Keeping the Sail-Making Craft Alive

Carol Hasse has spent her life on the water. Since 1978 she has been creating custom cruising sails as owner Hasse & Company Port Townsend Sails, Inc.

Carol is spreading the word to find a successor who shares her vision, adopts it as their own, and maintains the quality of life she has enjoyed and established for her employees.

Located at Point Hudson, where Capt. George Vancouver landed in 1792 and where white settlers arrived in 1851 to found Port Townsend, Carol now seeks the right person(s) with the experience of cruising under sail and loved it, someone fluent in the language of sails and sailing, with passion for the sustainability of this community’s amazing marine trades, the historical link to its maritime culture, and is dedicated to carrying on the craft of sail-making in the spirit of the ancestral boatswain through the age of sail.

Carol’s connection with the sea is a continuum of living history that started with her ancestors coming over on the Mayflower. The sea is truly in her DNA.

Imagine going to work every day to a lovely loft built in the 1930s overlooking one of the most beautiful historic marinas in the United States. With the experience of cruising under sail and loving it, your day might start with a visit to a classic schooner where you chat with the captain about a planned family circumnavigation while measuring for a new set of sails. You would return to the loft where your talented crew is busy working on polished hardwood floors with natural light beaming in from windows on two sides. You would then design the new set of sails, and after going through a well-established routine of quality-assurance-based checks and balances, create a production order for your crew. The results? Sails designed with structural integrity, Cape Horn worthy durability, onboard reparability and hallmarked by hand finishing that is both beautiful and practical. You won’t see sails of this caliber from lofts designing primarily for round the buoy racing and outsourced to other countries. You are equipping that schooner with the best tools for their voyage that could easily span years in a range of climates and weather systems.

Carol had a dream, “My vision was to learn from the best, become the best I could be and then mentor others to follow all our dreams of a quality life at Sea,” she said. Carol is still living that dream. The hallmark of her legacy.
Where has summer gone? We’re sitting at our desks wondering that as we prepare for the Wooden boat Festival, the Annual Port Ludlow Business Expo and all those great autumn activities that lead us into the holidays. The days are already visibly shorter and there is so much to do.

This issue of the Business Insider, inspired by our Sept. 21-22 “17th Annual Jefferson County Farm Tour” is featuring many of our “Ag” partners.

It’s an inside look into one of our area’s unique ramping industries that creates employment growth as well as local revenue, and has made tremendous inroads into both the food and beverage-centric tourist and agritourism sectors.

We are excited that our forward-focused innovative Board of Directors has committed to moving forward with new cloud-based initiatives that should provide tremendous additional benefit for our members and our community.

The City of Port Townsend has started work on the Gateway Plaza in front of the Chamber—that huge construction project—and with that comes the rerouting of the traffic flow on Jefferson Street. The Chamber, EDC and VIC are open as usual through this construction. Due to the project, the intersection of Jefferson Street and Sims Way will be closed to vehicles. Parking spaces remain available adjacent to the Visitor Center over the course of the project. The construction day typically occurs between 7:00 a.m. and 6:00 p.m. Construction began Aug. 14 and continues to the end of October, culminating in a Community Grand Opening for this “Welcome Center” Nov. 2 at the Chamber. City officials—the mayor new city manager and others—along with many in the Fine Arts Community will be there for the dedication and ribbon cutting. We hope you will join us. For additional information from the city, click this link: https://cityofpt.us/publicworks/project/visitor-center-frontage-improvements-and-artwork-installation

Our Chamber Ambassador Program is gearing up for the “Class of 2020” with a new program and great community buzz. Our directors are in the process of nominating local business leaders for this elite group of Chamber “evangelists.” Being engaged with the Chamber and our programs is good for your business and the business community. Just talking with business owners about your positive experiences, how you’ve grown your organization or firm, can help them do the same. The Chamber has new programs and projects plus so many new benefits in all their membership tiers, many people may be unaware. You will have the opportunity to make new friends, deepen existing relationships and at the same time have fun and help enrich our community. Think you might like to learn more? Contact any Chamber board member or director@jeffcountyChamber.org. Remember that our new Ambassadors are nominated by and chosen by our Board.

Reach JCCC Executive Director Arlene Alen at director@jeffcountychamber.org and 360-385-7869.
Wilderbee Farm

This year on September 21-22 we celebrate local farms with the 17th annual Jefferson County Farm Tour. Having a vibrant agricultural economy means our community sustainably supports locally grown food, flowers, fiber, fermentations, and farm-made products. Our grocers stock locally grown food, restaurants and taprooms fill their menus with local libations and fresh harvested ingredients, the community comes out to farms and farmers markets every week to make thoughtful choices about the food they bring into their homes and businesses, schools and food banks make unprecedented efforts to provide local farm grown produce. In countless ways our community demonstrates its commitment to local farming – an economic strength deeply embedded in Jefferson County's history and thankfully infused into our community’s culture to this day. Every year Farm Tour celebrates this culture and farmers have the opportunity to show and tell what they do and connect with people that share their passion for hard work, good food, and healthy living.

This year Wilderbee Farm is enjoying its ninth year in operation. Located in a pastoral neighborhood on Cook Avenue, four miles from the heart of Port Townsend, the farm is owned and operated by Casey and Eric Reeter whose mission – founded in the idea of a simpler, better way of life – is to provide a relaxing place for the community and visitors to explore and enjoy simple pleasures on the farm. Wilderbee offers certified organic u-pick lavender, cut flowers, blueberries and pumpkins. The farm also raises honeybees, hens for eggs, and a conservation flock of rare, primitive British Soay sheep for wool. Each summer the Reeters hand-harvest and distill lavender for pure essential oil which they bottle and blend into their own line of products offered at the on-farm store along with fresh-picked organic seasonal fruits and unique woodcrafts. With an appreciation for all things handcrafted, Wilderbee also hosts ceramics classes and open studio time in the loft above the farm store. During open hours, Wed-Sun 10AM-5PM May-October, the public is welcome to bring a picnic, meet and feed the sheep, stroll the fields and nature trails, and engage in self-guided tours.

In January Wilderbee expanded its offerings with a meadery at the farm. The Mead Werks is a production space and tasting room for small batch handcrafted mead, an ancient fermented beverage made with honey. From simple ingredients of honey, water, and yeast comes a deliciously complex beverage with layers of character. It can be made dry, semi-sweet, or sweet. It can be aged in bottles or barrels, each adding new flavor and dimension to the final mead. It can be naturally sparkling or carbonated and served chilled for a refreshing summer drink. It might even be spiced and served warm on a winter evening. Today’s mead makers are giving this old-world beverage new life – creatively experimenting with distinct varietals of honey and adding fruit, hops, grain, herbs, and spices to make a genuinely unique beverage to suit a wide spectrum of tastes.

As a small-acreage organic farm and small-batch meadery, Wilderbee strives to create interesting and intimate experiences for locals and visitors alike. This is why the Reeters put down roots here and it’s what inspires them to keep providing something new for the community to experience each year.

MEMBER SPOTLIGHT

Wilderbee Farm

223 Cook Avenue, Port Townsend WA 98368
Wednesday to Sunday 10AM - 5PM May through October
The Mead Werks is open year round Saturdays & Sundays 12-7PM
www.wilderbeefarm.com

Continued from pg. 1

not only the scale, but the finishes, the detail, the handwork that enables you to entrust your life to her work and knowing you are all safe, that the work is repairable by you at sea, that your voyage will have this singular advantage and a sense of security.

Carol Hesse’s legacy is a lot to live up to. It will be a very special soul who takes the helm of this business on the next amazing voyage.

The business has all systems in place, all equipment, and a well-earned international reputation for the best offshore cruising sails available. Carol will be thrilled to share her own knowledge and experiences while mentoring a new owner to make the transition work well for everyone.

What has she loved most? Meeting so many amazing sailors, traveling, hosting a wide range of beautiful boats, being nested in the heart of the Wooden Boat Foundation’s annual boat festival, teaching and writing. Hard to give it up? Sure, but sailing off at a moment’s notice and finally writing that book she’s yearned to create are calling loudly.

Carol has dedicated 41 years to building this business and the local maritime community. She is committed to ensuring their future.

Hasse & Company
Port Townsend Sails
315 Jackson Street
Port Townsend, WA 98368
360-385-1640
www.porttownendsails.com
PRESIDENT’S REPORT

The Future Is Now!
imap and Chamber Business & Community GoGuide

By Karen Best, Board President

Our director, Arlene Alen, brought with her the vision of Chambers throughout the country migrating to new platforms and new technology to serve the many different demographic audiences we all work with these days through our businesses and visitors’ centers. We’ve been working on upgrading our infrastructure at the Chamber here to align with our excited partners who have already embraced these new ideas and have enhanced their members’ and Communities’ experiences.

Last year we rebuilt our Chamber website and fully integrated it with a member-management initiative to allow for seamless promotion of our members and community partners in the future. The future is coming now! We are in the process of implementing the iMap system which not only serves our members, but becomes part of the new www.enjoyPT.com website we are building for our Port Townsend marketing program. Additionally it is completely interactive with our 2020 Chamber Business & Community guide, which will be distributed in our traditional paper version, but also is cloud-based and totally interactive.

What does this mean for you? More content, greater visibility, scalability of your ads and listings to any platform: phone, computer, tablet, any display and portability. No longer is there a need to carry an entire booklet when you need only one page; you can print it, email it, share it socially, have fun with your marketing and growing your client/customer base. We are making it easier to tell your story to have business, tourism, government and nonprofits share information: calendars, events, contacts and more.

Can’t wait? Want a demo? Just call the Chamber office and we’ll put you on the list! We’ll be sending out details to all of you soon. This is the only official Chamber of Jefferson County Community guide and the only one the Chamber will be distributing for 2020. It will be “everywhere”!

MEMBER PROFILE

Finnriver Farm & Cidery

By Crystie Kisler

Walking around the farm we currently call Finnriver, I am reminded every day that we are only adding a layer to a many-layered history of life on this land - land that was wild for eons, that has been tribal territory for millennia, that was settled for dairy and agriculture for hundreds of years— and land that now lies at a dynamic intersection of our rural economy, community and ecosystems.

In the whirlwind of the world’s complexity, we know we need to do agriculture and enterprise in a way that recognizes these intersecting systems at work. We know that we cannot separate our business from the critical questions and challenges at work in rural communities: how to make farming financially accessible and viable, how to keep the soils vibrant and fields abundant, how to make healthy food accessible to all, how to ensure the availability of affordable housing and farmland, how to repair economic inequities, how to transcend divisive prejudices and ideologies...

Finding ‘common ground’ for solutions is an easy thing to say but tough thing to do, and yet making that happen is more necessary than ever. As changing climate conditions and other forms of instability arise in our rural community, we will have the benefit of working land. We also need to keep growing the effective and positive partnerships that will allow that land to continue feeding us. I am inspired to witness and learn from local farmers who are working on regenerative agricultural models that aim to restore and sustain soil health for the long term. I am glad for the efforts of local organizations that are committed to research, restoration and education related to land use. I am grateful to the neighbors who have lent a hand.

If we’ve learned anything in our years farming here, it’s that you need your neighbors. Community is not just a concept—it’s the people you count on to plow a field for you when you don’t have the equipment (thank you Roger!) or loan you a cultivating tractor (thank you Karen!) or come with the welder after dark to repair the broken thing on the bailer (thank you Martin!) or bucking bales before the thunderstorm comes (thank you Janet & Jeff!). Farming is not something you can do alone, it requires collaboration, along with adaptability, a willingness to learn and evolve, and a spirit of generosity, care and humility with other human beings and with the land and elements.

Each year for the last nine years, businesses and folks in Chimacum have come together to celebrate Interdependence Day— in recognition of how we are all interrelated. Farmers young and old, multi-generational local families, new arrivals, folks just passing through, all gathering to celebrate the people here and this place. Committing to an ethic of interrelatedness — for how we approach community and agriculture — is the way I hope we grow.
Take a Deep Dive into One Delicious Corner of the Olympic Culinary Loop

Founded in 2009, the Olympic Culinary Loop today comprises upwards of 100 member restaurants, lodging, farms and producers of beverages, cheese, baked and preserved goods as well as visitor activities. The common denominator is welcoming every hungry “taste tourist” to take a bite out of the endless year-round offerings found around the Olympic Culinary Loop.

Endless Loops
“Visitors will travel—all 454 miles of Highway 101—around the Loop, stopping at a farm stand, a few restaurants and maybe a tasting room near their B&B or hotel,” says Steve Shively, Sales & Marketing Director for the Olympic Culinary Loop. “On another visit they might focus on experiencing the award-winning Cider Route or slurping their way along the Shellfish Trail.” Add in side trips off Hwy 101 to visit stand-alone destinations such as the fertile Chimacum valley or Port Townsend, dubbed the “Paris of the Pacific Northwest” by Sunset Magazine, or foraging and feasting their way along a visit to any of the 24 Olympic Peninsula waterfalls, and it’s easy to see how the Olympic Culinary Loop is a food lover’s year-round playground dedicated to Enjoying the Olympic Peninsula.

Port Ludlow, Chimacum Valley and Port Townsend
These destinations comprise the northeast corner of the “loop,” easily accessed from Seattle across the Hood Canal Bridge, or Portland from the south and Vancouver BC via the Coupeville-Port Townsend ferry.

Even before Betty MacDonald penned her American classic “The Egg and I,” the fertile farmlands and waters of the Chimacum Valley on the northeast corner of the Olympic Peninsula have been serving up a bounty of delicious crops and foods. Today the Chimacum Valley is one of the most exciting market baskets fueling the Pacific Northwest’s delicious agritourism industry, anchored by Red Dog, Spring Rain, Finnriver Farm & Cidery and White Lotus Farm & Inn.

You know you’ve arrived at “downtown” Chimacum when you hit the flashing red light at the intersection of Beaver Valley Road (SR Hwy 19) and Center Valley Road. Plus the plywood cows and the Chimacum Corner Farmstand’s “Welcome to Chimacum – We Grow Food for YOU!” sign is a dead giveaway.

In every direction, visitors will encounter passionate farmers and producers working with the land to produce prized ag and aqua harvests, as well as award winning wines, ciders, cheeses and more.

Come as part of a series of year-round culinary festivals and special events. Or pick up a map and follow either the growing season or your taste buds to a unique Olympic Culinary Loop experience all your own.

Discover the Northeast Corner of the Olympic Culinary Loop
Taste fresh farm-to-table fare of East Jefferson County at:
- Fireside Restaurant at Port Ludlow Resort, PortLudlowResort.com
- Old Alcohol Plant Inn and Restaurant, oldalcoholplant.com
- The Keg & I, thekegandi.com
- Ajax Café, ajaxcafe.com
- Farms Reach Café, farmsreachcafe.com
- The Chimacum Café, chimacumcafe.com
- The Finnriver Kitchen, finnriver.com
- Spruce Goose Café, sprucegoosecafe.com

Find farm stands, farmers markets, cideries and much more at olympicculinaryloop.com. Discover all the information you need to travel the northeast portion of the Olympic Peninsula (Jefferson County), visit EnjoyOlympicPeninsula.org.

With Our Thanks
Thank you to our August Luncheon Speakers, Renee Klein, Co-owner of Madrona MindBody Institute and to our sponsors for this luncheon Circle & Square Auto Care and The Food CO-OP

And to Willie Bence, Director, Jefferson County Emergency Management And the sponsors for this event PUD and Jefferson Healthcare

Thank you to our Mixer Host Jefferson Land Trust at Sunfield Farms

Congratulations on your Grand-reopening and popular Ribbon Cutting to The Food CO-OP.
Jefferson County Department of Community Development (DCD) is the County’s resource for planning, permitting, inspections and compliance. DCD honors the county’s agricultural community during Farm Tour month and all year long by helping agricultural customers with their building and planning needs. DCD recognizes that the return of agricultural-based jobs is the focus of increasing support by agricultural leaders in attracting new and expanding existing agricultural jobs. Although only 1.7% of the county is zoned as agricultural, the United States Department of Agriculture (USDA) classifies over 273,000 acres of Jefferson County as suitable for potential agricultural production. DCD is working on specific programs that support local farms and farming in recognition of agriculture’s integral role to the local economy, environment, and rural character.

Jefferson County plans under the State Growth Management Act which requires counties to develop and periodically update a Comprehensive Plan. The Plan serves as a policy document to guide County services and decision over a number of topics including land use, transportation, economic development and more. The Board of County Commissioners had a direct hand in completing the mandatory updates to the County’s Comprehensive Plan and specifically emphasized the importance of rural economic development and the agricultural community. DCD took this important direction and is improving working partnerships with important stakeholders like the Jefferson County Conservation District. DCD collaborates with the Conservation District on developing and encouraging innovative agricultural techniques and technologies that also help manage sustainable water and soil. The County also adopted a bold new direction in passing a resolution on regulatory reform directing DCD to remove barriers to economic development and streamline regulatory requirements while protecting the environment and public health.

The County’s Critical Areas Ordinance is being updated and presents a novel opportunity to apply the mandate and directions of regulatory reform to agriculture. DCD will work with a Critical Areas Ordinance Regulatory Reform Task Force, made up of farming interests, business, environmental and other groups. This Task Force will review and recommend opportunities to refine policies, regulations and environmental standards in critical areas throughout the county such as on streams and wetlands. A major consideration will be to explore opportunities that support agricultural activities while protecting the functions and values of critical areas. DCD is excited about serving as a working partner and cultivating strong and positive relationships with farms and farmers. Agriculture is part of the “community” in Community Development!

**JEFFERSON COUNTY UPDATE**

**MEMBER SPOTLIGHT**

**Port Townsend’s 17th Annual Girl’s Night Out**

*Thursday, October 3, 2019 from 11 a.m. – 8 p.m. in Port Townsend*

Article and Photos Courtesy Port Townsend Main Street Program

Port Townsend’s 17th Annual Girls’ Night Out features a day filled with girlfriend camaraderie, celebration, and fun coordinated by the Port Townsend Main Street Program. This year’s theme is “Reach for the Stars”! The artwork was created by Star Wald Design. Port Townsend stores will be hosting special events, in-store promotions and refreshments from 11 a.m. to 8 p.m. The evening ends with the popular "Wrap” Party at 8 p.m.

**GET YOUR GOODIE BAGS ON OCTOBER 3**

Goodie bags feature socks, scarves and more and are available in this central location ($25 while supplies last.) Goodie bag donors include The Clothes Horse, About Time Clothing, Expressions, Tickled Pink Retail, Elevated Ice Cream and Candy Company and other small gifts. They will also include a schedule of events and coupon book to plan your fun. The goodie bags are popular and sold out last year. The Girls’ Night Out Raffle will feature prizes of gift certificates, gifts and experiences valued at $500.

**Proceeds from Girls’ Night Out benefit**

Jefferson Healthcare Foundation to help provide breast and cervical cancer screenings, care and treatment for low income Jefferson County residents and the Port Townsend Main Street Program, a 501c3 nonprofit. This event is sponsored by the Port Townsend Main Street Program, Jefferson Healthcare, Kitsap Bank and many generous participating local businesses.

For Girls’ Night Out updates, follow the Port Townsend Main Street Program at ptmainstreet.org, Facebook, Instagram and Twitter.

**Photo courtesy of Patty Charnas**

**Photo courtesy of Emma Bolin**

**Jefferson County**

**Department of Community Development**

Patty Charnas, Director

Emma Bolin, Planning Supervisor

www.co.jefferson.twa.us
Jefferson Land Trust

For Jefferson Land Trust, 2019 represents a benchmark year marking the 30th anniversary of our founding. For us this has meant spending time reflecting on our past as well as preparing and planning for the future.

Our mission is to help the community preserve open space, working land and habitat forever. Since our founding we have worked with our supportive community, a network of amazing partners and more than 100 willing landowners, to protect almost 17,000 acres.

Each protected property is a special place—a family farm providing local food, a forest sheltering elk, frogs and songbirds, a restored river or creek nourishing salmon, or a preserve where families connect with nature and enjoy the outdoors.

Many of the places we’ve protected keep land open and available for local wildlife. Over the years we’ve worked with many partners to protect and improve salmon habitat along all of East Jefferson County’s rivers and salmon-bearing streams. As part of this focus on wildlife habitat, we own and care for—with a great deal of help from wonderful volunteers—23 nature and forest preserves.

More than 15 years ago we expanded the Land Trust’s mission to include a focus on protecting working lands—the farms and forests of Jefferson County. In looking at what our community most valued, we saw how important working farms and their prime soils were to the burgeoning local food movement, and realized that the scenic vistas created by farms and forests were an integral part of the rural landscape and character of Jefferson County.

To date we’ve protected 14 local farms, including Midori Farm where Hanako Myers and Marko Colby produce their award-winning kimchi and sauerkraut, and Finnriver Farm and Cidery, which employs nearly 70 people. It’s an open and welcoming community-gathering place, where locals and visitors alike enjoy scenic vistas while sipping craft cider and sampling a variety of local food.

It’s exciting to see that our focus on education—designed to provide local students of all ages with meaningful outdoor experiences so they develop an enduring love of nature—is having the desired effect.

Some accomplishments this year include the opening of our newest preserve—the Chai-yahk-wh Preserve on Marrowstone Island. We were able to purchase this special property last October with funding from the Department of Defense and donations from more than 260 individuals and local organizations. With help from volunteers, local contractors and a Marrowstone Island Eagle Scout, a trailhead and parking area has been established on Flagler Road.

A winding three-quarter-mile trail is now open to the public, as is a nature studies area.

We also took a step forward on our largest project ever—creating a community forest at Chimacum Ridge. This is a project that the Land Trust will be focusing on for the next several years. When successful we will be able to use this property to demonstrate and showcase sustainable forest management practices, while also providing healthy wildlife habitat, public hiking and nature viewing, as well as outdoor education opportunities for local schools and the community.

During 2019 the Land Trust is also applying for reaccreditation through the Land Trust Accreditation Commission, a task required every five years. While the process is arduous and time consuming, it’s well worth the effort. The accreditation seal is a mark of distinction in land conservation. It lets our donors, partners, community members and local landowners know that our organization meets national standards for excellence, upholds the public trust and ensures that our conservation efforts are permanent.

Looking forward through the end of 2019 and beyond, our conservation team is in the process of updating our strategic plan and actively working on 19 projects with local landowners who want to protect their land. These projects comprise an exciting combination of all of our focus areas—protecting fish and wildlife habitat, vibrant local farmland and verdant forests.

Jefferson County is an exciting place to live and work and the entire Land Trust team is grateful for the generosity and vision of our community.

If you’re interested in learning more about the work of the Land Trust and how you can get involved as a donor, volunteer, or landowner, visit www.saveland.org.

Chimacum Ridge is the upland forest that rises between Beaver Valley and Center Valley. This property will serve as a recreational hub in central Chimacum and a model working forest. Photo by Caitlin Battersby.
AMBASSADOR PROFILE

Betty Oakes

My introduction to Port Townsend was in 1973 when my husband and I first saw the town from our boat. We anchored in the bay on our way to Seattle, which was to be our home.

A little background: My first job was at Nellis AFB, NV, near Las Vegas where I grew up. This is where I met my husband, Rex, an Air Force sergeant from Seattle. His goal in life was to live on a wooden boat, travel the West coast, and return to Seattle to live on the boat. So he built one, a 40-footer, in our back yard in Las Vegas. We lived aboard on Lake Mead for six months before taking it to the California coast. We spent a year cruising the coastline to Acapulco, Mexico. By July 1973 we had gone as far North as Seattle and found a marina near Rex’s mother’s home in West Seattle.

Fast forward a couple of years: Seattle wasn’t the same town that Rex remembered. In thinking of places to relocate, we recalled that Port Townsend had a great boat haven. So we moved there in 1975 and lived on our boat until 1981 when we bought our first house.

My first job in Port Townsend was at Manresa Castle. I was there for two years. It was during the time of the filming of “Officer and a Gentleman” and a lot of the cast and crew stayed at the Castle. After two years of hotel work I applied for a job at Pioneer Title Company as a secretary. I worked there for 14 years and held every position. I then worked at Jefferson Title for another four years before retiring.

A couple years later my “final” job before retiring for good was with the law firm of Alexander & Bierman in Port Townsend, a Seattle law firm that did insurance defense work. I became associated with the Chamber of Commerce through Soroptimists of Port Townsend. I was a member for 25 years and represented them at Chamber meetings. I was asked to be a Chamber Ambassador and have loved it. After my careers ended I also started volunteering in the Visitor Information Center.

CHAMBER MIXER

Join Us for a Business after Business Mixer

DATE & TIME
September 10th @5:00 – 7:00 PM

LOCATION
The Food CO-OP
414 Kearney Street, Port Townsend

Join the fun in this newly completed renovation. Great Food, prizes and CAKE! Prizes too! To say nothing of their wonderful team and a tour of this amazing new space!