



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

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

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

July 9, 2009

Next Meeting Tuesday, July 14

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.

**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

Webmaster (Jane Pulliam)
Webmaster@on6thave.com

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

Mail:
 Sixth Ave. Merchants Association
 2802 Sixth Avenue
 Tacoma WA 98406



Sunday, July 12, 2009 11:00 am to 5:00pm
on 6th Ave between Cedar & Trafton streets

- Artist's Booths
- Fashion Shows
- Live Music
- Performance Art
- Dunk Tank
- Cars
- Food Vendors



These sponsors help make our community great!



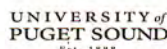
CENTRAL NEIGHBORHOOD COUNCIL



TACOMA PUBLIC UTILITIES



Northend Neighborhood Council



www.ArtonTheAve.org



July Dates to Remember

- Dickens Festival Party, Saturday, July 11, 7-10 p.m. Tacoma Little Theater
- Art on the Ave, Sunday, July 12
- Regular Meeting, Tuesday, July 14
- Laughing Lotus Travel Talk, Friday, July 24, 7:00 p.m., 3013 Sixth Avenue
- Association Board Meeting, Monday, July 27, location to be announced
- Farmers Market, Every Tues., 3:30-7:30



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

A

APPAREL

Vanity Boutique
Melanie Peterson, 3108 Sixth Ave., 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, 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

C

CHURCHES, 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
Joseph Warren Lodge #235
Ralph Decker, 2609 1/2 Sixth Ave., 272-1934
North Slope Historic District
Mark Bardwell, 1501 No. 5th St.
Sixth Ave 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**

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
Studio 6 Ballroom
Natasha Thayer & Wes Rogers, 2608 Sixth Ave., 360-473-6363
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

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.,

H

HEALTH CARE

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, YARD, GARDEN
PRODUCTS, SERVICES**

Bartell Drugs
Julie Tresner, 3601 Sixth Ave., 761-2520
Down to Earth Gadgets & Gizmos
Daniel Borba, 9371/2 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, The
Elizabeth "Rose" Mathes, 5401 Sixth Ave, Suite 5019
Lawn Equipment Repair of Tacoma
Al Switzer, 3519 1/2 Sixth Ave., 756-5125
M & J Repair
Harold Warford, 2402 Sixth Ave., 272-2611
Posh Home
Jennifer Colley, 2502 Sixth Ave., 593-5001
Rector's Antiques & Wardrobe
Jim Rector, 2201 Sixth Ave., 779-4467
Sixth Avenue Neighborhood Market
Youn Park, 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

P

PERSONAL SERVICES

American Laser Center of Tacoma
Kellie Chisnell, 4707 So. 19th, 759-3737
6th Avenue Barber Shop
Robert F. Stevens, 4318 Sixth Ave., 759-5208
Austin Chiropractic
Dennis Austin, 2709 Sixth Ave., 752-5924
Bikram Yoga Center
Yohene Knobloch, 3907 Sixth Ave., #B, 761-9007
Binger Chiropractic
Robert Binger, 2709 Sixth Ave., 627-7777
Brilliant Life Chiropractic
Laelle & Paul Martin, 2610 Sixth Ave., 383-0577
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

Jon's Barber Shop

Jon Tryfon, 3825 1/2 Sixth Ave.

House of Tattoo

Katie Williams, 2701 Sixth Ave., 274-8282

Jewell Day Spa

Sonia Jewell, 2501 Sixth Ave., 840-1989

Serenity Massage

Tammy Bentley, 3007 Sixth Ave., 219-0956

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

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 Cafe

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 Cafe & 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

Jeely Sandhu, 3602 Sixth Ave., #101, 761-4044

Sax Restaurant & Lounge

Micha Cornelius, 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

New Directory Listings

Upon a suggestion from a member, we are publishing more complete and categorized listings of members. Please check your own information and if incorrect or changes are needed please email the editor at printerdave@nventure.com.

**The "Art on the Ave" Fashion Show —
A Major Event for this Year's Festival!**

Ondia Shapiro, owner of The Shoe Show, and her staff member, Nina, have been working continually for six months to assemble this impressive show — which promises to be a centerpiece of the festival. It will appear 4 times, 12 noon, 1:30, 3:30 and 4:30 on a big stage/runway at the Venue Under the Tree in front of the Sixth Avenue Baptist Church.

Over 40 models showing more than 100 summer and fall outfits for men and women will be presented on the almost 40 foot long runway. About half of the models will appear at each of the first two showings, then repeat for the last two showings.

Festival visitors are also invited to the Fashion Lounge in front of Studio 6 Ballroom and Urban Gourmet. Here will be live photo shoots of the models. Gift VIP bags will be given away and a raffle of gift packages will be held. Proceeds of the raffle will support "Dress for Success", a project of the YWCA to help women in need with clothing to help them get back into the job market.

Ondia commented, "This show is a great thing for the Ave because it brings in a whole new demographic." She anticipates many visitors from Seattle.

This huge project is supported by a literal army of volunteers. Over 20 Seattle and Tacoma fashion designers have created the outfits. Hair-dressing for the models is led by Hair Artist Roni. Roni is a brand new business on the Ave — Nani's on the Ave at 3210 Sixth Avenue. She will be

assisted by volunteers from a number of other salons. Makeup artistry will be led by Bethany Jones of Creative Quench helped by other makeup artists from local salons.

Music for the show will be donated by South Sound Collective, 705 Dock Street. In addition, cinematographers will be videotaping the entire show for later promotional use. Video will be by www.LastNightNW.com at deeply discounted cost to the festival.

We give Ondia and Nina a great big "thank you" for the long-term intense work they have devoted to Sixth Avenue and to Art on the Ave in preparing this show. And another big "thank you" to all the volunteers who have and are donating their time to make this a success. And another "thank you" to vendors for donated or reduced prices for their technical support.



Rebecca Cable Named Outstanding Athlete

The daughter of Association members Clint and Jaimie Cable (C.Cable Insurance), Becca was recently selected by the Tacoma Weekly as their top spring athlete of the year. She is also a first team All-Narrows League selection.

On the Stadium High School softball team, Becca established herself as a team leader, top centerfielder and a great batter.

Becca plans to attend Pierce College in the fall. She will be arriving there as her sister Kim, a two time MVP pitcher, is moving on to college in Texas.

Our congratulations to this family and their accomplishments.

Three Members on City "Safe & Clean" Teams

Bill Connolly reports that he, Ed Bryant and Wes Rogers are working on City Manager Eric Anderson's Safe & Clean Teams. Bill is on residential burglary, Wes on car prowling and Ed on graffiti.

Safe & Clean addresses the first priority of the Tacoma City Council's strategy plan. The strategy goals are that Tacoma be a safe, clean and attractive community. Reaching these goals calls for a reduction in crime by 50% by mid-2010; and making Tacoma cleaner through removal of nuisances, debris and junk vehicles.

The Sixth Avenue area is being especially targeted to reduce car prowls.

More news next month!

6th Ave Rocks in SOUTH SOUND MAGAZINE'S "THE BEST OF THE SOUTH SOUND" Summer 2009!

- BEST BREAKFAST: Runner-up Shakabrah
- BEST WINE SELECTION: Runner-up Cork Wine Bar
- BEST HOLE-IN-THE-WALL: Runner-up Red Hot
- BEST STEAK Runner-up: Asado
- BEST CHEF: Charlie McManus (Primo Grill)
- BEST SUSHI Runner-up: Sushi Tama
- BEST PIZZERIA Runner-up: Farelli's
- BEST KID-FRIENDLY Runner-up: Farelli's
- BEST BAKERY: Corina Bakery
- BEST BREWERY Runner-up: Engine House No. 9
- BEST SANDWICH: MSM Deli
- BEST COCKTAIL Runner-up: Asado's key Lime & anything at the Crown Bar
- BEST LIVE THEATER Runner-up: Tacoma Musical Playhouse
- BEST NIGHT CLUB: Jazzbones
- BEST LIVE MUSIC VENUE Runner-up: Jazzbones
- BEST PLACE TO KARAOKE: Engine House No. 9
- BEST DANCE STUDIO Runner-up & only Ballroom/Partner Dance studio mentioned plus youngest on the list!: Studio 6 Ballroom
- BEST PARTY VENUE Runner-up: Masa
- BEST SHOE STORE: The Shoe Show-beating out Nordstroms!
- BEST BRIDAL SHOP Runner-up: The Wedding Bell
- BEST IN SHOW Runner-up: The Bead Factory (along with Nordstrom & Cake)
- BEST FURNITURE: Posh Home-beating Selden's & Old Cannery!
- BEST SMALL BUSINESS: Bead Factory
- BEST YOGA STUDIO Runner-up: Bikram Yoga Center
- BEST FACIAL Runner-up: Jewell Day Spa
- BEST HAIR STYLIST: Salon Baroque
- BEST MASSAGE THERAPIST Runner-up: Chiara Wood, The Turning Point
- BEST TATTOO SHOP: House of Tattoo
- BEST TATTOO SHOP Runner-up: Flaming Dragon Tattoo
- BEST HOME DÉCOR STORE: Posh Home
- BEST PLACE TO CELEBRATE YOUR ANNIVERSARY Runner-up: Il Fiasco
- BEST PET GROOMER: Tacoma's Best Pet Grooming
- BEST DOGGY DAY CARE: Lucky Dog Day Care

Travel Talks at Laughing Lotus Summer 2009

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

Friday, July 24, 7 p.m. – Best of Turkey in 13 days! Ever wondered what it's like to travel with Rick Steves? **Corrinne Dixon** has just returned from pre-history to the present, from **Istanbul, Ankara, Cappadocia, and Ephesus** on a tour with Rick Steves and friends. And then she went to **Greece**: to **Santorini** and **Athens**. She reveled in cities and country-side. As an amateur historian, Corrinne will share the stories behind the sights.

Friday, August 14, 7 p.m. - Linda Danforth: Family Travels to unearth the Armenian Genocide. Linda's great-Grandmother, [Marie Abelian Egitkhanoff](#), kept a diary (and later published her story*) telling how she survived the slaughter of millions of Armenians during World War I. This summer, Linda returned to the land of her ancestors for the first time and will share with us her story of discovery.

*Terror by night and day: An Armenian girl's story (A Destiny book)

*Escape: A sequel to Terror by night and day (Daybreak)

A Great Business Tip From a Member!

Paul Gibson, owner of The Indoor Reef at 3841 Sixth Avenue, wanted to be part of radio "The Mountain" promotion of Sixth Avenue, coming up in August, but felt it was a little too much to afford at \$300.

He found two of his suppliers who would put up \$150 each in cooperative advertising money. They are Hikari who has frozen and dried food for fresh and salt-water fish; and Seachem who makes supplements for aquarium water.



The trade-off is: he advertises their products in his promotional activities.

You as a retailer have manufacturers or wholesalers from whom you buy your stock. Some of them will have a budget to help you with co-op advertising, as Paul is doing.

Ask — you may be surprised at a source of funds you have never tapped! You will be giving your vendors an opportunity to help you and help your customers.

Paul also feels good about another promotional service he has recently contracted with. Ask him about it — if you are not doing something similar, you may find it worthwhile.

"Brown Bag Lunch" Promo Committee Coming

District Manager Bill Connolly is helping start a small group within the Association for district marketing and self-promotion and networking. The plan is to meet at noon bringing your own lunch.

Ten or more members have expressed interest; more news to come; first meeting in August.

Watch for this Special "Night Out" August 4

Giving the students a way to be involved with Sixth Avenue and members of the community, Hilltop Artists and their glass-making "hot-shop" class at Jason Lee is planning to be one of the Night Out sites this year.



It will be from 4:00 p.m. to 8:00 p.m. and will be on the plaza outside the hot shop and the basketball court near the northeast corner of Jason Lee. Food, drink and other vendors will be present, and glass items will be for sale in the gallery in the hot shop. Kids will be doing art booths. The "Fab 5" who work with a combination of graffiti art, break-dancing and music will be present. Some of them will be in the hot shop blowing glass that ties in with their art.

"Night Out Against Crime" is a national movement celebrated on the first Tuesday of August, often with neighborhood dinners and entertainment.

About 60 young people are enrolled in the summer glass program. 24 will soon be benefitted by REACH, an extensive, multi-faceted youth support and employment program made up of 11 local non-profits that will be housed at the Milgard Work Opportunity Center. REACH is targeting youth who have been designated as disenfranchised and the purpose of the program is to engage and re-engage youth through employment, internships, educational planning, relationships and involvement. They will receive financial support to learn production glass blowing.

Greg Piercy, 16 year veteran of teaching glass blowing at Jason

Lee, assisted by Jason Mouer and intern Riley Hart are preparing this "Night Out". Jason is a former assistant manager of Chihuly's Jubilee Studio in Seattle and also was hot shop coordinator at the Museum of Glass.

Greg says his classes "are not



all about the glass. The students benefit from about 40% work with glass and 60% from mentoring." The students learn team building, social skills, and to stay in the program they must stay in school and stay out of

trouble. They can start in the program as young as 12 and stay until 19 or 20 and can come from anywhere in the school district. The older kids can be in a paid scholarship program.

Even local homeless youth may be helped in this program. Greg spoke about one youth living on a bench in Wright Park and stealing and selling bicycles to support himself. His life turned around as a student in Greg's program. Greg added, "it takes a lot to get off homelessness" He has seen many young people in the program start out in poor situations and become successful adults

Save the evening of August 4 to visit the Jason Lee Night Out!

We want to Publish Your News Too!

Let us know about your special events, promotional successes, whatever, by the first of each month. Dave Parker, printerdave@nventure.com or phone 370-6208. Newsletter circulation 300 to District businesses.

Keeping an  *on the Ave*

**O'Malley's Irish Pub —
A New Success Story**

How many 20-year-old businesses on The Ave can triple their business in five months? That's the story of member O'Malley's.

That is the success they have had since installing a small restaurant facility and adding spirits to the bar offering.

Josh Norris came aboard earlier this year and brought his food expertise from his former restaurant, Mom's Diner in Freighthouse Square. With support from O'Malley's owner, Pat Mawhinney, Josh installed the kitchen and created the menu.

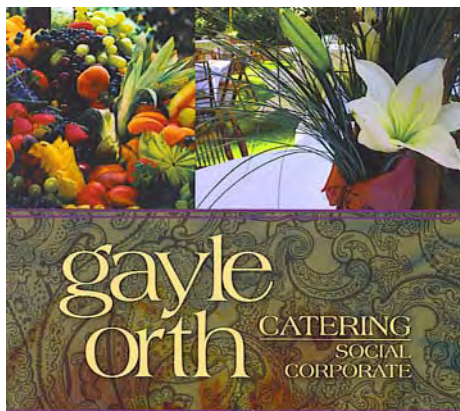
They serve a full breakfast menu all day, every day. Irish entrees are served all the time. Josh says they have a great Philly cheese steak and he confidently adds, "We have the best burgers in Tacoma — all fresh ingredients on toasted buns" The menu also includes other sandwiches, appetizers, seafood, soups and salads.

Josh's goal is to keep prices affordable, serve good portions and have the best-tasting food.

For entertainment at O'Malleys, you may enjoy pool tables, lots of videogames, live music, DJ's and karaoke certain nights of the week.

For Art on the Ave, they will have a stage, live music and a beer garden. Drop by and get acquainted.

2403 Sixth Avenue, 627-9403.



Thirty years in business, the last 15 on The Ave, plus quality foods and premium customer service have built a successful, profitable full-service catering business for members Gayle & David Orth.

The winning combination comes from, Gayle says, "a very efficient staff, incredibly dedicated. We have 3 full time, a fabulous baker for desserts and wedding cakes, all with many, many years of experience. We prepare all foods fresh from scratch."

Asked if they were the leading caterer in Tacoma, Gayle replied with a smile, "We're at the top of the pile somewhere!" She adds,

"We're very blessed with a wonderful reputation and clients".

The company's customers are about 70% for corporate events and the balance are weddings and other social events.

They do 500 to 600 events each year, Gayle says. They rely primarily on word of mouth and referrals for business growth and feels "we are very, very lucky".

She likes her Sixth Avenue location where, she says, "We're at the center of everything — north, south, Gig Harbor, all easy access."

Her location at 3837 Sixth Avenue (near Proctor) still has some problems with intoxicated people but she says it is getting better. She praised Gray Lumber and other neighbors who work constantly to keep the area cleaned up.

Call Gayle Orth Catering for your next event, 761-9019 or see their website: www.GayleOrth.com

Two More New Businesses Committed to The Ave

The space formerly occupied by Meier's House of Clocks near Sixth and Anderson will soon have a new business, we hear. Who it is will be revealed at the next regular Association meeting July 14, we understand.

John Loesch has also leased his remodeled two floors of space in the back of The Neighborhood Market at Sixth and Junett. The new business there has also not been yet revealed.

We have also been hearing rumors of several other new businesses planning to come to the Ave soon.

This is great news in the face of tough times as some businesses have closed or are retrenching.



**Personal Observations
From the Main Street
Revitalization Institute,
2009**

Vancouver, WA USA

Attendee: Bill Connolly

The National Trust's Main Street approach to a city's revitalization is a comprehensive four-step approach. These city revitalization strategies have been used successfully in Tacoma and cities throughout the USA.

That's why it's important for the Sixth Avenue Merchant's Association to be a productive, positive part of this effective and proven four-step strategy. The key foundation for our continued revitalization are the four steps:

- Organization
- Promotion
- Design
- Economic restructuring

Organization involves getting everyone working together as a team toward the same goal and assembling the appropriate human and financial resources to implement a Main Street Revitalization program. A governing body and standing committees make up the fundamental organization of this member-driven organization.

Promotion means the positive image of the commercial district and encourages customers and visitors to live, work, shop, play and invest in the Main Street district. By marketing a district's unique characteris-

tics and effective promotional strategy forges a positive image through advertising, retail promotional activity, special events and marketing campaigns carried out by local members. These activities improve customer and investor confidence in the district and encourages commercial activity and investments in the area. For example, the Sixth Avenue district has a good mix of diversity, music culture, restaurants, schools/universities and the arts.

Design means pulling your district into top physical shape, capitalizing on the district's best assets such as historic buildings, schools and churches. An inviting atmosphere created through attractive window incentives, safe parking areas, building improvements, street furniture, informative signage, proper sidewalks, good street lighting and landscaping conveys a positive visual message about the district and what it has to offer. Design activities also include good maintenance, enhancing the physical appearance of the district by rehabilitating historic buildings and encouraging new construction.

Economic restructuring – this tool strengthens a community's existing economic assets while expanding and diversifying it's economic base. The Mainstreet Program helps sharpen the competitiveness of existing business owners and recruits competent new business and new economic

uses to build a commercial district that responds to today's consumers needs. Converting under-used spaces into economically productive property also helps boost the profitability of the area.

The challenge is to put these core principles to work on an ongoing and continuing basis for the District.

I personally have brought back a number of useful ideas. For example, brown bag lunch meetings once a month where members meet at a particular location, bring their lunch and brainstorm ideas that will improve the district. Another one is Vancouver's own program called Neighborhoods On Watch (NOW) comprised of volunteers working hand-in-hand with the Vancouver Police Department. This program differs from Safe Streets in that the volunteers have radio communication with the police and their only function is only to report on activities. This program has been in force for about one year and the community loves this program and the police department is the biggest promoter and supporter of this program – perhaps because it was their police chief's (Clifford Cook) own idea. According to the volunteers and police department, crime has been dramatically reduced.

Thank you to the Sixth Avenue district and also the City of Tacoma for sending me to this convention. It was a real honor.

For any additional information or questions or comments or ideas or suggestions call Bill Connolly, District Manager at 272-2924.



Marco Polo Award to Joe Zawacki

Tahoma Imports owner Joe Zawacki recently received the Marco Polo award from the Tacoma World Trade Center. He received it for "first time success in international business for small and medium sized businesses". The award was presented at the World Trade Center annual Globe Award dinner and was presented by Simpson Tacoma.

Joe imports, much from quality manufacturers in China, and sells internationally on-line. He is a former partner in Far & Wide and is currently looking for his own location on The Ave.

Dickens Event Sat., July 11, at TLT

The Stadium District Dickens festival will have entertainment, music and a party this Saturday at the Tacoma Little Theater from 7 to 10 p.m.

For more information, call Mario Lorenz at 272-6622 or 921-1718.

Economic Gardening - Cash Flow Planning for your Business: A Review

By Peggy Viney, owner - Krazy Kat Fiberhaus

We all look at our newsletters and see announcements for free seminars by the City of Tacoma, but fail to act on them for whatever good excuse we have this week. Well, in June, I found out that making time for "Cash Flow Planning for your Business" was well worth my time. With a little effort on my part, I was blessed with a seminar well worth what you might have to actually pay for elsewhere, but we get it free thanks to the City of Tacoma. Now, if you know everything there is to know this might not be the seminar for you. For me, I learned that I had a lot to learn.

The Trainer for this workshop was Audrey L. Godwin, CPA. She went through the steps to show how a business could be making a profit yet still fail because of lack of cash flow. Ms. Godwin discussed how cash flow is a number one priority and how many businesses make catastrophic mistakes in their cash flow management. A common mistake is not transferring sales tax into a separate tax account as those taxes are collected from customers, so that when it is time to pay those taxes you don't infringe on other areas of your business to pay a huge bill.

Researching your seasonal income will allow you to plan your cash flow needs, so that you will have enough money in reserve to get you through those slow times of the year. Ms. Godwin had lots of great information to share with those who attended, so I highly recommend that everyone on 6th Ave make the effort to attend these free seminars that are held by the City of Tacoma and the Economic Development Department.

Sixth Avenue Merchants Assn.

Minutes of Meeting June 9, 2009

Meeting called to order at 8 a.m. by President Christopher List. Introductions followed.

Report by Treasurer Jack Brinkerhoff showed \$10,405 in general account, \$8839 in Art on the Ave account.

Lt. Still of TPD presented the sector police report. Said there were no unusual activities. Ruston Way patrols are now on. The Ruston tunnel will soon be closed; motorists may go up north 49th st. He said there had been two critical-mass bicycle assemblies that disrupted traffic a little.

Tom Johnson will have an owners & tenants meeting soon for businesses east of Oakes street. He wants to get five businesses and five property owners. An objective is to clarify "presentation" of district promotion. It was moved and seconded to authorize \$250 for expenses.

Lindsay Whitmore gave "Show Me the Math" presentation. Purpose of program is to help students understand math is required every day in business. It is focused on building community with students.

Michelle and Shannon from radio station "The Mountain" presented their promotional program for August featuring the 6th Avenue district. Participation by the district will require 40 advertisers at \$300 each.

The featured speaker of the morning, executive director of the Greater Tacoma Convention and Trade Center, said there are many ways for local businesses to promote through the Center. Information is available to businesses to know what conventions, etc, are coming and can plan and make special offers. Attendees especially look for places to go in the evenings.

President Christopher asked if we should have more socials. Vote by acclamation=yes. Moved and passed to appropriate \$200 additional to pay Sax for additional guests.

City Councilman Jake Fey said there was a \$50K appropriation before the council this evening for GoLocal. Also said there would be a hearing on mixed use centers related to height on June 30.

John Loesch said there would be a get-together in July in support of Jake Fey. Said we need to support him.

Claudia Riedener questioned what happened to grant money approved two years ago for bulbouts on Sixth Ave. Shari will find out. Claudia also said application from artists for Art on the Ave are coming in.

Meeting adjourned at 9 a.m.

Dave Parker, Secy