

advancing anchorage

MAG

FALL 2013

# The Commerce of DIVERSITY

**NETWORKING 101 24**  
Online vs. Face-to-Face Networking

**ENTERTAINMENT 26**  
All Out Extravaganza - Darl Schaaff &  
Art Services North

**SCHOOL BUSINESS  
PARTNERSHIP 30**  
Driving the Future with Perfect  
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ANCHORAGE CHAMBER  
of COMMERCE

The Howard Rock & Ted Stevens  
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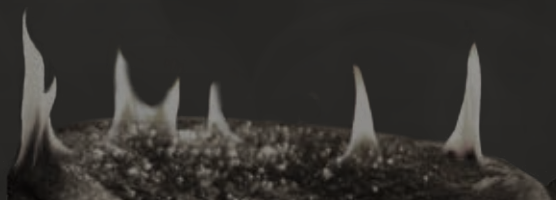


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## executive members



2013-2014

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## letter from the president

“This quarter we are proud to present the first of what will be a ground breaking two part series on Anchorage’s changing demographics, the rapidly developing economic power of emerging cultures and the need to understand that we are one Anchorage, one economy.”

Andrew Halcro



This quarter we are proud to present the first of what will be a ground breaking two part series on Anchorage’s changing demographics, the rapidly developing economic power of emerging cultures and the need to understand that we are one Anchorage, one economy.

In this issue we focus on Anchorage’s GLBT community and their growing economic cohesiveness. Over the last few years, the issue of equal rights for GLBT individuals has been centered on social issues, so we decided it was time to investigate the economic power of Anchorage’s growing GLBT population.

In keeping with that theme, our small business spotlight highlights the contributions to the Anchorage economy by Art Services North, the premier special event planners in Alaska for more than thirty years. In the profile, owner Darl Schaff talks about his experiences as a gay business owner and the economic benefits of inclusion.

Also in this month’s *Advancing Anchorage Magazine*, our CEO profile is on Wells Fargo President Joe Everhart. His extensive involvement with key Anchorage non-profits like United Way and the Anchorage Economic Development Corporation shows a strong commitment from Wells Fargo on improving everything from education to economic growth.

In our community section, Paul Fuhs of the Fairview Business Association writes about the Gambell re-development project that would brighten the entrance to the Fairview neighborhood. The area is primed for re-development and investment, however the area needs a long-term vision from Anchorage’s policy makers.

In our finance section, Northrim Bank talks about the options they offer to make it easy to find a local bank that works for your business. Speaking of business, the Ted Stevens Anchorage International

Airport is profiled, and we hear about the growth and future challenges faced by Alaska’s biggest airport, that hosts millions of travelers and thousands of cargo flights per year.

Our issue also features a pitch by Anchorage’s valuable Green Star program, as they explain their E-3 program (Economy-Energy-Environment) and how you can get involved. Finally, check out our regular features including the Anchorage Chamber calendar and the opportunities for members to get involved with one of our committees that work on everything from legislative and military engagement, to working on improving public schools outcomes.

We hope you enjoy this issue of *Advancing Anchorage Magazine*, and we welcome your feedback on how we can continue to make this publication relevant to the economy and informative to the reader.

# The Commerce of Diversity

*In this issue of Advancing Anchorage Magazine, the Anchorage Chamber will explore the steps members of the business community are taking to ensure the city moves to be the No. 1 place to live, work and play in a two part series entitled "The Commerce of Diversity." In January, we will look at more emerging cultures that are changing Anchorage's economic landscape.*

## **One Anchorage, One Economy**

As a young city entering its centennial in 2015, Anchorage's nearly 300,000 residents know this is a community where you can live close to work, enjoy vast economic opportunities and have a plethora of options for entertainment and outdoor activities. However, to grow and develop Anchorage's economy into the future, we need a greater understanding of what comprises our economy today.

Resources, jobs, adventure and discovery are all interwoven with the fabric of

the city's cultural and social backgrounds, and over the last twenty years, Anchorage has become an urban melting pot. But could it be more?

Live. Work. Play., a grassroots effort put forward by the Anchorage Economic Development Corporation's (AEDC) board of directors, is focusing on just that – sustainable community improvement and engagement for the people living in Anchorage, with a hefty goal: to make Anchorage the No. 1 city in America to live, work and play by 2025.

"In 2008, the available workforce in Anchorage was tight," said Bill Popp, president and CEO of AEDC. "Many of our investors were finding it difficult to hire skilled, qualified and experienced workers in the city. Because of this, many businesses were looking outside of Anchorage to hire young professionals in the Lower 48 and bring them up to Alaska."







Victoria Green, Department of Veteran Affairs, has frosty fun at New Sagaya's City Market.

The challenge for these businesses, Popp said, was dispelling the “cold and dark” myth of Alaska. As a recruiting tool, AEDC partnered with the Alaska Channel and a handful of businesses in Anchorage to create a video showcasing why Anchorage is such a great place to live, work and play.

“That video is where the seed for the Live. Work. Play. grassroots initiative was planted,” he said.

Six areas of focus were developed as a starting point for Live. Work. Play. action phases: housing, education, community safety, creative place making, big wild trails and workplace well-being. To date, representatives from 58 private,

nonprofit and public sectors have signed on to participate in the project.

### **The Three T's**

One group involved in Live. Work. Play. is a collection of government and business leaders called “One Anchorage, One Economy,” which is an effort to build a more robust economy by promoting inclusivity—the commerce of diversity.

“Anchorage has one economy and it's becoming more and more diverse every year,” said Andrew Halcro, president of the Anchorage Chamber of Commerce. “The new companies that are joining the Anchorage Chamber are small businesses, many of whom represent the emerging

cultures comprising Anchorage's new economy.”

Halcro points to all three of the Anchorage Chamber's priorities on how to grow the local economy: advocacy, education and networking. “An economy grows stronger when constructive dialogue, understanding and input is exchanged between our emerging cultures, nonprofits and business owners.”

According to Richard Florida, American economist and social scientist at the University of Toronto, America's “Creative Class” (today's younger workforce demographic) will be the leading force of growth in the future economy, expected to grow by more than 10 million



Photos © Frank Flavin

Shalem Mathew and Mitch Kitter, partners and owners of Treft.Punkt Studios shopping local at New Sagaya.

jobs in the next decade. This Creative Class includes almost 40 percent of the current population.

For a city to attract the Creative Class, Florida argues, it must possess “the three T’s”: Talent (a highly talented/educated/skilled population), Tolerance (a diverse community, which respects human and economic rights), and Technology (the technological infrastructure necessary to fuel an entrepreneurial culture).

With Anchorage’s unemployment rate at a low 4.7 percent, many Anchorage Chamber members have found themselves looking outside for talent.

In a January keynote address during the 2013 AEDC Annual Economic Forecast

Luncheon, Florida stated that members of the Creative Class value meritocracy, diversity and individuality, and look for these characteristics when they relocate to a city.

One piece of Anchorage’s changing economic puzzle being examined by One Anchorage, One Economy is the gay, lesbian, bisexual and transgendered (GLBT) community, and for good reason.

According to the 2010 U.S. Census, the number of GLBT households in Alaska grew by about 57 percent over the last decade to nearly 1,900 with a majority living in Anchorage. The Williams Institute estimated Alaska’s GLBT adult population in 2012 to be roughly 25,000

individuals, or 3.5 percent of the state’s total population.

### It’s Showtime

For thirty years, many of the best events in Anchorage have been produced with the help of one man, Darl Schaaff. As the owner of Art Services North, Schaaff has had a heavy influence on some of Anchorage’s most celebrated yearly extravaganzas. From the city’s Fourth of July celebration to the Alaska Pacific University annual fundraiser, Schaaff is considered one of Anchorage’s favorite sons. He is also arguably the best in his field. He is also one of many gay business owners in Anchorage.



Photo © Frank Flavin

Phyllis Rhodes (left) and Victoria Green try on threads at Kaladi Bros. Coffee

Schaaff believes the commerce of diversity is critical and believes Anchorage has already become a more welcoming and encouraging place for the GLBT community to live, regardless of the equal rights initiative that was voted down on last year's municipal ballot.

"The recent loss of Prop One was more about a vocal minority on the wrong side of history than a city of repression," he said. "Business in Anchorage has worked because we include our best, encourage the new, and support our ongoing business community. My faith in this community assures me that we will continue to grow and evolve because we genuinely care about all of the people."

According to the National Gay & Lesbian Chamber of Commerce, there are an estimated 1.4 million (NGLCC) busi-

ness owners in the U.S. with a consumer impact of more than \$800 billion in 2010.

"Ten years ago, the GLBT business community did not have a national voice," Justin Nelson, president and co-founder of the NGLCC based in Washington D.C. said. "As a community, we had strong local chambers, but we weren't working together. In just ten years, our community has really come together and realized that we are stronger when we unite our voices."

The NGLCC has fostered relationships with more than 140 global corporations, including companies in Alaska's business hub, like Wells Fargo, Verizon and Chevron, through the NGLCC Supplier Diversity Initiative.

"Our work with the federal government has been truly trailblazing," said Nelson.

"We work closely with the Department of Labor, Department of Commerce, and the U.S. Small Business Administration. Last year, we hosted the first-ever LGBT Federal Procurement Fair at the Department of Commerce."

In July, at the annual NGLCC Conference in Dallas, Texas, more than 600 business professionals, suppliers, chamber executives and corporate leaders, converged to do business with each other, gather best practice tools, and showcase the recent trends that commerce is more diversified than ever.

According to Nelson, the organization uses a variety of programs to reach GLBT business owners where they live, work and play. One program offers access to more than 140 corporate partner procurement and supply chains. Through this benefit,

the opportunities to enrich leadership and executive business development skills through education, scholarship and mentoring programs, are growing.

### **One Anchorage, One Economy**

"The GLBT population is an important part of our community and an important contributor to our economy, present and future," said Glenn Cravez, a local Anchorage attorney and member of One Anchorage, One Economy.

Cravez said the feeling has been building over the last year, as business leaders recognized that the defeat of last year's ballot proposition on equal rights unfairly dragged the business community into the debate.

"Some of the opposition to the ballot initiative was based on threats that if passed, the new laws would be 'bad for business,'" Cravez said. "This simply wasn't true," he added. One Anchorage, One Economy's goal is to reframe the focus on where it needs to be, the positive economic impacts of inclusivity.

More and more local Anchorage's businesses are seeing economic returns from partnering with GLBT events. This past June, thousands of Anchorage residents partook in the annual PrideFest Week with numerous events held throughout Anchorage. The week culminated with a celebration at the Delaney Park Strip, showcasing more than 70 local allied businesses, such as Humpy's Great Alaskan Alehouse, Kaladi Brothers Coffee, Wells Fargo and Alaska Airlines. These Anchorage Chamber members came out to show their support for the GLBT community and their contribution to the economy.

### **Behind the Numbers**

Anchorage's Mary Elizabeth Rider of Rider Consulting, is co-editor of the Grrlzlist, a virtual women's community in Southcentral Alaska comprised of more than 1,600 subscribers and contributors.

Rider has been compiling her own data that shows not only who the GLBT business owners and consumers are in



"We're just finding our economic voice in a lot of ways. We have to start by looking at our own tolerance within the community."

Anchorage, but where they shop, what health providers they trust and what business are GLBT friendly. Her data collection from Grrlzlist is extensive and exclusive.

She said it's important for the GLBT community to feel inclusive within its community, but that there's a long road ahead. "We're just finding our economic voice in a lot of ways," Rider said. "We have to start by looking at our own tolerance within the community."

Rider said that while the business community is doing the best it can, many who support the GLBT community are reluctant to show public support, fearing a backlash. "In a lot of ways, we're invisible, not fully integrated," she said. "We provide valuable services and generate millions of dollars to the local economy, but there's

still a gap. Over the course of time, all of our efforts will come together, but we have to gain a little more traction first.

### **Attracting and Retaining**

Mitch Kitter and Shalem Mathew of Treft.Punkt Studio are young, innovative and widely sought after wedding photographers in Anchorage. Both have traveled the world to photograph weddings and experienced a wide scope of economic inclusivity.

"As a gay business owner, sometimes there can be a reluctance to open yourself up to a community that isn't outspoken in its inclusion of all backgrounds. This creates unnecessary economic barriers," Kitter said. Many large businesses in Anchorage have already stated their support of GLBT employees.

Kitter and Mathew believe that in order for Anchorage to continue to attract and retain qualified professionals, the trend towards more inclusivity bodes well. "When people feel accepted in their community, they are more likely to support that community with their dollars."

Victoria Green works for the Department of Veteran Affairs. She moved to Alaska in 1998 and lived in Bethel for four years. She was activated with the Alaska Air National Guard for a tour at Eielson Air Force Base and spent a year up in Fairbanks. At the end of her tour, she moved to Anchorage and has been here ever since.

Green was recently appointed as the program manager to the Alaska veteran's Affairs Agency of an LGBT Special Emphasis Program, a collaborative effort with local community members to ensure all local veterans feel welcome, are treated with dignity and have economic opportunities. Her involvement with the One Anchorage, One Economy initiative is to help promote to the business community the economic benefits of inclusion and workplace equality.

"This initiative is an exciting one and one that I believe could be successful by encouraging cooperation with the business community and by organizing



Photo © Frank Flavin

Darl Schaaff (left) and Phyllis Rhodes examine the catch of the day at City Market

our community to come together,” Green said.

### **An Inclusive Economic Power**

Another voice to the One Anchorage, One Economy initiative and the understanding of the relation between the GLBT community and the local economy is Phyllis Rhodes, executive director of Identity, Inc., a nonprofit organization that provides programs supporting equality for the GLBT community and its allies.

“Equal and economic rights go hand in hand,” Rhodes said. A resident of Anchorage since 1967, Rhodes noted that while tolerance and economic opportunities have increased over the years, there is still work to do.

“Thanks to our many allies, our voice is being heard in every aspect—in businesses, in organizations and in government services. It is important for the members of the GLBT community to take advantage of every opportunity to engage in dialogue about how we truly become One

Anchorage, One Economy.”

Rhodes said in order to grow the commerce of diversity in Anchorage, more businesses, especially the younger generation, need to take the lead.

At this year’s PrideFest Conference, held on Oct. 12 and hosted by Identity, Inc., the focus will be on Alaska’s next generation of business and community leaders with educational workshops and national speakers themed around entrepreneurship and economic opportunities. Helping deliver the message will be repre-



sentatives from the NGLCC.

For the first time, the conference will give attendants from across the state deliverable tools and information on how they can better develop their business or community into an inclusive economic power. The conference organizers expect record attendance this year.

When you consider the shifting demographics of Anchorage, the greying of the work force and the diverse cultures that are following, the more it becomes evident that we must become One Anchorage,

One Economy. With Anchorage already boasting three of the five most diverse population tracks in the country, beginning to understand the local consumer trends of emerging cultures will be critical, both socially and economically.

"No one entity or organization is going to make Anchorage the number one city in America to Live Work and Play," Popp said. "We need to work together to make Anchorage the best city in America."

#### GET INVOLVED

The One Anchorage, One Economy committee is asking for your feedback in the area of cultural diversity and economic opportunities by emailing [jj@anchoragechamber.org](mailto:jj@anchoragechamber.org).

Identity, Inc. PrideFest Conference will be held all day on Saturday, Oct. 12 at the University of Alaska Anchorage. For a list of conference seminars, visit [Alaskapride.org](http://Alaskapride.org). Justin Nelson, president and co-founder of the NGLCC, U.S. will be discussing the commerce of diversity at a special "Make it Monday" forum, held at noon on Oct. 14 at the Dena'ina Center. RSVP before Oct. 11 at [Anchoragechamber.org](http://Anchoragechamber.org).

A photograph of a yellow building with a blue awning and a yellow taxi in the foreground. The building has a sign that says "OLD FURS LTD." and "FUR &". A yellow taxi is parked in front of the building. The text "advocacy in action" is overlaid on the image.

advocacy  
in action

## All for One

By Andrew Halcro

ALL FOR ONE. That is the initiative we have adopted to move the Anchorage Chamber of Commerce forward in a rapidly changing economic landscape. It also embodies our push to become one of the elite chambers of commerce in the United States.

Every five years the Anchorage Chamber of Commerce must apply for re-accreditation from the U.S. Chamber of Commerce. The accreditation process includes evaluating a chamber on nine different areas of importance from technology and governance to advocacy, and awards accreditation based on one to five stars. In 2005 and 2010, the Anchorage Chamber was awarded four-star recognition, which placed us in the top four percent of all chambers in the United States. But that simply isn't good enough.

Achieving five-star status would vault the Anchorage Chamber into the top one percent of all U.S. chamber organizations, just in time for 2015 and our 100th Anniversary. The 'All for One' moniker is a nod towards the extra effort it will take to reach the top. This will be achieved by going beyond into every event, community outreach and publication we produce.

A critical part of our move towards five stars is our advocacy efforts. This will include a menu of ground breaking efforts to improve everything from public school outcomes and affordable housing, to a greater understanding of the many moving cultural pieces that are making up a greater share Anchorage's economy.

Over the last eleven months, the Anchorage Economic Development Corporation (AEDC) has hosted two of the most knowledgeable voices on what



will make a successful community in the future. Both Richard Florida and Jim Clifton have written that in the coming years, the most successful cities in attracting the best talent will be those that offer inclusivity, opportunity and a great education system.

In cooperation with AEDC's Live. Work. Play. initiative to make Anchorage the number one city by 2025, the Anchorage Chamber of Commerce has taken the lead in the area of talent and tolerance.

This month we kick off our advocacy efforts by highlighting a growing force in the Anchorage economy, the GLBT community.

For the last year, the debate over equal rights has raged in the political arena, however, no discussion has been paid to

the economic contributions of the GLBT community. This issue highlights GLBT business owners and community leaders who are impacting Anchorage's economy in positive ways.

According to both public and private studies, Alaska's adult GLBT population has grown more than 57 percent in the last decade, and now represents 3.5 percent of

the state's population.

Many of the Anchorage Chamber's long time members, including Alaska Airlines and Wells Fargo, have become examples of how companies are now realizing the growing economic power of the GLBT community, and in response have adopted very successful outreach efforts.

As I look at the next generation of companies that are joining the Anchorage Chamber, they're small, dynamic and have a vested interest in our organization's effort to advocate a greater understanding of the growing segments that comprise our local economy.

The bottom line is that we truly are One Anchorage, One Economy. ALL FOR ONE.

## CONOCOPhillips PLANS NEW WORK ON THE NORTH SLOPE

With the recent improvements to Alaska's severance tax system, ConocoPhillips has announced new work on the North Slope, including:

- Bringing an additional rig to the Kuparuk field that supports 95 direct jobs and will generate approximately 700 indirect jobs.
- Initiating engineering and design for new Drill Site 2S at Kuparuk. ConocoPhillips already filed permit applications for this project and plans to seek project approval in the third quarter of 2014.
- Entering the regulatory/permitting activities phase and engineering for GMT1, a drill site in the Greater Moose's Tooth Unit in NPR-A. ConocoPhillips filed permit applications for this project on July 23, 2013, and plans to seek project approval of GMT1 in late 2014.

These are examples of the activities ConocoPhillips has kicked off to help bring new investments and produce more oil from legacy and satellite fields.

### We are looking at additional opportunities in the near future.

ConocoPhillips is here for the long term. The new oil tax bill makes the North Slope a more attractive business environment and should lead to more investment in oil-producing projects than has been seen in recent years.

**ConocoPhillips**

Alaska's Oil & Gas Company

## partnership corner



Michelle Wilbur of the Alaska Craftsman Home Program and U.S. Senator Mark Begich demonstrate weather stripping at last year's Weather Strip Mob event

## Green Star - Save Energy...Drink Beer

Since 2012, Green Star has partnered with Alaska brewers on the E3 program. E3 (Economy-Energy-Environment) is a technical assistance framework helping communities, manufacturers and manufacturing supply chains adapt and thrive in today's green economy.

In Alaska, there are eighteen breweries crafting amazing products, with many maintaining retail operations. Brewing and distilling beer uses a tremendous amount of energy via electricity, fuel and water. Green Star endeavors to provide technical assistance to local participating breweries, helping reduce their energy costs while still providing an excellent beverage!

Midnight Sun Brewing Company, Kodiak Island Brewing Company, Denali Brewing Company and Seward Brewing Company are currently working through their Green Star Award certification, a component of the E3 program.

Recently, the Seattle-based Pollution Prevention Resource Center provided technical assistance to local brewers, even flying experts to Alaska to conduct site assessments, such as "lean" mapping and training. Through this effort, Bear Creek Winery, operating in Homer and

manufacturing wine, earned their Green Star Award in 2011.

Breweries provide a unique and creative platform to share energy awareness information. In 2012, Midnight Sun Brewing Company hosted a Strip Mob, with energy experts providing weather stripping demonstrations.

Whether it's reducing electricity usage, upgrading appliances or improving your heating system, consumers can expect to drink great limited edition beers while learning more about energy saving during Energy Awareness Month this year.

Green Star, the Alaska Energy Authority/Alaska Energy Efficiency Partnership, and participating breweries will "Save Energy...Drink Beer" during Energy Awareness Month this October.

Green Star is a non-profit organization based in Anchorage that encourages businesses to practice waste reduction, energy conservation and pollution prevention through education, technical assistance and an award-winning voluntary "green business" certification program.

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Green Star is an official partner with the Anchorage Chamber, established by the chamber in 1990. For more information, visit [Greenstarinc.org/](http://Greenstarinc.org/)



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## *A Pearl in the Making*

By Paul Fuhs

Most people in Anchorage imagine Fairview as a rundown part of town. There is some truth to that, but it doesn't have to be that way. A group of Fairview businesses, some of the longest standing in Anchorage, have organized the Fairview Business Association (FBA) to revitalize this section of town as a thriving contributor to Anchorage's economy.

They have embarked on an ambitious plan to redesign Gambell Street, convince the Municipality to create a pilot program for tax incentives for developers, promote affordable housing for workers, encourage

the development of a parking facility and hospitality attractions in the area around the Sullivan Arena, and a concerted effort to deal with the problem of public inebriates created by the location of social service agencies in the area.

"We have so much potential in this area" say Heidi Heinrich, Manager of the iconic Lucky Wishbone. "We have underdeveloped properties in Fairview, in a town that has limited land left available, we have a potential customer base of 25,000 people a day driving through our main roads and we are close to downtown. With just a few changes, this area could really take off."

The Fairview area is unique in Anchorage in that it has a combination of retail, banking, hotel, entertainment, restaurant, processing and manufacturing, light and heavy industrial in the Post Road area, training, service, medical, professional and sports businesses. Fairview is also home to the Sullivan Arena and Merrill Field, both of which are substantial economic engines for Anchorage.

Flanking all of these businesses is a mix of primarily single- and multi-family residential housing. The association sees a potential for further higher density housing in the Gambell/Ingra Street corridor and will make developers aware



of the provisions of House Bill 50, sponsored by Representatives Costello and Gara and passed last legislative session, which allows the Alaska Housing Finance Corporation to finance combined commercial and residential developments. One of the needs of local businesses is housing that their workers can afford to live in and is close enough for them to easily get to work.

"Most other areas of town have zoned their commercial and residential area to be separate," says Christopher Constant, chairman of the FBA Board. "In this area it really makes sense to combine them. If you look at the area like we do, as a logical extension of the Downtown core, East Downtown, Fairview is a developer's land of opportunity."

The group is also pushing the Municipality to adopt a pilot program of tax abatement in which developers can write the costs of required municipal infrastructure upgrades against their property taxes until they are paid off, at which time they will revert to full tax payments.

The costs of these public upgrades often burden a project to the point that they just don't get built.

The most immediate signature development being pushed by the Association is the Gambell Street Redevelopment Project, which would make Gambell a three lane highway, the same as all the other streets it connects to, which would allow for wider sidewalks, room for snow storage and removal, compliance with ADA standards, underground utilities and improved access to businesses.

The Association, with the support of Mayor Sullivan, the Legislature and Governor, received a grant of \$200,000 to perform an engineering analysis and traffic modeling for the project. The Association hired CH2MHILL/Kittleson Associates to perform the analysis, and they found that the project would adequately accommodate the traffic levels up to 2035, when a new connection between the Glenn and Seward Highways is slated to occur.

The Anchorage Assembly recently awarded an additional \$83,000 to the

Association to complete cost estimates for undergrounding utilities and rebuilding storm drains so that these improvements would be ready to be incorporated into the resurfacing of Gambell Street in 2015 by the Alaska Department of Transportation.

According to Heinrich, "We know it is our responsibility to take the lead on making the improvements we know we can make in our area of town. At the same time, we recognize we couldn't have come as far as we have in a short time without the support of our Mayor, Assembly, Legislature, the Governor and the Fairview Community Council, and we really thank them for their support. We look forward to lifting ourselves up, while at the same time making a major contribution to Anchorage's economy overall."

For more information on the Fairview Economic Revitalization Plan, go to the FBA website at [Fairviewrising.com](http://Fairviewrising.com)

Paul Fuhs is the Project Manager for the Gambell Street Redevelopment Project



finance

# Achieve More for Your Business with Local Community Banks

By Jay Blury



Growth is something that many, if not all, businesses are looking for at some point during their lifetime. Finding the right place to aid in this growth is as easy as looking to your local community bank.

## Get to Know Your Community Bank

Having a bank with knowledgeable, experienced bankers is key for any business. It's important to seek out a bank that will customize business-banking solutions rather than offer traditional off-the-shelf products. Many local companies lend their successes to doing business with a community bank, or more importantly, those with a customer first service approach to lending.

Questions to ask: Is your loan officer equipped with local industry insight, solid business connections and an ability to present creative solutions? Does your bank help all businesses and have industry expertise in the resource industries, Alaska Native corporations and their subsidiaries, as well as the healthcare industry?

In addition to being your advocate for a strong economy, your bank may support other resources, such as the Small Business Development Center, which provides free one-on-one business counseling, low cost workshops, a business resource library and much more.

## Business Lending Options

Every business is unique and has unique financing needs. Offering products and services that help Alaska businesses reach their full potential is key. These include dynamic commercial and small business loans with short- and long-term financing options for various transactions, such as managing your cash cycle, purchasing equipment, converting receivables to immediate cash, company and stock acquisitions, or transitions from renter to owner-occupied real estate. Commercial real estate loans are an additional option for purchasing your space, refinancing, ten-



ant improvements or new construction.

There are numerous specialized lending programs, or government guaranteed loans, that offer additional means to obtain financing. Alaska Housing Finance Corporation (AFHC) allows for some banks to provide financing for multi-family housing, which consists of buildings with at least five units and designed for residential use.

Alaska Industrial Development and Export Authority (AIDEA) is another way for your bank to participate in longer-term financing for new or existing projects, or to refinance existing loans. AIDEA encourages economic growth and diversification in Alaska and proceeds can be used for the purchase or refinance of commercial real estate and/or equipment, not limited to but including office buildings, warehouse and retail space, hotels, commercial vessels and manufacturing facilities.

Small business owners play a vital role in Alaska's economy. Working with a bank that partners with the Small Business Administration (SBA) can provide the financing small businesses need to start, acquire, grow or bolster their business. A community bank can guide you through the SBA loan program, which helps qualified businesses obtain financing even when collateral may not meet conventional lending standards. SBA loans can be used for many purposes – to start or acquire a business, buy land and equipment, renovate, refinance, or acquire inventory or working capital.

### Other Services Beyond Deposits and Loans

A community bank is much more than deposits and loans. This includes sophisticated electronic and online services that can take your business truly mobile. And, as you know, there are many other aspects to your business other than bank accounts. Your community bank should showcase a suite of products and services for your business, including residential mortgages, employee benefit health insurance programs, and investment advisory and wealth management services.

### Reach Your Goals Successfully

Every day, businesses work to be a part of Alaska's most trusted financial institutions. After all, this is your home, too. From tellers and loan officers, to board and executive management, a community bank should provide your business with products and services for Alaskans, working closely

with you to help you reach your goals and advance a successful business climate.

Jay Blury is vice president, marketing/communications director for Northrim Bank and an active member of the Anchorage Chamber's Anchorage Business Committee. To contact him, email [blury.jay@nrim.com](mailto:blury.jay@nrim.com)



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## Membership Matters

By Patrick H. McGaughey, CPF

The first step in being a great member of the Chamber of Commerce, or any organization for that matter, is to know what you expect from them. If you are like me, you don't really have a definitive expectation. Sure, we want more business to walk through our doors and we want the community to have a strong economy, but seldom have we taken the time to be specific in what we expect for our annual membership payment.

To help define our expectations, we need to look within the mission of any Chamber of Commerce and it usually will say the mission is "to serve, protect and promote our members." It is much easier to find our expectations by understanding the Chamber is an information center, an issue center and a marketing center for its members.

If you want to be a great member, start by taking a few moments and list what information and data is important to your annual budgeting and planning process. We should expect updated demographics and trends from our Chamber of

Commerce as a working tool for our businesses. If we actually start using the information provided by the Chamber, the odds are that we will tell others and they too will utilize the information. Implementing what an organization offers is being a great member.

Next, identify the issues and regulations that are the key roadblocks to your business. Are they local or state issues? Are there regulations you hate but don't know how to fight? If you can identify them and let the Chamber know, it's the first step for the organization to start prioritizing the issues they face. The public affairs committee is guessing what's important to us until we take a moment to call or email our input. Listing your issues is being a great member.

The third step in being a great member is the first lesson taught to newly elected board members; show up. Eighty percent of a board member's job is simply showing up. If we truly expect to increase business and acquire new customers through our membership, we (or a representative) have to show up at the various events and programs to make that happen. Showing up

is being a great member. If the programs and events offered don't interest you, take a moment and call the Chamber executive directly and let them know. That's being an even greater member. The truth helps as much as it may hurt.

Telling the truth here isn't complaining, it's allowing the organization to stop assuming. Great members take the time to call and recommend what would be more useful to them. We don't want the Chamber assuming what we want, but they have to assume what we want until we tell them.

Be a great member by knowing what you expect and being sure the Chamber knows as well. It doesn't work if you keep it a secret. Imagine what would happen at the next planning session if you, and every other member, took the time to share their true expectations of the Chamber of Commerce.

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Patrick H. McGaughey, CPF is an international business speaker and certified professional facilitator. For more, visit [Activatingpeople.com](http://Activatingpeople.com) or [Chambermentor.com](http://Chambermentor.com).

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industry news

## Air Cargo Continues to Take Off

The Alaska International Airport System (AIAS), is comprised of Ted Stevens Anchorage International Airport (ANC) and Fairbanks International Airport (FAI). Anchorage lays claim to being one of the busiest air cargo centers in the world and is the main hub for all air freight into and out of Alaska.

The airport, originally established by Congress in 1948 as a small outpost on the outskirts of Anchorage, is now home to 50 carriers; Lake Hood Seaplane Base—the largest floatplane base in the world; UPS and FedEx transpacific sorting hub facilities; and cargo facilities that take the majority of goods that are

needed in rural Alaska communities, from grocery items to snow mobiles.

There is always a lot going on in the air around ANC involving everything from J-3 Cubs to Boeing 747-8's. Twenty-one passenger destinations are served from the airport, providing service to almost five million passengers annually. This activity contributes mightily to the economy in Anchorage. According to a recent Economic Impact Study conducted by the McDowell Group, the airport is responsible for 15,577 jobs—1 in 10 jobs—in the Anchorage area, earning \$1 billion in payroll.

Cargo is the mainstay of the Ted Stevens Anchorage International Airport.

Located equidistant from Tokyo and New York, ANC is located just 9.5 hours from 90 percent of the industrialized world. The location is one of the reasons that Ted Stevens Anchorage International Airport is the fifth largest airport in the world in terms of cargo throughput and the second largest in the United States for landed weight of cargo aircraft.

Although cargo traffic has been down since 2008, ANC continues to hold its place among the world's busiest airports. ANC is economically attractive for international cargo carriers, from sort operations to those which simply require technical stops.

The airport serves 49 cargo destinations, and in the 2011 financial year, handled approximately 5.75 billion pounds of cargo and an average of 500 wide-body cargo aircraft landings per week.

John Parrott, airport manager at ANC says, "We have shown that our airport is committed to working together with our cargo tenants to ensure the system remains competitive and operates safely and efficiently." "The airport has won awards consistently for airfield maintenance and snow removal, even in the winter of 2011-2012, a year of record snowfall! In addition, ANC has been recognized consistently by air carriers with the Air Cargo World's Air Cargo Excellence Award."

Cargo carriers that fly between Asia and North America maximize their payload by using the airport for a fuel and technical stop. "A cargo carrier can increase their revenue significantly with a stop at the airport, as they can carry cargo instead of fuel," Parrott said. A carrier could easily carry up to \$90,000 more worth of cargo by stopping here, if they come through ANC 5 times a week, 52 weeks a year, this would increase their annual revenue by \$23,400,000."

The future of air cargo at ANC lies in the expanded air cargo transfer rights. Carriers can create new opportunities for global cargo logistics and integrated alliance partner networks by taking advantage of expanded cargo transfer rights in Alaska.

Expanded air cargo transfer rights permit foreign flag carriers the capability of domestic carriage of international freight. There are numerous global logistics efficiencies inherent in an Alaska location, too. Alaska is a suitable location for central customer service and repair hubs, final product assembly, packaging, and testing and distribution operations, as well as international warehousing and distribution of high-value, time-sensitive products.

With 4,612 acres and space available for development, there is tremendous opportunity for new innovation and industry.

For more information on air cargo and the Anchorage International Airport, visit [Dot.alaska.gov/anc](http://Dot.alaska.gov/anc)



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## Online vs. Face-to-Face Networking



By Dan Newman

Networking—it really is a numbers game.

Whether it's face-to-face or through digital channels, the goal is the same: to get out there and meet people. But in today's no-hassle business environment, which method is best for you, or better yet, more worth your time?

### Facebook, LinkedIn and Twitter

When it comes to online-networking, thousands of websites are used that business professionals frequently visit for mingling.

For time's sake, let's focus on a top three that can be used for business networking: Facebook, Twitter and LinkedIn.

Facebook is thus far the 800 pound gorilla in the room with the most users, but it is easy to get lost on this platform as a business person. To be "seen," a certain amount of dedication and time is needed each day, unless you hire someone to run an effective business page that is constantly growing and engaging users with your brand.

Common practices for engaging Facebook users are posting new pictures, links, surveys and updates with relevant and open-ended questions, incentivizing users to interact with your page.

Twitter is another great tool for accumulating followers and generating interaction, if you have something of interest or value to share to these followers. On Twitter, everyone is their own little celebrity, so attracting an audience can be tricky.

You can get an inside scoop on a businesses by retweeting their news, which can be useful when eventually reaching out to meet them. Knowing more about what goes on behind the scenes at a company is crucial in making contact to do business with this person, especially in an intimate community like Anchorage.

With LinkedIn, a social media site catered specifically to business professionals, you want to make sure that you have fully updated your company's profile, as well as your own. Placed on an "all work, no play" stage, LinkedIn won't be filled with hundreds of game requests, but rather local job seekers and recruiters that are looking to make connections with other like-minded business people that they can add to their network and hopefully reach out to when making connections. As a business manager potentially looking to hire for a position, you can really find a lot of qualified individuals in many different types of fields. And as a sales person, you never know when linking up with the marketing director or CEO of company might come in handy in helping you get connected with the decision maker when trying to pitch a new product.

Online networking enhances both your personal and professional worlds while giving you the best access to the right type of people, the ones you are trying to connect and engage with.

Rather than finding new friends, find a niche that will help better refine the type of connections you are making as well as save you some time when it comes to networking online.

### What's in a Face?

With face-to-face, or traditional networking, the ball game changes. While online networking can be done at 3 a.m. in your pajamas, face-to-face is where you have to bring your "A" game.

There are several different types of networking functions to meet and do business with other people, so you want to try and focus in on a niche group of people that can help further you or your business. There is no real point in going to an auto industry networking convention if you are trying to meet people that offer great daycare services. Tap into organizations and their networking events that are going to provide you with the best odds of making meaningful connections. Examples of networking organizations include BNI, the Spenard Chamber of Commerce, Anchorage Rotary, Yukon Toastmasters, Anchorage Urban League of Young Professionals and the Anchorage Chamber. All of these provide weekly and monthly networking



events for business professionals.

If you are a seasoned networker, try stepping up as a volunteer at one of these organizations and help others make new connections, because a lot of the time people are out there just looking for what they can get out of others, so you can really set yourself apart if you are the person that is out there more to give than to receive. I'm a huge fan of the saying that you have two ears and one mouth and you should use them proportionately. If you stop and listen, you can oftentimes find out a lot more about people rather than if you spend the entire time talking about who you are and what you think you might have to offer.

With this type of networking platform, I personally like to balance my time with a combination of both hard and soft networking organizations. When I look at organizations for hard networking I tend to focus on organizations like BNI, the Anchorage Chamber, Visit Anchorage and a few others. These types of organizations have individuals that are out there looking to make connections specifically for business. There is no disguising that everyone is there to hand out a business card, smile and shake hands and hopefully set-up the opportunity to find those two or three new people that would be worth setting up a secondary meeting with after the networking event.

For soft networking, organizations like Rotary International, church or a local riding club would be great examples of places that people come together for a cause other than networking. And hopefully just because eventually people are going to want to know more about you, in the process of building a relationship over time with these individuals, you might get some good business networking out of it because at the end of the day people tend to do business with someone they know and trust. And if not, that is OK too, because a lot of time the friendships you are creating and the community services you are performing can be worth a lot more than the monetary gains.

So to wrap things up, networking is a numbers game. There are many different ways to network, and the key is finding

a good balance between the types of networking, whether it is online or in person, the amount of different sites or organizations you are involved with and the overall amount of time you spend doing it can really make a difference in how successful you become. Like all things, practice makes perfect, so get out

there join a few clubs, polish up those profiles and hopefully when the time is right, people remember who you are, what you do and how to get ahold of you.

Dan Newman is an account executive with KTUU – Channel 2 and co-chair of the Anchorage Chamber Ambassador Council.

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# All Out Extravaganza – Darl Schaaff & Art Services North

By J.J. Harrier

In Anchorage, attracting people to a fun and worthwhile event when out-of-the-office time is critical, and often spent in the wilds of Alaska, can be life or death for any event-organization business.

But if you're a company like Art Services North (ASN), it's a walk in the park.

ASN was built in 1982 in response to a growing need in the community for a quality event organization. ASN's owners, Darl Schaaff and Brook Corkery, along with recent partner, Michael Zoske, don't just throw parties – they host entertainment extravaganzas.

For Schaaff, his career was the result of a fortunate series of events. Most of his childhood was spent battling severe ADD. At five years old, his parents, fed up with his energy, took him to a clinic in search of solutions.

"Fortunately for me, the clinic had closed and in its place was the Eborn School of Dance," Schaaff laughs. "My mother was convinced that I needed physical activity to quiet down."

Thirty years later, Schaaff is still dancing, singing and performing in touring shows out of New York, but that early experience gave him a strong appreciation of the arts and a desire to host spectacular productions.

Schaaff's first real job in Anchorage

was as the director of development for the Anchorage Arts Council where he immediately started establishing relationships with the local corporate and business community.

"Money was plentiful in those days," Schaaff said. "I was fortunate to be part of a growing establishment of arts and cultural groups, as well as programs that encouraged and supported innovative projects in Anchorage."

Schaaff said working with these early artisans taught him to help encourage the dreams of others in his field, some coming to Anchorage to follow their dreams. "There is a new talent here that didn't exist before," he notes.

With his team of visionaries, ASN now produces more than 100 major events annually, along with roughly 50 smaller productions in between. This is a staff of six, he chimed, who work tirelessly to ensure quality is No. 1 on the list.

His colleagues claim he is his worst critic, but still, some of Schaaff's personal favorites include the annual Associated General Contractors events, the over-the-top Anchorage July 4th Celebration, and his newest joy, the Alaska Pacific University Gala held in June. At this particular fundraising event, attention is given to grandiose, yet classy entertainment—a style synonymous to ASN's mission of presenting the biggest and the best.



At the APU Gala this year, Schaaff's team transformed a dark warehouse into a magical cirque-themed extravaganza almost overnight, with aerial performers dazzling the audience as they performed edgy acrobatics to a stunned audience.

With ASN's success came an opportunity for the team to give back to the community in a way not many could. Schaaff and his team are notorious for providing pro-bono consulting and free event organizing for noteworthy local causes, including the 4th of July Celebration, an effort produced mostly from their own pockets.

This community awareness gesture was recognized by the Anchorage Chamber in 2010, when ASN was awarded the Gold Pan Award for community service from a small company.

"My personal greatest accomplishment is watching people experience real joy and accomplishment because of my help," Schaaff said. "ASN will always pride itself on the high quality of our work, but it is our clients and their passion for a cause that generates the real success. We just help them realize their vision."

Schaaff's vision for his community goes beyond throwing fabulous events and parties.

Openly gay, the entrepreneur has given 20 years of service to causes close to his heart, like the International Federation of Gay Games (originally dubbed the Gay Olympic Games), a movement that has brought together hundreds of thousands of people from all over the world to discover they are not so different.

"With the Gay Games, we use sports and culture to bring about enormous change," Schaaff said. "We have led the fight to have federal AIDS laws changed, equality in the workplace and eventually, equal rights in all cases."

Out of this volunteer effort, Schaaff was selected to speak before the International Olympic Committee in Jyväskylä, Finland. Before 500 members, representing more than 50 nations, he spoke of the

thousands of disenfranchised gay, lesbian, bisexual and transgendered (GLBT) athletes who were victims of homophobia in the sports industry. Since that meeting, several European countries have changed their charters and the London Olympics embraced diversity, encouraging 23 international athletes to come out.

"It was a good first step," he said.

As a gay business owner, Schaaff believes Anchorage has always been a diverse, welcoming and encouraging place for the GLBT community to live.

"Business in Anchorage has worked because we include our best, encourage the new, and support our ongoing business community," he said. "My faith in this community assures me that we will continue to grow and evolve because we

genuinely care about all of the people."

Schaaf will volunteer at the next Gay Games in 2014, held in Cleveland.

"I will retire from that work next year to find a new cause," he chimed. "I remain in love with Anchorage. It is being single that I really hate!"

Art Services North is a full-service event company specializing in event design, management and production. Their ideas and technical knowledge bring to life events that meet the diverse needs of non-profit, corporate and community organizations. ASN has been a member with the Anchorage Chamber since 1988.

Visit [Artservicesnorth.com](http://Artservicesnorth.com) for more information and to book your next event.

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## Join a Committee! Get Involved!

Members are an integral part of the Anchorage Chamber's annual advocacy and networking efforts. Dedicated volunteers who lend their voice to advance a successful business climate in Anchorage drive our committees. Interested in becoming active and getting involved? Here's how:

### **Anchorage Business Committee**

By monitoring progress in legislation, municipal issues and the concerns of our

membership, the Anchorage Business Committee develops and implements advocacy for members and prioritizes proposals brought before the Anchorage Chamber. The group also takes action on or lends support to these efforts.

**FOR YOU IF:** Influencing action and supporting other members are your goals.

### **Legislative Committee**

Working closely with the board of

directors, this committee gathers legislation from the local, state and national arenas, and examines how it may impact Anchorage-area businesses, while developing advocacy and action that ensures a continued, successful business climate.

**FOR YOU IF:** You enjoy policy-making, governance and advocacy.

### **Citywide Cleanup Committee**

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Cleanup Week, this committee actively coordinates all programs and participation in Cleanup events. Committee members are active, valued volunteers and engage the community to increase business and school participation.

FOR YOU IF: Volunteerism, a clean, beautiful city, and community service are important to you.

### Ambassador Council

Whether it's at a monthly Business After Hours or gala events like the Gold Pan Awards, you may have met one of our Ambassadors. This group of enthusiastic volunteers serves to put a friendly, professional face to the Anchorage Chamber by engaging members and non-members at events and reaching out



to the membership regularly.  
 From Left: Dawn Carmichael of Providence Alaska Medical Center; Tom Wardhaugh of Morris Communications; Kathie Anderson of Office Products Services; Rochelle Marshall of GCI; and Joy Bunde of Bloom Brand Strategies represent the Anchorage Chamber's Membership Committee, actively recruiting new Anchorage Chamber members from business, civic and educational sectors of the Anchorage area.

to the membership regularly.

FOR YOU IF: Networking, outreach and member engagement interest you.

### Membership Committee

This group of outgoing volunteers assists the Membership Sales Director in

recruiting and welcoming new members. They also help develop new membership benefits while promoting the Anchorage Chamber around the community.

FOR YOU IF: You'd like to spread your enthusiasm for the Anchorage Chamber through recruitment.

# ECONOMIC ENGINE



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A photograph of four children walking away from the camera on a paved path. They are wearing backpacks and casual clothing. The background shows a grassy area and some trees.

school  
business  
partnership

# Driving the Future with Perfect Attendance

By Cheri Spink

Observing a student speak with a potential employer at a career exploration fair this past spring, I was struck by the answer to a students' question, "What job skills and qualities are you looking for in a new employee?" The answer was "We can train an employee how to do the job, what we are looking for is someone who will show up on time, every day, ready to learn." Since then, I have heard employers from many different fields say this.

In the summer issue of *Advancing Anchorage Magazine*, Anchorage School District Superintendent Ed Graff said "Simply put, our students cannot learn

if they are not in school. The data clearly shows that students who attend school regularly have higher achievement rates."

School Business Partner Troy Jarvis of Lithia Chrysler Jeep Dodge of South Anchorage relates attendance to his work force. "It is difficult to hire young employees that are committed to coming to work every day. If I knew a student had made the effort to attend school every day, even if he or she wasn't a straight-A student, that would make him or her a more attractive candidate."

Combined with his interest in helping students succeed in the workplace and sharing Graff's concern and focus on increasing attendance, Jarvis devised a plan

to provide a major incentive to high school students to encourage perfect attendance for the 2013-14 school year.

All ASD junior and seniors who have perfect attendance this school year will have their names put into a drawing to win a 2013 Jeep Patriot.

Jarvis wanted to open the contest up to all high school students and even to those who may have to miss a few days of school so he reached out to other potential businesses to support the effort. GCI enthusiastically jumped on board as a co-sponsor.

GCI will bring advertising support for the campaign, multiple round trip tickets on Alaska Airlines and mobile phones as prizes. The Alaska Aces and Pizza Hut

have also pitched in to support the incentive. Drawings will take place quarterly and the grand prize drawing will happen at the end of the year.

Another School Business Partner, Dora Wilson of the International Brotherhood of Electrical Workers, Local 1547 (IBEW), met with Graff to discuss ways in which their union could provide support for the elementary schools. "Habits start young" they both agreed and Graff wanted to start an attendance incentive that would engage the parents as well as their children. He suggested a kindergarten awards program.

Wilson, who heads up partnerships with several elementary schools, did not want to limit the program to one grade so instead came back with an offer to include all elementary students with the largest prizes going to the classes with the largest need, kindergarten and 5th-6th grades. One lucky kindergarten student and one fifth or sixth grade student will win a trip for four to Disneyland for completing a year with no unexcused absences. A Macintosh computer will be drawn for all grades, K – 6th.

Lithia Chrysler Jeep Dodge, GCI, IBEW Local 1547, Pizza Hut and the Alaska Aces want to make a difference in the lives of children and help them create habits that will be beneficial when they enter the work force. They all hope to see these incentive programs increase attendance, raise the achievement levels of the students and teach them the value of showing up on time, every day and ready to learn. Sound familiar?

There are many challenges that our district faces and there are many ways that you and your business can help. Consider partnering with one of your neighboring schools. Partnerships are created based on the need of the school and the resources that the business can share. The best gift you can give is your time.

For more information, visit [Asdk12.org/sbp](http://Asdk12.org/sbp) or call 339-7278. Cheri Spink is executive director of the Anchorage School Business Partnerships.

*Specialty* INGREDIENTS  
MAKE *special* PIZZAS



# OPENING SOON

**FAT PTARMIGAN** is a wood-fired, artisanal pizza and gelato restaurant located in downtown Anchorage, AK. We are going to focus on *quality ingredients* and everything we serve will be made from scratch. Come enjoy Alaska's most authentic pizza, salads and sandwiches in a rustic, clean environment.

441 W 5TH AVE SUITE 100  
ANCHORAGE, ALASKA

(CORNER OF 5TH AND E)

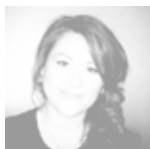
*look again*



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Alaska Native-owned and operated, Northwest Strategies is relied on by the corporate enterprises of Alaska's first people to grow their business interests with purpose and pride. We celebrate our heritage while using it to advance Alaska and its people better than any communications firm in the state.

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“It's about more than having a good idea. It's about knowing what it means to pull in nets and grow up in a village. It's understanding the wisdom from 10,000 years of Native tradition and weaving it into a new way of thinking.

**Tiffany Tutiakoff**  
Northwest Strategies  
President



nwstrat.com

# Energizing the community.



The BP Energy Center is a community resource for Alaskans. It's available without charge to nonprofits and education organizations for training and meetings. Giving back to the community is an important part of building our future together.



[alaska.bp.com](http://alaska.bp.com)

## business leader profile



# Joe Everhart, Wells Fargo Bank N.A.

### Name

Joe Everhart, Wells Fargo Bank N.A.

Though a native of New York, Joseph C. Everhart is a long-time Alaskan and regional president for Wells Fargo Bank N.A. This John Wayne fan and former Wendy's employee currently oversees 600 Wells Fargo employees in 49 bank locations and is no stranger to leadership in Alaska.

Everhart serves in the community as vice-chair for the Anchorage Economic Development Corporation, vice-chair for the Alaska Bankers Association, secretary for the United Way of Anchorage, treasurer for Big Brothers Big Sisters of Alaska and board member for the Alaska State Chamber of Commerce.

The U.S. Wells Fargo and Company was ranked No. 25 on Fortune's 2013 rankings of America's largest corporations.

### Birthplace?

Upstate New York

### How long in Anchorage?

Seven and a half years in Anchorage, 23 years in Alaska living in King Salmon, Dillingham, Fairbanks, Kotzebue, Barrow, Homer, Ketchikan and Juneau. This has given me great experience understanding the diversity of Alaska.

### First Job?

My first management job was working as a night manager at Wendy's.

### What did you carry with you from that job?

I learned how to manage money, pay bills on time, deliver a quality product and the importance of customer service to generate sales.

### What did you go to school for?

I attended Gonzaga University and earned a Bachelors of Arts in Business Administration. My major was Finance.

### How did you get involved in the banking industry?

I started my banking career with Seafirst Bank in Spokane cleaning credit card machines. I moved to Alaska in 1990 and joined National Bank of Alaska's Management Training program. My first management role was in Kotzebue as branch manager.

### How many Alaskans bank with Wells Fargo?

Wells Fargo has a 52 percent market share among banks in Alaska. We have maintained the majority of market share in Alaska since the late 1960s. Deposits have more than doubled since the National Bank of Alaska merger, from \$2.4 billion

in 2001 to \$5.6 billion in 2012.

### What has been your biggest challenge running Wells Fargo?

I am challenged every day working hard with our 900 Alaska team members to meet our customers' financial needs and help them succeed financially. That is the beauty of this job, it always keeps you on your toes.

### What has been your greatest reward?

The greatest reward is seeing our Alaska customers and team members succeed.

### Favorite recent book?

Anything by James Patterson

### Favorite recent movie?

My wife and I watch older movies, especially classic Westerns like Lonesome Dove or John Wayne flicks.

### How do you de-stress from work?

I love to enjoy Alaska's great outdoors, whether it's hunting, fishing or snow machining. Spending time with my wife Gayla, always helps me unwind.

### Perfect retirement location?

Somewhere in Alaska near the water.



ambassador  
of the quarter

## Advancing a Successful Business Network

The Anchorage Chamber's Ambassador Council promotes membership within the organization while developing and expanding personal business networks.

Each quarter, one Ambassador is celebrated for his, or her, above and beyond service to the organization, helping the Anchorage Chamber advance a successful business climate. We are happy to present the honors to Christine Gibbs of R&M Consultants this quarter!

Christine Gibbs joined R&M as a marketing coordinator in 2012, bringing with her five years of experience in business-to-business marketing, including strategic planning, graphic design, website design and public communications. At R&M she is responsible for proposal writing and external communications, as well as supporting the firm's many marketing initiatives.

Christine has dedicated many hours to

Anchorage Chamber causes, from greeting new members at monthly Business After Hours networking events, to reaching out to members to gain input on their benefit satisfaction. She has truly invested in her membership and never hesitates to help the organization in its mission to advance a successful business climate.

Congratulations, Christine!

**A SINGLE JOB CAN CHANGE A LIFE.  
A THOUSAND JOBS CAN CHANGE A FUTURE.**



[PebblePartnership.com](http://PebblePartnership.com)

## around town calendar

### OCTOBER

#### Oxygen & Octane Expo

Friday, October 4 to Sunday, October 6  
Dena'ina Civic and Convention Center

Oxygen & Octane Expo is Alaska's premier winter adventure show! Included in the multiple events at the expo are a ski and snowboard swap meet; snowmachine and gear swap meet; ski dealers; Iron Dog meet-n-greet with current and former champs; and much more.

#### Martin Short

Sunday, October 6  
7:30 p.m.  
Atwood Concert Hall

Comedian Martin Short will perform at the Alaska Center for the Performing Arts in Anchorage on Sunday, Oct. 6 as part of the Anchorage Concert Association's 2013-2014 event series lineup. Tickets are \$42 - \$92.

#### Make it Alaskan Festival

Friday, October 4 to Sunday, October 6  
Friday – Noon -8 p.m.  
Saturday – 10 a.m.-7 p.m.  
Sunday – 11 a.m.-6 p.m.  
Sullivan Arena

The Make It Alaskan Festival is the oldest and largest event of its kind in Alaska. First established in 1989 as Display Alaska, the event has grown to be the No. 1 location to find and purchase unique Alaska-made authentic products.

#### Anchorage Mayor's Charity Ball

Saturday, October 12  
Cocktails & Dancing, Silent Auction – 5:30 p.m.  
Dinner Seating – 6:45 p.m.  
Toast from Mayor, Introduction – 7 p.m.  
Live Auction, Silent Auction Closing – 8:30 p.m.  
Dena'ina Civic and Convention Center

The 20th Annual Mayor's Charity Ball at the Dena'ina Center is a black-tie dinner with live music and dancing throughout the evening, including live and silent auctions.

#### Alaska Pride Conference "Reshaping our State of Pride: Live. Work. Play."

Saturday, October 12  
8 a.m.-5 p.m.  
UAA Student Center

Identity, Inc. will host its annual Pride Conference with workshops geared towards business professionals in the GLBT community. Andrew Halcro will be the morning keynote, while Justin Nelson, president of the National Gay & Lesbian Chamber of Commerce will present at lunch. Workshops will include presentations from Ed Graff (Anchorage School District), Carol Gore (Cook Inlet Housing Authority), Neal Fried (Department of Labor) and Wells Fargo. Visit [Alaskapride.org](http://Alaskapride.org) to register.

#### Trick or Treat Town

Friday, October 25 to Saturday,  
October 26  
Friday – 5:30-9 p.m.  
Saturday – 11 a.m.-8 p.m.  
Alaska Communications Garage

Trick or Treat Town is a family-friendly Halloween celebration that provides a safe, warm environment for little ghosts

and goblins to trick or treat in their costumes. One hundred percent of Trick or Treat Town proceeds will benefit Boys & Girls Clubs – Alaska.

#### Zoo Boo

Thursday, October 31  
5-8 p.m.

The Alaska Zoo

Come trick-or-treating on the wild side! Walk through the zoo and see what the animals do for Halloween as you collect tasty treats. Open to all ages.

### NOVEMBER

#### Bad Girls of the North Holiday Unique Boutique

Friday, November 1 to Saturday,  
November 2  
Friday – 4-9 p.m.  
Saturday – 10 a.m.- 5 p.m.  
Millenium Alaskan Hotel

Enjoy a glass of wine, delicious hors d'oeuvres, and find a collection of exceptional art and craft items for all your holiday gift giving.

#### 26th Annual Holiday Food & Gift Festival

Saturday, November 9 to Sunday,  
November 10  
Dena'ina Civic and Convention Center

The Holiday Food & Gift Festival is a fun and family oriented event featuring a wide variety of unique gifts, handmade arts and crafts, clothing, jewelry, bath products, home decor, gourmet food and so much more!

### **Anchorage Symphony Classic Concerts**

Saturday, November 16  
8 p.m.

Alaska Center for the Performing Arts

Nature has long been the artist's muse. Beethoven's Symphony No. 6 musically expresses his deep appreciation for nature. Jazz masters Chris and Dave Brubeck created a symphonic tribute to another iconic artist—renowned photographer Ansel Adams. More than 100 striking images of or by Adams will be projected on screen above the orchestra. The ASO also proudly features one of their own – principal violist Anne Gantz Burns in a charming suite by Vaughan Williams.

### **Crafts Weekend/ReadAlaska Book Fair at Anchorage Museum**

Friday, November 22 to Sunday,  
November 24  
Friday & Saturday – 10 a.m.- 6 p.m.  
Sunday – Noon-6 p.m.

Anchorage Museum

Buy local, save money and beat the holiday rush at Anchorage's premier juried crafts event. Nearly 50 Alaska artists offer a wide array of jewelry, pottery, wearable art, glass, woodwork and more. The 19th annual ReadAlaska Book Fair returns featuring Alaska authors and illustrators reading, signing and selling their work. A portion of each sale helps support the Anchorage Museum.

### **AT&T Holiday Tree Lighting Ceremony**

Saturday, November 23  
5-6:15 p.m.

Town Square

Meet Santa and his reindeer and watch the lighting of the tree in Town Square. Concert at 5 p.m. is followed by ceremony from 5:30 - 6:15 p.m. followed by Santa

and his reindeer. Free hot cocoa and cookies.

### **35th Annual Arts & Crafts Emporium**

Saturday, November 23 to Sunday,  
November 24

Saturday – 10 a.m.-6 p.m.

Sunday – 11 a.m.-7 p.m.

Dena'ina Civic and Convention Center

The Arts & Crafts Emporium is Anchorage's Premier Showcase for Alaska artists and crafters to display and sell their products during the holiday season. This event has become a tradition for many Alaska artists and crafters. Don't miss an opportunity to participate! With attendance of 15,000+ people in only two days, Arts and Crafts Emporium is the largest Alaska-made products show!

## **DECEMBER**

### **Winter Wonderland Walk and Community Tree Lighting**

Friday, December 6

5:30-8 p.m.

Eagle River Commons

Downtown Eagle River Commons is the site for the annual tree lighting and features the elementary school choirs. Santa and a team of his eight real reindeer visit the event. Free horse-drawn sleigh rides along with lots of giveaway treats and fun. Share in the spirit of the season with donations of food to the E.R. Food Pantry and donations of gifts to families in need through the Sleeping Lady Lions. Just bring your canned goods or unwrapped gifts to the event!

### **Merry Merchant Munch**

Friday, December 6 to Saturday,  
December 7

Friday – 2-6 p.m.

Saturday – 11 a.m.-4 p.m.

Downtown Eagle River

Bring the whole family and get in the holiday spirit! Join us in downtown Eagle River for the Annual Merry Merchant Munch. Enjoy two days of decadent goodies, holiday decorating competition, caroling and festive merry-making.

### **NECA/IBEW Fire & Ice New Year's Eve Celebration**

Tuesday, December 31

5-8 p.m.

Town Square

The NECA/IBEW Fire & Ice New Year's Eve Celebration is a fun, family friendly and FREE event in Town Square. Enjoy Live music, fireworks and much more.

### **New Year's Eve Torchlight Parade & Fireworks Display**

Tuesday, December 31

8 p.m.

Alyeska Ski Resort

The Steamboat Ski & Snowboard School treats tourists and locals to spectacular on-snow parades down the mountain lit only by torches. The parades are in celebration of a holiday or local event throughout the season. In conjunction with the torchlight parades, a fireworks display will illuminate the sky providing a perfect ending to the evening.

Want to add details of an upcoming event for your organization and invite other members? Visit [Anchoragechamber.org](http://Anchoragechamber.org) and click on "Chamberline." This service is for members only. Call 272-2401 for more information.

## chamber events

### Annual Train Ride – “Cinema through the Century”

Friday, October 4

Anchorage to Spencer Glacier and back

Cost: \$70 per member

The Anchorage Chamber invites you to come aboard the Alaska Railroad during the Annual Anchorage Chamber Train Ride with nearly 300 other networking members.

The Annual Train Ride is the organization’s premier networking event. Network, dine and enjoy frosty beverages while viewing sights along Turnagain Arm, with a brief stop at beautiful Spencer Glacier, an Alaska wonder accessible only by train.

This year’s theme is “Cinema of the Century” where members are encouraged to dress in the theme of their favorite movie character or theme.

RSVP at [Anchoragechamber.org](http://Anchoragechamber.org)



### Chamber Academy

3-5 p.m.

Wednesday, October 23

Anchorage Chamber board room

Cost: \$25 (Members only)

Each quarter, the Anchorage Chamber offers useful, hands-on educational opportunities to its members with Chamber Academy, a two-hour educational workshop that concentrates on providing tools members can use to improve their bottom line. At this Chamber Academy, The Growth Company will conduct managerial assessments and help local business leaders develop a game plan for professional development.

Light food and refreshments provided.

RSVP at [Anchoragechamber.org](http://Anchoragechamber.org).



### Member Orientation

3:30-5 p.m.

Wednesday, October 30

Anchorage Chamber board room

Cost: Included in the cost of your membership

Member Orientation is an opportunity for members to learn more from Anchorage Chamber staff and board members about their investment with Alaska’s No. 1 business organization. Discover how the Anchorage Chamber got its start, our mission today and how you can get the most out of your benefits, all while networking with other Anchorage Chamber members.

Visit [Anchoragechamber.org](http://Anchoragechamber.org) or call 677-7118.

### Hosting an Upcoming Open Holiday Party?

The Anchorage Chamber encourages our member businesses to send us details on their upcoming open holiday party information. Want to meet other Anchorage Chamber members during your holiday party? Visit [Anchoragechamber.org](http://Anchoragechamber.org) and submit an event on Chamberline at no additional cost.



# Taking your business from plans to profits



When you're ready to build on your achievements, our trusted experts are ready to support your personal and professional goals. Our business bankers live and work in your community and know that good relationships make us all stronger. With our customized tools and services, we can help you grow your enterprise and build a legacy of wealth and success.

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**wellsfargo.com**

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**Together we'll go far**



## new members

### Attorneys

**Walker & Richards LLC**  
walkerrichards.com

### Automobile Dealers

**Chevrolet of South Anchorage**  
AnchorageChevrolet.com

### Banks, Financial Institutions and Services

**American Express OPEN Small Business Credit Cards**  
americanexpress.com/us/small-business/credit-cards

### Biodegradable Disposable Products

**Green Alaska Solutions LLC**  
greenalaskasolutions.com

### Dentists

**Frost Dental**  
thefrostdental.com

### Flags & Banners

**Pacific Coast Flag**  
pacificcoastflag.com

### Government Services

**Alaska Commission on Postsecondary Education (ACPE)**  
acpe.alaska.gov

**Department of Transportation & Public Facilities Civil Rights Office**  
dotcivilrights.alaska.gov

### Health Care Services

**ProCare Home Medical**  
procarehm.com

### Human Resources Consultants

**WhiteWater LLC**  
whitewaterhr.com

### Labor Organizations

**Alaska AFL-CIO**  
akaflcio.org

### Insurance

**Justin Goodman Agent, State Farm Insurance**  
jgoodmanins.com

### Legislator

**Mia Costello - Representative Alaska State Legislature**  
repmiacostello.com

### Management Consulting/Support Services

**Peak 3, Inc**  
Peak3Inc.com

### Non-Profit Organizations, Associations

**Alaska Brain Injury Network, Inc**  
alaskabraininjury.net

**Arctic Slope Community Foundation**  
arcticslopecommunity.org

**Identity, Inc.**  
identityinc.org

### Oil & Gas Consultants

**The Global Edge Consultants**  
theglobaledgeconsultants.com

### Public Relations Agencies

**PS Strategies**  
psstrats.com

### Retail

**ColorTyme**  
ColorTyme.com

**Value Village - Northern Lights**  
valuevillage.com

**Value Village - South Anchorage**  
valuevillage.com

### Services

**Alaska Restoration Services (ARS)**  
alaskarestserv.com

### Title Insurance/Escrow Services

**Alaska USA Title Agency**  
alaskausatitle.com

### Waste Management, Recycling and Composting

**Bin There Dump That - Alaska**  
bintheredumpthatusa.com/alaska/anchorage-dumpster-rental

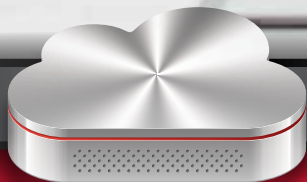
Members share tips, network and do business with each other on many social media platforms. Do a search of these companies and start doing business today. Like the Anchorage Chamber's Facebook page and look for Facebook Friday Trivia each week, giving you an opportunity to win a lunch at a future "Make it Monday" forum.





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**“Going smokefree**  
was the right decision for us,  
and business couldn't be  
better. We've seen a huge  
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— Jay Ramras  
Pike's Landing,  
Fairbanks



## Good for health. Great for business.

Smokefree policies have been shown to not only improve the health and productivity of employees, but also decrease business costs for insurance, cleaning and maintenance. Research shows that smokefree laws are routinely positive or neutral in their economic impact.\*



\*Alaska Department of Health and Social Services,  
Tobacco Prevention and Control in Alaska FY08 Report



Alaska Tobacco Control Alliance  
[Alaskatca.org](http://Alaskatca.org)