He says, "It brought so many people to the community, bringing in lots of business." This experience was the background force that led to his writing the words and music for "The Sixth Avenue Stroll".

### **UP TO THE NORTHWEST**

After the tour, they moved to Seattle where he had his own company, List Computer Consultants, Inc. for 11 years. They continued in music but got acquainted with Tacoma when he, along with many others of the Seattle acoustic community came to Ruston to play jazz on the open mike at the Antique Sandwich Shop. With encouragement from another musician guest there, he learned swing and subsequently played on big stages in Seattle, especially the Folk Life Festival. He has had several bands in the Northwest, including "Society Swing", "Time Step" and currently, "Dobbin Tuska".

Christopher And Carly moved to Tacoma in 1999, purchased an older home in the Sixth Avenue district and have subsequently thoroughly restored and updated it.

**Christopher is now a successful Realtor with Connect Realty, helping people locate, purchase and sell properties around Puget Sound.** Combining his passions for people and architecture, he thoroughly enjoys his work, particularly introducing new residents, and businesses to Tacoma.

Carly is an officer of a large insurance brokerage, and travels frequently internationally.

## **Sixth Avenue Merchants Association** **Minutes of Meeting December 9, 2008**

President **John Loesch** opened the meeting at 8 a.m.

Treasurer **Jack Brinkerhoff** reported as follows: General fund, \$7702.39; Art on the Ave fund, \$1001.32.

**Bill Connolly** and Christopher List reported on the Cross District. Said water and garbage rates will be going up and the City will encourage people to make less trash.

**Christopher** said he has a beta copy of the dance and music made at Art on the Ave last summer.

**Mark d'Andrea**, Tacoma Public Works, said parking addition work has started on Junett and Oakes and sidewalk repair will start in January. **Claudia Riedener** asked about bulbouts which have been authorized. D'Andrea has sent plans to person who works with them. He said there is also much parking potential on Fife but that the street will require a lot of work before parking can be added. Cindy Moore is the person in charge of cross-walks. **Shari Hart** will be at January meeting to get the ball rolling. **Natasha Thayer**, Studio 6 Ballroom, said one of her clients was hit by a car in crosswalk area. She also said lack of parking is hurting her business. **President John** said people should come to the board meeting to bring out the things we want done.

**Councilman Jake Fey** said NO is the answer now for new projects as finances are tight in the city, especially regarding the pension system. Everything but electric rates will be going up. City is trying to reduce landfill costs; the county landfill is almost out of space. An open space bill is up tonight for the Council.

**Councilwoman Lauren Walker** compliment District on success. She said Tacoma is a little better off than some cities as we have a small surplus to help out. Said city is committed to supporting business districts and neighborhoods.

**Rhada Bhatia** of Washington Mutual Bank spoke. Said her responsibility is to increase the bank's business portfolio. Said she is excited about 6th Avenue but they have no customers here. She said they have a very strong set of products and services for small business; more so now as part of J.P. Morgan Chase.

**John Toler** said we need to create our own 6th Avenue Farmers Market board. He hopes five people will sign up for it.

A student from UPS spoke about their discount card project. Said they are adding more discounts for more value. A benefit is off-campus and into the business community.

Result of the election for 2009 officers were announced as: **President, Christopher List; Vice President, Tom Johnson; Treasurer, Jack Brinkerhoff; Secretary, Dave Parker.**

**Lynnette Claire** said these have agreed to be board members: **Tom Johnson, Lynnette Claire, Solar Richard, Sonia Jewell, Wes Rogers. David and Gayle Orth** were nominated on the election ballots for the board. Also, **CJ Singh** would be able to serve if board meetings were on Monday evenings.

**Kala Dralle** made a brief presentation of the GoLocal program.

**Claudia Riedener** said she has a new tile show at Borders Books. Also said Proctor has had a book published about their district and we are not doing what we should for the district; looks like we don't care.

Meeting adjourned 9:10 a.m.

*Dave Parker, secy.*