



BOARD OF DIRECTORS

Dennis Colwell, President
Ingram, Zelasko & Goodwin

Delann Haglund, Vice-President
Haglund Farms

Ron Rogstad, Treasurer
Private Citizen

Tim Martin, Secretary
Harbor Pacific Bottling

John Sherrett, Past-President
Private Citizen

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Wally Bentley
Mayor, City of McCleary

Roy Brown
Councilman, City of Cosmopolis

Freda Charles
Quinault Indian Nation

Albert Collins
Councilman, City of Montesano

Patrick Conner III
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Randy Cox
Weyerhaeuser Company

Jack Durney
Public Development Authority

Steve Fulton
First Community Bank

Brian Garrow
Grays Harbor Central Labor Council

Jim Hargrove
Washington State Senator

Earl Hari
Mayor, City of Elma

Lynn Kessler
Washington State Representative

Rick Lovely
Grays Harbor Public Utility District

Greg McHugh
Ken Schoenfeld's Furniture

Buck Meile
Mayor, City of Oakville

Ken Mercer
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Dennis Morrisette
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Grant Munro
Rayonier, Inc.

William Perry
Grays Harbor Equipment

Dan Peterson
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Ellen Pickell
Pickell Studios

Chris Pickering
Pick-Rite Thriftway

Patrick Quigg
Grays Harbor Paper

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Tourism Grays Harbor

Terry Vietz
Mayor, City of Ocean Shores

Dorothy Voegel
Councilwoman, City of Aberdeen

Economic development defined

Economic development can be a nebulous concept to define.

At the Feb. 21 Annual Meeting of the Grays Harbor Economic Development Council, Dr. Maury Forman of the Washington State Office of Trade and Economic Development delivered a message breaking down economic development into a series of five "commandments."

A leading expert and writer on the subject, Forman uses techniques designed to engage his audience while stressing the importance of economic development to all communities.

The list of commandments he outlined at the Rotary Log Pavilion are:

- Thou shalt recognize the unique

aspects of your community. Just as there are no two people alike, there are not two communities alike.

- Thou shalt support the entrepreneurial spirit of your community.
- Thou shalt retain before thou shalt recruit new business to your community.
- Thou shalt recognize the training needs of your labor force.
- Thou shalt be creative in your economic development work.

Forman noted that Grays Harbor EDC has done a good job recognizing the importance of creating economic development and has worked to develop creative partnerships.

New officers take helm, setting a course for jobs and diversification

Joining an impressive list of community leaders, two new directors were elected to the board during the annual meeting of the Grays Harbor Economic Development Council.

Steve Fulton and Grant Munro joined re-elected members John Sherrett, Tim Martin, Brian Garrow and Ron Rogstad on the board, which consists of 34 members, a mix of government officials and private industry leaders.

"I have a real interest in the community, and the EDC has the potential to have a lot of impact on the community," Munro said. Munro is Vice-President for Forest Resources and Trading at Rayonier.

Fulton, Vice-President of Business Banking at First Community Bank, echoes that sentiment. "I've been involved with economic development organizations for 25 years; I'm inter-

"My main interest has always been to try to increase the number of good jobs on the Harbor . . . the EDC is the best vehicle to do that."

**-- DENNIS COLWELL
PRESIDENT**

ested in helping the community to grow."

During the March board meeting, new officers were elected for the 2002-2003 term: Dennis Colwell, President; Delann Haglund, Vice -President; Ron Rogstad, Treasurer; and Tim Martin, Secretary.

"My philosophy has always been to focus on infrastructure and retention of the jobs we have," Colwell said. He also believes diversification is key.

"It's better to have a whole bunch of smaller industries than being dependent on one or two big ones," he said, adding with a smile, "I wouldn't turn down a big one, either."

Membership moves forward

In the first major membership drive since its inception, the EDC has added 30 new members to its roster.

The drive began in October 2001 and will continue through September 2002, explained Gabrielle Patnude, EDC Membership Specialist.

**\$13,725
to date**

The effort has focused on private businesses in an attempt to replace the shrinking pool of dollars available from governmental sources.

The drive has also provided an opportunity to educate businesses about the role of an EDC.

"Most of the businesses are informed and know what is going on in the community and what the EDC does – they see the growth in the community and they want to be a part of it," Patnude said.

New EDC Members

The Grays Harbor EDC thanks the following who have demonstrated their commitment to Grays Harbor County and urges you to support their businesses.

DR. JOHN FORRESTER

DR. KENNETH HUNT

DR. M. SALEEM MEMON

KAUFMAN SCROGGS

HARBOR FOOT & ANKLE

OVALSTRAPPING

DAILY WORLD

TWIN COUNTY CREDIT UNION

FIVE STAR

CENTURYTEL

INFOCUS

MIKE DANIELS

MOTORFREIGHT

PACIFIC INTERNATIONAL

ENGINEERING

**QUINULT BEACH RESORT
& CASINO**

PENINSULA COMMUNITY

HEALTH SERVICES

RAYONIER

SAFEHARBOR TECHNOLOGY

STERLING SAVINGS

WESTPORT SHIPYARD

LES SCHWAB

ENVIRONMENTAL

ENGINEERING SERVICES

WAL-MART

BOISE CASCADE

OLYMPIC RAIN

TACOMA NEW TRIBUNE

DISTRIBUTOR

GRAYS HARBOR STAR ELECTRIC

THE VIDETTE

DENNIS COMPANY

MARK REED HOSPITAL

LEMAY ENTERPRISES

WASHINGTON MUTUAL BANK

FERN HILL FUNERAL HOME

New website offers improved access

In an effort to harness the power of the Internet, the EDC's new, improved website went live Feb. 1.

"Instead of updating our old web site, we decided to start from scratch," explained Michael Tracy, EDC Executive Director. "We came up with a new concept, and a site where changes can be made quickly in-house."

Arthur Stiles, Business Development, who has over 10 years experience in database programming and website application development, designed and developed the site.

A comprehensive site is increasingly important to two audiences: the local community and those looking at our community as a possible place for a new or expanding business.

"When companies or site selection



consultants are looking into an area, the website is their first stop," explained Tracy.

"Instead of calling the EDC as in the past, they look instead to an EDC website for key things like workforce, population, tax incentives and other vital information," he said. "It was

important that we have all the information in formats that are easy to read and download."

Key new features include the demographic profile of our community, and the ability to run surveys off the site, Stiles said. One case in point is the current Telecommunications Survey (see story, Page 3). With Stiles' ability to make changes in-house, the website has become a "living" document.

"As you develop a site you continually have new ideas for it; it's an advantage being able to add new features on the fly," he said.

Comments from EDC professionals who have viewed the site have been uniformly positive. The site has been lauded for its ease of use and useful information.

TELECOMMUNICATIONS COMMITTEE EXPLORES PROBLEM, SOLUTIONS

High-speed broadband telecommunications is crucial to business today.

As part of its mandate to focus on infrastructure to attract new businesses and help existing businesses in Grays Harbor, the EDC has been facilitating a group of people looking to bring broadband telecommunications to the area.

While there is some broadband access in the area, such as at Satsop Development Park and via cable at Ocean Shores, those are definitely the exceptions, explains Michael Tracy, EDC Executive Director.

The first goal of the Telecommunications Committee, which began meeting in September 2000, was to map out what has been done within Grays Harbor County in terms of actual bandwidth currently available. "We have mapped out where all the fiber, copper and wireless towers are, looking for black holes, trying to find out what the issues are in terms of bringing high-speed access to businesses and consumers," Tracy said.

"That was a pretty substantial effort, a good first step," said Rick Lovely, General Manager of the PUD, who serves as chairman of the committee. There are approximately 50 members of the committee, including representatives from Qwest, the school systems, the CELL Center, CenturyTel, the county and other businesses in the area.

The mapping process revealed that while the region has plenty of capacity, the existing problem is getting that capacity actually hooked up to businesses and consumers, what Lovely refers to as "the last mile solution."

Getting the fiber that exists "lit" is an expensive



proposition, Lovely explained, and right now there is no company or entity willing to take on such a pricey project. "The challenge is a lot of companies want to recover costs very quickly. People who really need it (high-speed broadband access), are stepping up and paying the money to connect it themselves."

Currently, the next step the committee is taking involves a survey of

businesses and individuals, finding out what people have, what they want and what they need. Using information gathered in the survey, the Telecommunications Committee plans to sponsor a day-long regional telecommunications seminar in the fall, with the goal of bringing providers and consumers together. The event will include booths and demonstrations of what is currently available, as well as educational breakout sessions throughout the day.

With hard numbers demonstrating an existing market for this type of service in Grays Harbor County, the Telecommunications Committee hopes to attract a vendor willing to make broadband telecommunications a reality throughout the entire county.

The need for such service in the business arena is vital. "What most people are finding out in this new world is high speed access is becoming more and more critical," Lovely said.

"If you are not capable of getting access to broadband and competing against people who do, you are going to lose," he said.

Editor's Note: To find out more about the Telecommunications Committee and to fill out the survey, visit the EDC's website: www.ghedc.com/telesurvey.html

Demographic profile: Grays Harbor by the numbers

A comprehensive snapshot of Grays Harbor County is now available. The EDC has put the finishing touches on the Grays Harbor County Demographic Profile, which incorporates figures recently made available from the 2000 census.

This is a new resource for this community. "We looked at profiles from throughout the state and other states, did a matrix, and then chose different subjects we believed were important not only to companies looking at our community, but

information important for community people to have at their fingertips," said Michael Tracy, EDC Executive Director. The report includes information on a myriad of topics, including population, employment, tax rates by community, education, community infrastructure, real estate, environment and more.

Information contained in the report answers the questions most often asked when the EDC receives a request for proposal. While printed copies are for sale at \$10 per copy,

anyone can download the 36-page profile for free from the EDC website: www.ghedc.com/downloads/profile.pdf

"We will be constantly updating this document as new information comes in; the most up-to-date information will be always be available on the website," said Tracy.

Ease of access is an added benefit of having the profile on-line; there is no lag time waiting for a copy to arrive by mail, and it can be downloaded from anywhere in the country.

Marketing101: Increase awareness to attract businesses

Grays Harbor County has many positive things to offer new and expanding businesses: available land and buildings, a qualified workforce, lack of traffic and more. Getting that information out to those who need it is the focus of current EDC marketing efforts, reported Candie Gleason, EDC Marketing Specialist.

Emphasis for the first three months of 2002 has been on direct mail to site selection consultants and other target audiences the EDC is constantly refining, Gleason said.

The EDC sent out a postcard developed by Satsop Development Park focusing on connectivity in March, Gleason said. "Currently, we are working on a three postcard series for the Port of Grays Harbor, focusing on their proprieties. The first card will include information about Commerce Park; the second will focus on Marine Terminal 3, and the third one will be a recap of both."

A postcard was also sent out to site selection consultants announcing the new EDC website; visits to the site went up after the card went out. The website is also being advertised for three months in the Puget Sound Business Journal's weekly Web Directory, which also includes a hot link from the Journal's website to the EDC.

Another major marketing effort will take place from May 4 to 8 when, joining forces with the Port and Satsop Development Park, the EDC will host a booth at the CoreNet Global Summit in Salt Lake City. The annual event attracts between 3,000 and 4,000 real estate professionals and site selection consultants from throughout the country and around the world.



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a beginning . . .
Keeping together is
progress . . .
Working together
is a success.**

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Putting Grays Harbor to Work