

# Connections

A WENATCHEE VALLEY CHAMBER OF COMMERCE PUBLICATION

## YAHOO! LANDS IN THE VALLEY

By now, I am sure you have heard the news that YAHOO! has leased the remainder of the Confluence Technology Center for offices and a data center that should be in operation by the end of 2006. This is certainly great news for our economy. Coupled with the potential of two other large data center projects near Quincy (Microsoft and YAHOO!), we are watching the birth of a new industry in our area.

The Chamber is proud to have had a small part in these major developments. The courtship of YAHOO! began last summer when a small contingent made a very low profile visit to the Valley. Partnerships really paid off in this effort. Much credit should go to Tom Villani at NoaNet who started this process. Then the entire Valley came together to set up the meetings needed in a short time

period to welcome YAHOO! and get them the information they needed to move this project forward. This all culminated in the recently announced lease of the CTC and their interest in the region.

Our role at the Chamber was to be involved in the initial meetings and coordinate some of the logistical arrangements for the visit. Special thanks to Warm Springs Inn, Visconti's, Executive Flight, Chateau Faire Le Pont Winery, Mrs. P's Cookies, Stemilt Growers, and other members who helped us provide a great experience for our visitors.

The Chamber looks forward to working with the Ports and others in the region on related and new recruitment efforts in the months and years ahead as our economy continues to grow and diversify.

### March events

#### NOON NETWORK LUNCHEON

Presented by Highgate Senior Living-The Manor & Memory Care Cottage

**Wednesday, March 8th, 12-1:30 P.M.**

March's Noon Network Luncheon will feature East Wenatchee Mayor Steve Lacy who will speak on the "State of the City" with a special focus on the impacts of the recently approved annexation that resulted in a major expansion in the boundaries and population of East Wenatchee.

- Held at Morgan's on the River in East Wenatchee
- Cost: \$10

Please contact the Chamber to pre-register your attendance.  
509.662.2116

#### BUSINESS AFTER HOURS

Presented by Central Washington Hospital/ Wenatchee Orthopedics & Physical Therapy

**Wednesday, March 22nd, 5:30 – 7:00 P.M.**

Network with business people from throughout the community at March's Business After Hours. Enjoy demonstrations, interactive stations, hors d'oeuvres and fine local wines. Door prizes will also be available for those in attendance.

- Held at: 520 N. Chelan Avenue in Wenatchee

Please contact the Chamber to pre-register your attendance.  
509.662.2116

### CONGRATULATIONS!

The Chamber is proud to announce this year's exceptional Chamber members:

*Chelan County Business of the Year*  
**Cascade Foothills  
Farmland Association**

*Douglas County Business of the Year*  
**R2H Engineering**

*The Chamber's Most Valuable Business*  
**NCW Digital—Al Neace**

## WVCC Board of Directors



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**Richard DeRock**  
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**Deb Hassler**  
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**Kathy Smithson**  
Smithson Insurance  
Services

## CHAMBER MEMBER EVENTS

### 5th Annual North Central Washington Career & Job Fair 2006

Sponsored by the Wenatchee Valley Chamber of Commerce, WorkSource, The Wenatchee World, Wenatchee Valley College, Fisher Communications and SkillSource.

Business owners, Human Resource recruiters and Hiring Managers: this event is an excellent way to showcase your organization, accelerate your hiring search, spot quality talent and leverage thousands of dollars in print and radio advertising. Make sure your company or organization is represented—simply fill out the insert in this month's Connections and fax to Diane at 509.663.2022.

### BANK OF AMERICA PERFORMING ARTS CENTER

AT THE STANLEY CIVIC CENTER

#### MARCH 2006 - Events Schedule

<b>TBA</b>	NCWMEA High School Large Group Choral Contest	TBA	TBA
<b>2</b>	Born into Brothels – <i>Film Series</i>	7:00pm	Film
<b>14</b>	An Dochas & the Haran Irish Dancers	7:00pm	Concert/Dance
<b>20</b>	Icicle Creek Youth Symphony Concert ( <i>Icicle Creek Music Center</i> )	7:30pm	Symphony/Concert
<b>25</b>	Cirkus Inferno – <i>Family Series</i>	2 & 5 pm	Slapstick Adventure

[WWW.BANKOFAMERICAPAC.COM](http://WWW.BANKOFAMERICAPAC.COM)

123 N. Wenatchee Avenue • 663-ARTS • socpac@nwi.net

#### Improve your chances of business success with these SCORE workshops

##### • “Test Your Start-Up Business Idea.”

The workshop for would-be entrepreneurs deals with testing your business idea, how to attract customers, how to determine the amount of money needed to start a business and what skills are needed to operate a business. Also, it covers the 10 common mistakes often made by start-up businesses.

Offered March 11

• **“Business Plans: Why, What and How,”** offered by SCORE counselor Gary Nelson, who believes that a good business plan increases the chances of success and profitability. A business plan is often a requirement for a bank loan. The workshop covers the contents of a typical plan, how to get the data necessary, what to include and how to do market research.

Offered March 18

• **“20 Ways to Grow Sales,”** offered by SCORE counselor Tom Hohn. The experienced sales manager will suggest ways to increase sales and services, plus offer ideas on marketing and advertising.

Offered March 25

All workshops are 9 a.m. to noon on selected Saturdays at the Wenatchee Valley Chamber of Commerce. Cost is \$20 per business. More than one person may attend from a business.

To register for workshops and counseling, or for more information, call the Wenatchee Valley Chamber of Commerce, 662-2116. Or, visit the SCORE website at [www.wenatcheescore.org](http://www.wenatcheescore.org).

#### Sleeping Lady Mountain Retreat

##### Kenny and Amanda Smith Duo

March 1

Performance Time: 7:30 p.m.

Winners of the International Bluegrass Music Association's prestigious Emerging Artist of the Year award in 2003, the Kenny and Amanda Smith Band combines gutsy, heartfelt vocals, brilliant instrumental talents and a powerful, contemporary sense of song choice and arrangement into one of the most compelling new sounds in bluegrass today.

Tickets: \$16, Students: \$8

##### Vicci Martinez: 4-piece acoustic band

March 11

Performance Time: 7:30 p.m.

Tacoma resident Vicci Martinez styles herself after artists Bonnie Raitt and Melissa Etheridge with a distinctive sound that defies her young age. Martinez's early classical training lends unique substance and exceptional technique to her rock music. She stuns audiences with her powerful lyrics and confident guitar playing. She has appeared on CBS "Star Search" – with her sizzling-hot guitar playing and powerful vocals. This gifted teenager singer-songwriter has talent to burn. Catch her while you can!

Tickets: \$16, Students: \$8

WENATCHEE VALLEY CHAMBER OF COMMERCE

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# GOT KIDS?

Do you have kids, grandkids, or employees who are in high school? Help them learn the value of business while developing team, business and customer service skills and be preparing for life. This summer let them EXPERIENCE BUSINESS by attending Washington Business Week, a summer camp about business, co-sponsored by the Association of Washington Business.

Washington Business Week (WBW) is a rigorous weeklong education program about the role of private enterprise and profit in a healthy society. WBW:

- Teaches youth the importance and role of profit;
- Creates a life changing experience for students regarding career choices;
- Creates a more favorable political environment; and
- Develops citizens who are more informed thinkers.

To our community this means that students will:

- Understand that making a profit is essential for society;
- Realize that business holds a promise for them;
- Appreciate that they can be successful in business;
- Know that teamwork is essential to being successful in business.

WBW is held at Gonzaga University in Spokane, June 18-24; Pacific Lutheran University in Tacoma, June 25-July 1st; Central WA Univ. in Ellensburg, July 23-29; and Western WA Univ. in Bellingham, Aug. 6-12. The student fee is \$295 OR what the student can afford. This includes all materials, room and board. While the full cost is \$875/student, businesses statewide provide sponsorships that reduce the student fee to make it affordable to all. Financial assistance is available. WBW also offers excellent volunteer opportunities for employee professional development. PEMCO CEO Stan McNaughton refers to WBW as a "virtual leadership laboratory".

For more information call 800-686-6442, e-mail to [Steve@wbw.org](mailto:Steve@wbw.org), or the website at [www.wbw.org](http://www.wbw.org).

## New Board Member Bio

# Deb Hassler

## Vice President— Ancillary & Support Services Compliance Officer, Central Washington Hospital

Deb moved to the Wenatchee Valley to join the team at Central Washington Hospital. She graduated with an undergraduate degree in Medical Technology and a graduate degree in Pathology from the University of Nebraska Medical Center. She enjoys helping patients and their families. She adds, "Central Washington Hospital is a vital part of this community and as such, needs to be involved in what is happening in the community. What better way to do that, then to be a member of the Chamber Board."

Deb has three daughters, Amanda is 25, has her masters degree in hydrogeology and works for a consulting firm in Charlotte, North Carolina. Stephanie is 22, is a junior at Arizona State University studying digital media editing, and Michelle is 17 and a junior at Wenatchee High School—she is active in band, honors society, art club, swimming and bowling just to name a few things.

## Business briefs

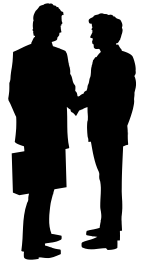
One of our members is interested in getting their purchasing agent together with purchasing agents from throughout the Valley for the purpose of exchanging information and contacts to do their job better. The Chamber would like to facilitate such a meeting. If your organization is interested, please email Craig at [larsen@wenatchee.org](mailto:larsen@wenatchee.org). If there is interest, we will set up a meeting this Spring.

Chamber member **Bainbridge Manufacturing** is looking for packing material to ship the plastic parts and other furniture components that they produce

out of the area. Their goal is to recycle materials that your business is throwing away. They would prefer boxes close to "apple box" size and are willing to pick up the material. If you have packaging that might fit the bill, contact David at 745-9555.

Washington CEO magazine has released its 2006 "Best of Wines" list. **Chateau Faire Le Pont** was recognized for its Chardonnay, Merlot, Syrah, and its Red Blend was honored as the 4th best in the State.

## WELCOME TO OUR 5 NEW MEMBERS!



### Creative Memories

CONTACT: Cindy Neace  
1839 Jefferson Street  
Wenatchee, WA 98801  
509.663.5358

### Hampton Inn

CONTACT: Tanya Tramp  
P.O. Box 3372  
Wenatchee, WA 98807  
509.662.9324

### JetPro Autowash

CONTACT: Connie Prynne  
1660 N. Wenatchee Avenue  
Wenatchee, WA 98801  
509.662.9274

### Ravenous Catering

CONTACT: Dave Toal  
P.O. Box 3599  
Wenatchee, WA 98807  
509.670.1710

### HHS Contractors

CONTACT: Harvey Ventrello  
718 Washington Street  
Wenatchee, WA 98801  
509.293.2781

## WVCC Staff



**Craig Larsen**  
Executive Director  
[larsen@wenatchee.org](mailto:larsen@wenatchee.org)



**Kelly Schell**  
Executive Assistant  
[schell@wenatchee.org](mailto:schell@wenatchee.org)



**Diane Cook**  
Receptionist  
[wenchamb@wenatchee.org](mailto:wenchamb@wenatchee.org)



**Annette Pennington**  
Events & Membership Coordinator  
[pennington@wenatchee.org](mailto:pennington@wenatchee.org)

# There Are No Quick Fixes to Our Energy Problems

By **DON C. BRUNELL**

President

Association of Washington Business

In an era of high-speed cable, microwave dinners, and 60-second news stories, the attention span of the average American is getting shorter by the minute. Television dramas can solve any problem in an hour and public policy debates resemble The Jerry Springer Show. In-depth analysis and long-term thinking are not encouraged.

In this environment, it's not surprising that many of us expect quick fixes to even the thorniest problems.

Take our energy supplies, for example.

U.S. consumers paid a record \$251.6 billion for foreign oil last year, up 39.4 percent from the year before. Some politicians and activists claim the answer is to substitute biofuels for foreign oil. Bingo, problem solved?

Problem not solved. In reality, most biofuels include 80 to 95 percent traditional gas or diesel, and as long as we bottle up exploration for domestic crude oil, we will depend more and more on Saudi Arabia and other countries to fuel our cars, trucks, planes, trains and ships.

Renewable energy is another sure-fire solution, right? Not yet. While wind energy is taking a foothold, solar installations are very expensive and not cost-effective, even at today's high energy prices. California, which leads the nation in the use of renewable energy, gets just over 6 percent of its power from wind and one percent from solar.

Hydropower is the most successful form of renewable power in use today. In fact, the bulk of California's renewable energy comes from hydro, and hydropower supplies 80 percent of the electricity in the Pacific Northwest.

But many activists in Washington state don't want hydropower considered a renewable energy because they don't like dams. They're pushing an initiative that would require energy companies to get 15 percent of their energy from renewable sources by 2020, but the measure excludes hydropower.

Those activists are equally opposed to any new power sources from coal, even though clean coal technology shows great promise in eliminating dangerous greenhouse gases - and America is sitting on as much coal as Saudi Arabia has crude oil. In fact, half of the electricity produced in this country comes from coal.

It makes you wonder if the people proposing these ideas ever stop to consider the facts.

I would love it if we could instantly solve our energy problems by switching to clean, renewable energy that's efficient and affordable by the end of this year. I'd also love to be 6'4" tall and look like Tom Selleck. Neither of those things are going to happen.

Where does that leave us? It leaves us with the realization that, for the foreseeable future, our energy strategy will require a mix of energy sources, including oil, hydrogen, natural gas, biofuels, clean coal, nuclear, hydropower, wind and solar.

We should accelerate our research and invest in new energy technologies in the hope that science will some day find "the answer!" In fact the federal energy bill pushed through Congress by the president last spring provides millions to fund that research and construct demonstration projects. But the truth is there are no quick fixes - no grand-slam walk-off homers.

The idea that somehow biomass, wind and solar will replace the need for coal, hydropower and crude oil is nuts. Renewable energy is part of the solution, but it is not "the" solution - at least not yet.



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"THE MISSION OF THE WENATCHEE VALLEY  
CHAMBER OF COMMERCE IS TO STRENGTHEN  
THE ECONOMIC CLIMATE OF THE WENATCHEE VALLEY."