



WSF Introduces New Advertising Program

In an effort to generate a new source of revenue, Washington State Ferries (WSF) has entered into a partnership with Trans4media (T4M) to implement an advertising program on WSF vessels and at the terminals. T4M was recently awarded the contract after a competitive bidding process.

T4M is a Seattle-based company, passionate about the Pacific Northwest, and boasts a strong record of success. They understand that ferries are a symbol of life in this region and have developed a program that will strengthen WSF's image through innovative advertising concepts.

Skip Vose, President of T4M, and Director of Sales, Larry Adams, bring with them decades of combined experience in marketing and advertising. Vose is known as an industry pacesetter and has garnered acclaim for previous advertising campaigns. Prior to coming onboard with T4M, Adams was the Director of Sales for CBS Radio in the greater Seattle area for the past 15 years and has a distinguished career in broadcast sales, marketing and management.

Vose and Adams are committed to attracting advertising programs that produce revenue for the ferry system and have promotional programs that are interesting, engaging and enhance the ferry-riding experience. T4M is reaching out to businesses with local roots that believe, like they do, that WSF passengers are a very desirable audience.

"It is important to our work to introduce advertising that resonates with WSF riders and that we bring programs with

the advertising that adds value to their time spent on the ferries," says Vose.

Advertising will be rolled out slowly throughout the ferry system beginning in early November. Passengers can expect to see framed posters, custom wall signs in cabins, car decks and terminals, sponsorships and promotional events, among others. Due to the size and nature of WSF facilities, many of the advertisements designed by T4M will be custom sized and will appeal to both advertisers and WSF passengers.

"Advertisers will be quick to associate their company or advertising clients with the ferries as a symbol of the lifestyle their customers deserve to enjoy," according to Brian Volkert, Business Development Manager.

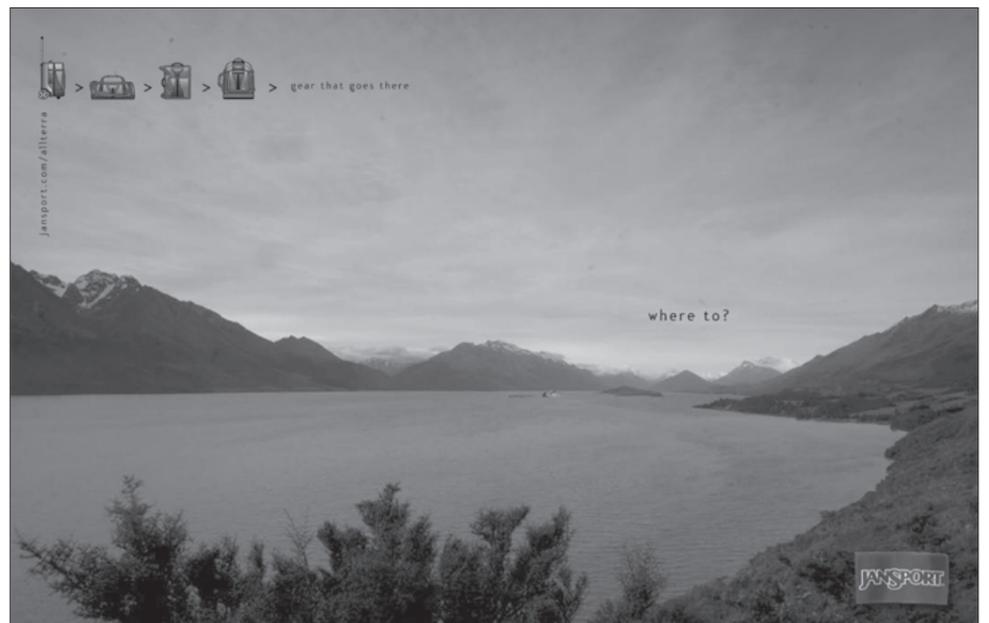
One of the elements of the advertising program that WSF passengers will see early on are personal profiles of celebrated locals who have experienced some of life's greatest moments aboard Washington state ferries. The profiles will be life size images of the individuals with their name, occupation, their favorite quote and favorite charity as well as their favorite WSF memory. These personal profiles will not be advertisements, but will be designed to feature people of interest to WSF residents and visitors. T4M developed the concept to highlight the ferry system and its riders.

"The personal profiles will be of people who are recognizable to WSF passengers," Vose said. "They are designed to reinforce the positive aspects of the ferry system and the area that it serves."

– was first spotted near the Vashon Island ferry dock in mid-January 2002. According to Canadian researchers, Springer's Mother, A-45, disappeared and likely died, leaving the infant whale suddenly orphaned.

The one-year-old calf was somehow separated from her pod. Unable to navigate or care for herself, she wandered almost 500 miles south to Puget Sound.

The similarities between Springer and a human child are what inspired Black to write the book. Orcas age at approximately the same rate as humans. Both male and female orcas mature at about 15-years-old. A typical male breeds around the age of 21. Orcas generally live into their fifties but may survive well into their eighties and nineties in exceptional cases. When Springer was orphaned she was but an infant.



This sample image, provided by JanSport, is an example of what WSF passengers might see when the advertising program is rolled out.

Rainier Industries, a leading regional manufacturer of display products, will install the signage on the vessels and at the terminals. Rainier Industries has a proven track record and has worked with companies such as Starbucks and the Seattle Mariners. A team of WSF directors and managers will approve all content and oversee the installation of all advertisements to ensure the methods and materials used are consistent with WSF standards and don't interfere with daily operations.

"We have put together a great team for this project," says Regional Operations Manager Jayne Davis. "The new advertising program is a great opportunity and

we hope that will create excitement and interest in the ferry system."

WSF is committed to designing this program to make it a delightful, engaging experience by encouraging new advertising that enhances the ferry-riding experience. The revenue generated in this program could reduce WSF's dependency on fare increases, removing some of the burden from WSF passengers.

The advertising program will complement WSF's primary mission to provide the highest standard in marine transportation that is safe, secure, efficient, reliable and environmentally sound, reflecting the innovation, professionalism and pride of our employees. 

Orphaned Orca Whale Returns to Puget Sound

Springer, the orphaned orca whale who in 2002 found her way from her remote home in Canada to the busy waters near Seattle, has returned just in time for the holidays.

This time, however, Springer's return is by way of an illustrated children's book by local author Naomi Black. "Springer's Journey" tells the heartwarming true story of the wayward baby whale as she made increasing efforts to bond with people and boats in the area, in particular the Washington State Ferry M/V Evergreen State. According to Black, the orca thought the giant ferry boat was its mother.

Springer was originally part of the 'A' pod of orca whales which resides during the summer months in Johnstone Strait off the coast of Vancouver Island. A-73 – her name based on her pod and birth order

"What struck me was how much like a human child she (Springer) was. She was looking for connections," says Black. "Springer was bonding with boats because she was looking for a parental figure and a tribe."

At night, Springer often slept nestled up under the bow of the M/V Evergreen State. Like a human child, Springer was playful and had a favorite toy; a floating log. She was seen playing with her pet log often during her time in Puget Sound.

Black and her mother Virginia Heaven, who painted the watercolor illustrations for the book, went out of their way to make sure details like this were included in every image. Also contributing to the book was local graphic artist Megan Drew. To make the graphic layout more in



Springer seen here (bottom) on July 11, 2006. Photo courtesy of Tim Tixier, Orca Lab, www.orcalab.org.

Continued on page 2.

“Springer” continued from page 1.

keeping with the local nature of the story, Drew provided photographs from areas where Springer was seen, which were used as backgrounds on the pages of the book.

The relationship between Springer and the M/V Evergreen State plays a prominent role in the book. During their first encounter, Springer tells the ferry boat how much she misses her mother. She decides to stay with the M/V Evergreen State to learn to become a ferry instead of being an orca whale. Springer meets many other boats on her journey before the wise old ferry encourages her to accept an offer of help from a catamaran and its captain to take her back to her family in Canada.

In the book, which explores the similarities between how a human child and an orca child deal with the loss of a parent and the grief that comes about as a result, Springer pushes away and is reluctant to accept help from others. According to Black, Springer’s behavior mirrors that of an orphaned child in a similar situation.

“Springer became friends with the ferry and other boats because she was trying to create a new identity, a new and better life for herself,” Black said.

Finally the wise old ferry tells Springer; “Whales can’t be ferries, no matter how hard they try.”

In the book, it’s Springer who finally comes around and accepts the help that was offered to her.

After six months in Puget Sound, Springer was placed in a water tank on the stern of the M/V Catalina Jet, a 144-foot catamaran owned by Nichols Brothers Boat Builders of Whidbey Island. She was then taken at 40 knots up to Dong Chong Bay off Vancouver Island and released back into the wild. On July 14, Springer celebrated her fifth year back in the wild with the A-4-pod – a mixture of orcas from various A-pods. She is now seven-years-old and a fully functioning member of the Northern Resident Orca Community. She is surrounded by the company of her great aunt Yakat (A-11) along with Yakat’s two offspring and three adult male orcas – the A-36 brothers. Springer’s rescue and return to her pod is the first successful reintroduction of a marine mammal back into the wild.

“Springer’s Journey” was published locally by San Juan Publishing and is available for purchase at many regional bookstores, local farmer’s markets, crafts fairs and on the internet at: www.springersjourney.com. 



Springer swam back and forth with the ferry every day, learning schedules and routes and other things that ferryboats know. But the ferryboat didn’t eat salmon as Springer did, and even though Springer was a little less lonely, she was still very, very hungry.

Naomi Black explores the relationship between the orphaned orca Springer and the M/V Evergreen State in her children’s book “Springer’s Journey.”

WSF Employees Give Back to Communities in 2007

As the largest ferry system in the United States, Washington State Ferries (WSF) has the ability to move millions of passengers annually. It’s our passengers, however, that move WSF to provide the highest standard of marine transportation that is safe, secure, efficient, reliable and environmentally sound.

WSF employees give their time, energy and financial contributions to help co-workers, friends in the communities we serve and most of all our passengers.

WSF employees assist in numerous rescues of boaters and divers in distress on Puget Sound throughout the year.

It is also common for WSF crews to provide assistance to passengers in need of medical attention at the terminals and on the vessels. WSF crews drill regularly in preparation for these types of events.

The training and diligence of our employees can pay off even when off duty. In July, WSF vessel deck employees John Horjes and Mark Kidd came to the aid of a Canadian man who was stranded on a cliffside for three days after falling 20 feet. Horjes and Kidd were on a fishing trip with friend, Al Birkland, when they motored their boat to the fallen hiker and rescued him. Horjes and Kidd credited their WSF training for helping in the rescue.

Also in July, WSF Environmental Permitting Manager Kojo Fordjour utilized his training with the American Planning Association (APA) and experience at WSF to organize a community development project in the town of Ejisu, Ghana in West Africa. Fordjour traveled to Ghana, his homeland, using personal vacation time to teach students of Kwame Nkrumah University of Science and Technology skills in community development, meeting facilitation, team



Marines in their dress blues, Seafair Pirates and Santa Claus prepare for the Special People’s Holiday Cruise.

Continued on page 3.

WSF Commuter Center

This Ferry Commute’s a Cruise!

Partnering Up Keeps Your Commute Costs Down.

Now is a great time for Washington State Ferries (WSF) commuters to trade in those long lines and high gas prices and take advantage of WSF’s Preferential Loading Program. Both Vanpools and Carpools save time by reserving a space on the sailing of their choice. In order to assure boarding on your permitted sailing, please be in the designated rideshare holding area ten minutes in advance of sailing. Operational demands and terminal staff will determine when and how you are loaded onto the vessel.

Consider Vanpooling

A low vanpool fare covers fuel, maintenance and insurance. Vanpoolers breeze onboard with an annual \$20 WSF permit. When you commute with at least five people, including the driver, you don’t pay the vehicle/driver fare. Vanpools only pay for the passengers in the van. Talk about saving money!

Consider Carpooling

Commute with at least three people, including the driver and permitted vehicles are guaranteed a spot on their chosen sailing every time. Talk about saving time! Taking advantage of this benefit is as easy as 1, 2, 3:

1. Register with WSF online using a credit card at www.wsdot.wa.gov/ferries/rideshare/ or by mail using a check or money order. If you have questions or need an application, call 1-888-808-7977. You can mail in your registration to: Washington State Ferries Rideshare Registration Program, Revenue Accounting/F819999, PO Box 3985, Seattle, WA 98124-3985.
2. If you need assistance finding potential rideshare partners call 1-888-814-1300, or use an internet search at www.ride-shareonline.com or look on WSF’s web-site at: www.wsdot.wa.gov/ferries/pdf/WSF_Vanpools.pdf, for existing vanpool groups on your route.
3. Monthly ferry-only passenger passes are available online at: www.wsdot.wa.gov/ferries/wave2go. These passes do not cover vehicle and driver fare.



Want more information about your options? Look for these Commute Centers on your vessel or at your terminal.

Vendor Spotlight: Caffè Appassionato

In 1991, when business partners Phil Sancken and Tucker McHugh decided to open a specialty coffee roasting company in Seattle, many of their friends questioned that decision. It can be difficult for independent roasters to stay afloat anywhere, much less in a region where industry giants such as Starbucks and Tully's reside.

Sancken and McHugh saw things differently.

"My thinking was that if we can succeed in this market, we can succeed anywhere," Sancken said.

Sancken, who in his previous occupation was an investment banker, was intrigued by the similarities between the wine and coffee industries.

"I saw the comparisons between the two industries. In both cases many of the business are family run by people who are passionate about their products. Seattle, in many respects is the Napa Valley of coffee," he said.

For the past 16 years, Sancken and McHugh's company, Caffè Appassionato, has defied the odds, carving out a niche with those who share their passion for great coffee. Their specialty roasting company is named after Beethoven's sonata, *Appassionata*, a piece of music written against all odds by an eighteenth century composer who could not hear a note he wrote.

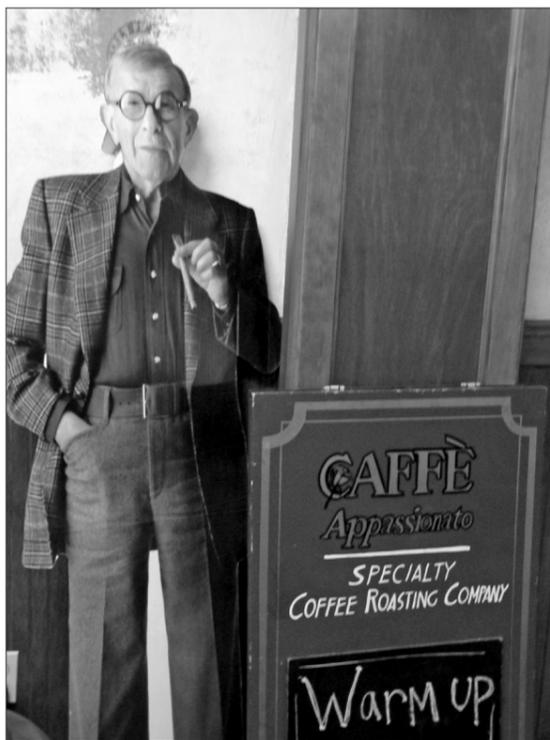
At Caffè Appassionato they believe that roasting coffee is an art form. They specialize in full-bodied coffees that are exceptionally low in acids. The result is a drink that has all the flavor of other specialty coffees but is easier on the stomach. They achieve their unique results through a roasting method – Appassionato Roasting Process™ – that values the human touch over speed and technology, the hallmarks of big industry. Their process takes two to three times as long as methods used by conventional roasters, but results in a very low-acid coffee with full-bodied flavor.

Caffè Appassionato operates two locations at the Seattle Pier 52 Terminal. The passenger level location inside the terminal opened December of 2004, followed by the vehicle level location in November of 2005. The vehicle level store is located in the north holding lanes on Alaskan Way. Both locations offer expertly made coffee drinks featuring their own artistically roasted blends.

"It has been a good experience for us (at Pier 52)," Sancken said. "We have a good following there. We serve only organic coffee there and it seems to appeal to WSF riders."

The Caffè Appassionato brand continues to grow. They have been the official coffee of the Seahawks for the past three years and have a special Seahawks blend that will debut soon. They were also named the official coffee of Key Arena and their products will be available this year at Sonics games. Additionally, their coffees are sold at QFC, where they have been available for about a year and a half.

Stop by one of their two locations at the Seattle Pier 52 Terminal to taste the passion that goes into Caffè Appassionato's artistic interpretation of a classic beverage. [↕](#)



You never know who you'll run into at Caffè Appassionato.



WSF Through the Years

The M/V Olympic is seen here on a snowy day during the winter of 1957 as it prepares to depart the Mukilteo dock.

The vessel is the most recent auto ferry to be retired and sold by Washington State Ferries. After sitting idle for four years, the state put the M/V Olympic up for sale in 1997. The vessel's size, outdated engine and age made the M/V Olympic impractical to refurbish. The ferry was sold to Darrell McNabb of Bainbridge Island. Today, the vessel sits across from the WSF Eagle Harbor Maintenance Facility, still painted in its WSF colors; its name is easily readable under its wheelhouse: M/V OLYMPIC.

More than four decades earlier, however, the M/V Olympic came to the rescue of a new and struggling state agency that found its fleet lacking in capacity.

Put out of service when a bridge was built across Chesapeake Bay, the vessels Gov. Harry W. Nice and Gov. Herbert R. O'Coner were purchased by Washington State Ferries. At the time, building a new ferry was a few years away at the earliest and the system needed more carrying capacity and needed it quickly.

Painted in green and white, the two ferries were renamed M/V Olympic and M/V Rhododendron (respectively). In 1954, the M/V Olympic started on the South Point/Lofall run on Hood Canal before taking over as the No. 1 ferry on the Mukilteo/Clinton route. The M/V Olympic also served on the Port Townsend/Keystone route as well as filling in on the San Juan Islands inter-island and other routes. Historical data provided by Steven J. Pickens, www.evergreenfleet.com. [↕](#)



The M/V Olympic as it prepares to depart the Mukilteo dock on a snowy day in 1957.

"WSF Employees Give Back" continued from page 2.

chartering, conflict resolution, vision statement development and community/citizen involvement. The community development project will help residents of Ejisu identify resources and coordinate efforts that could one day stimulate the town's economy. Fordjour was recognized for his efforts in Ghana by the APA at their annual convention in October.

Closer to home, the WSDOT/WSF Combined Fund Drive (CFD) provided an opportunity for all state employees to give back to community groups through payroll deductions and fundraisers. In 2006, with the help of more than 3,000 volunteers, WSDOT raised \$5.9 million for charitable causes. WSDOT/WSF hopes to improve on those numbers in 2007.

Another avenue for WSF employees to give back to the community in '07 is the Active Ferry Employee Charitable Trust (AFECT). In addition to their primary mission of helping fellow WSF employees in need, every December AFECT, with the help of Fircrest School, organizes a cruise for adults and children with special needs. This year marks the 22nd Special People's Holiday Cruise put on by AFECT.

The ninety minute cruise departs from Pier 52 with guests, their attendants, boy scouts, Marine Corps in dress blue, police, emergency medical technicians, ferry crew members and AFECT volunteers. The vessel, fuel, food, beverage, and volunteer time are all donated.

The Special People's Holiday Cruise is just one way that the employees of WSF are able to give back to the community. Employees may also elect to contribute a payroll deduction to AFECT; those monies are then used to assist fellow employees in time of need, as well as to assist Puget Sound area food banks. WSF hosted booths at 15 fairs and festivals throughout the Puget Sound this past spring and summer. These events gave our customers an opportunity to meet the individuals that make WSF one of the most respected ferry systems in the world.

These are just some of the examples of the extraordinary efforts of WSF employees during the past year. WSF looks forward to another year of community involvement and the continued opportunity to provide our passengers with the highest standard of marine transportation. [↕](#)

Calendar of Events

The Puget Sound sparkles in November and December with the dazzling lights, sights and sounds of the holiday season. This holiday season features a variety of light shows, crafts fairs and concerts throughout the Sound.

With 28 vessels serving 20 terminals in Central Puget Sound, Washington State Ferries (WSF) can help find the regional holiday destination of your choice.

You just might discover a new family tradition or community celebration. Whether you are looking for holiday entertainment, the perfect gift from your favorite destination or a community celebration, WSF can take you there. Here are just a few of the adventures awaiting you during the 2007/08 holiday season.

Nov. 3 – 4

Jefferson County Holiday Fair, Jefferson County Fairgrounds, Port Townsend

Get a head start on your holiday season at this arts and crafts fair. Find the perfect stocking stuffer or just stroll the fair grounds. For more information, visit <http://www.jeffcofairgrounds.com/holiday.htm>, or call 360-385-1013.

Nov. 10 – 12

Passport to Autumn, Winery Tours, Port Angeles

Sample the season's new releases amid spectacular fall scenery at different wineries on the North Olympic Peninsula and Islands. For more information, visit <http://www.northsoundwineries.org/events.html>, or call 800-785-5495.

Nov. 16 – 18

Best of the Northwest, Seattle

Enjoy holiday shopping at its finest as Best of Northwest's artists offer an exciting mix of Northwest art and unique and functional crafts in metal, glass, wood, jewelry, wearable art, pottery, photography, mixed media, fiber arts, basketry and more. For more information, visit <http://www.bestnwcrafter.com/>, or call 206-525-5926

Nov. 16 – 18

Holiday Gift and Food Fair, Bremerton

Enjoy the best of Bremerton at this annual arts, crafts and food fair at the Elks Club. For more information, visit <http://www.ci.bremerton.wa.us/display.php?id=685>, or call 360-731-2328.

Nov. 23 – Jan. 1

Zoolights, Tacoma

Don't miss the Northwest's wildest holiday light display, now in its 20th year! The Zoo comes aglow with more than a half-million lights! Bundle up and stroll the Zoo,

enjoying live entertainment, animal visits, holiday shopping and more. Warm up with hot chocolate or a visit to the steamy South Pacific Aquarium! For more information, visit <http://www.pdza.org/page.php?id=240&month=11>, or call 253-591-5337.



Nov. 24

The Lighting of Langley, Langley Town Park

A holiday tree lighting ceremony including bell choir, caroling, Santa and lighting of the holiday tree sculpture in Langley Park on Second Street, 5:30 to 6:30 p.m. After the ceremony let the lights of the luminaries lead you down sparkling lanes and sidewalks to specialty shops which will be open late. For more information, visit www.visitlangley.com, or call 360-221-6765.

Nov. 24

Annual Lopez Preschool Holiday Bazaar, Lopez School Gym

An annual holiday event with local artists and clubs selling their wares. Hundreds of dollars in raffle prizes! All proceeds go to Island Artisans College Art Scholarships. For more information, visit <http://www.lopezisland.com/>, or call 360-468-4664.

Nov. 24-Dec. 24 (Friday/Saturday/Sunday)

Heritage House and The Giving Tree, Poulsbo

Meet Father Christmas, Bring non-perishable food to help Fishline and bring a new gift for the Giving Tree for local children in need. Santa's Mailbox will be located in front of Hearts N' Homespun on Front Street, children may post letters until Dec. 23. For more information, visit <http://www.poulsbochamber.com/>, or call 360-697-3366.

Dec. 1, 10 a.m. – 4 p.m.

Yule Fest and Christmas Bazaar! Poulsbo, Sons of Norway Lodge

Hand crafted items, bake booth, lefse, Christmas bread and much, much more! Food will also be available. Then starting at 4 p.m. in the park will be the Yule Fest. There will be Christmas music, games, walking and dancing around the Christmas tree, music by Vestre Sund Mannskor, North Kitsap High School band and choir. There will also be free horse and wagon rides! At 5 p.m. enjoy the torchlight parade as the Vikings bring the Lucia Bride in by boat. Warm up by the bonfire for the tree lighting and Father Christmas greeting of the children. Hot dogs, hot chocolate, hot cider and much, much more will be available. For more information, visit <http://www.poulsbochamber.com/>, or call 360-779-5209.

Dec. 2

Bed and Breakfast Tour and Taste, South Whidbey Island Area

Noon – 5 p.m. For more information, visit <http://www.whidbeyislandbandb.com/before/events.html>, or call 360-221-6765.

Dec. 4

Christmas Boat Parade, Langley

Weather permitting. For more information, visit www.visitlangley.com, or call 360-221-6328.



Zoolights at the Point Defiance Zoo.



PALACE HOTEL

A Step Back in Time

Restored 1889 Victorian Hotel

1004 Water Street
Port Townsend, WA

1-800-962-0741

Advertise

15,000 print run placed on
18-20 vessels and 6 terminals.

Call for information on how to
advertise in Sound Crossings.

206-870-2470



SoundCrossings

November/December 2007, Volume 4, Issue 5

SoundCrossings is published bi-monthly by Washington State Ferries for ferry riders.

The WSF Administrative Offices are located at: 2901 Third Avenue, Suite 500 Seattle, WA 98121-3014

WSF Executive Director, Mike Anderson
Editor, Shawn Devine, 206-515-3771

Advertising, Jill Andrews, 206-870-2470
Design, WSDOT HQ Graphics, 360-705-7423



Washington State
Department of Transportation

Printed on Recycled Paper

