

## 2009 UPDATES

"Achievements of an organization are the results of the combined efforts of each individual." Vince Lombardi

### Letter from the President!

#### Special points of interest:

- New and Returning 2009 Board Members Special Thanks to past Board Members
- Marketing Outreach in 2009
- Business Continuity Planning
- Businesses of The Year



**Call today for your Business Emergency Preparedness Packet, Business Resource Packet, Pacific County Promotional CD, Business Recruitment Packet, Relocation Packet, or Non-Profit Charitable Trust CD!**

**Think  
Global,  
Shop  
Locally**

Remember— It is important to SHOP PACIFIC COUNTY!

- Provides jobs
- Sustains small businesses

Dear Members:

*Another year, another bout with Mother Nature; and Pacific County, although battered and bruised, survives to fight again. But wait, we've now been signed up for a major fight with Mr. Recession.*

*Having undergone the vigorous physical and mental training needed to hand Nature a TKO and considering our past history of evading fatal punches from other past economic slumps, we should be able to weather this present recession—perhaps bloodied, but not losing the fight.*

*I've lived in this county since 1962 and have seen good and bad times—but never did I hear "all is lost." Rather I heard statements like "I've seen worse" or "we'll survive somehow" and sure enough we did. Don't give up on yourself or your neighbors. Work together—support each other and we will recover, having learned lessons to better face the next foe.*

Sincerely,  
Karl Heinicke, President, 2008-2009

#### Thank you for 25 years!

At our January 28, 2009, board meeting one of our founding PCEDC board members retired. Gary Dennis became involved in the formation of the PCEDC in 1984 and has continued to serve as a local leader to encourage economic development. Pacific County is indeed fortunate to have dedicated business leaders of the caliber of Gary, who not only are willing to give of their time and expertise on behalf of the advancement of their cause, but who possesses, as well, the confidence, drive, and determination to make a success of their efforts. It is with the greatest gratitude that we wish Gary farewell and thank him for his commitment.

Sincerely, the Board of Pacific County Economic Development Council

### 2009 Goals

#### Organizational Development

- Participate in local, state and federal meetings
- Provide networking opportunities for businesses
- Meet with educational institutions to explore educational opportunities for Pacific County
- Collaborate and participate in the Northwest Manufacturers' Alliance to bring services to Pacific County manufactures

#### Product Development

- Continue conversations regarding the Industrial Lands Needs Analysis
- Create and develop additional web pages for PCEDC web site
- Develop new ideas for the "Shop Locally" campaign
- Develop business mentor groups for north and south

#### Market Development

- Conduct 50 Business, Retention & Expansion surveys of Pacific County businesses for the State
- Develop marketing strategy for business attraction to Pacific County
- Update "Choose Washington" web site with industrial properties for promotion of Pacific County
- Provide PCEDC Small Business Resource Center Services to Pacific County Businesses
- Develop promotional ideas for Pacific County products

#### Workforce Development

- Partner with Grays Harbor College and the SBDC to provide educational classes for small businesses
- Serve on the Workforce Development Council supporting workforce issues in Pacific County
- Participate in local WorkSource partnership meetings as a voice for business needs

# HIGHLIGHTS OF 2008 ACCOMPLISHMENTS

## PACIFIC COUNTY ECONOMIC DEVELOPMENT COUNCIL (PCEDC)

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**We're on the Web!**  
[www.pacificedc.org](http://www.pacificedc.org)

Cathy Russ, Executive Director  
Karen Tully, Business Liaison

### 2009 Board of Directors

Karl Heinicke, President  
City of South Bend  
Randy Dennis, Vice-Pres. — North  
Dennis Company  
Jim Neva, Vice-Pres. — South  
Port of Ilwaco  
Dian Barker-Sayce, Treasurer  
The Bank of the Pacific  
Doug Miller, PUD #2  
Bob Jungar, City of Raymond  
Steve Harbell, WSU Coop Extension  
Lois Nadolney, Weyerhaeuser  
Evelyn Wilson, Private  
Martha Tronosco, Curves for Women  
Willie Ward, CenturyTel  
Tim Russ, Pacific Transit System  
Rebecca Chaffee, Port of Willapa  
Harbor  
Keith Foster, Grays Harbor College  
Jim Neva, Port of Ilwaco  
Donna Rew, Port O'Call Ilwaco  
Matt Winters, The Chinook Observer  
Bob Andrew, City of Long Beach  
Fred Marshall, City of Ilwaco  
Royal Harshman, ShoreBank Enterprise Cascadia  
Nancy Gorshe, The Depot Restaurant  
Doug Ross, Jessie's Ilwaco Fish. Co.  
Joe DiPalo, Ocean Beach Hospital  
Nancy Campiche, Campiche Studios  
Jon Kaino, Pacific County Commissioner

Sid Snyder, Honorary Director  
Gary Dennis, Honorary Director

### Goal I—To be an Effective Agent in Economic Development

- Strengthened the Business Resource Center through the acquisition of books and other literature.
- Partnered with GHC and offered the "Thursday Night Series" for non-profit education.
- Received a grant for \$10,000 to participate in the transformation of the Puget Sound Manufacturers Alliance into the Northwest Manufacturers' Alliance in an effort to strengthen communications and services to manufacturers in a 5-county region.
- Arranged meetings and tours for elected and state officials to meet with local business owners, cities and ports to highlight our economic development needs and accomplishments.

### Goal II—To Be A Visible and Valued Member of the Community

- Wrote & distributed informational updates monthly.
- Developed coupon program of local businesses—support "Shop Locally".
- Participated in county organizations and merchant group meetings to hear and voice business concerns and to be kept apprised of business activities.

#### Business Assistance 2008

Met with over 110 businesses  
Responded to 52 new business inquiries  
Provided extended services to 53 clients  
Sited 2 new businesses  
Welcomed 56 new businesses  
Effect on Jobs  
Jobs retained (direct & indirect) 300

- Worked with two radio stations; Portland, OR and in Seattle, WA for the promotion of Pacific County businesses/products by providing product boxes for on air give-aways.
- Provided technical and financial support to the Willapa Valley Future Business Leaders for the update of the Raymond kiosk.
- Distributed over 11,475 tourism brochures.
- Assisted the Port of Chinook by organizing and serving as MC for a celebration event honoring Senator Murray and Congressman Baird for their efforts in securing \$1.5 Million for dredging effort.
- Hosted the PCEDC's annual congressional delegation tour on Willapa Bay to brief our delegation on water dependent industries and water related issues.
- Served as a conduit of \$117,500 in support of economic development activities.

## SPECIAL POINTS OF INTEREST

### Welcome Returning and New Board Members for 2009

The PCEDC held their annual meeting January 28, 2009 with the election of their 2009 Board Members. We are honored that Lois Nadolney, Weyerhaeuser, Steve Harbell, WSU, Willie Ward and Ross Skinner, CenturyTel, Donna Rew, Port O'Call Ilwaco, and Matt Winters, Chinook Observer agreed to serve another term. A vote was taken and we are pleased to announce our new member to serve on the 2009 Board, Randy Dennis, Dennis Company, Raymond, WA.

### Marketing Outreach In 2008

It is with pride that we were able to support our businesses with marketing efforts through our Pacific County Product boxes.

In 2008 we connected with two radio stations: Charlie-FM 97.1 in Portland and KJR-FM 95.7 in Seattle providing Pacific County Product Boxes as give-aways for radio or on-line promotions. This effort broadened awareness of our businesses and their products at a value in excess of \$11,000. In addition, the PCEDC distributed over 11,475 tourism brochures.

### Business Continuity

You ask "What is business continuity management?" The Business Continuity Institute currently defines

business continuity management as: *"an holistic management process that identifies potential impacts that threaten an organization and provides a framework for building resilience with the capability for an effective response that safeguards the interests of its key stakeholders, reputation and value creating activities."*

The December 2007 storm event brought to light how important and necessary it is for our businesses to develop a continuity plan to become resilient to failure of any kind i.e. weather or economics.

In 2009 the PCEDC is pursuing a grant through Columbia Pacific RC & EDD to reach out to the businesses of Pacific County with a conference on business resilient and business continuity planning.

Several questions you might ask yourself are:

1. What natural and man-made disasters could impact my business?
2. If supplier "X" experienced a disaster, who will I obtain supplies/materials from?
3. Where are my financial reports kept?

Following is the State's website which contains valuable forms for your use:

[www.emd.wa.gov/preparedness/prep\\_business.shtml](http://www.emd.wa.gov/preparedness/prep_business.shtml)

[www.emd.wa.gov/about/documents/Business\\_SampleEMPlan.pdf](http://www.emd.wa.gov/about/documents/Business_SampleEMPlan.pdf)

### Businesses of the Year

One must always take the time to say "Thank You" to Pacific County businesses. They are the backbone of our county; providing jobs, services and goods to our residents.

Small businesses represent 94 percent of the businesses owned and operated in Pacific County and have a substantial impact on the county's economic vitality.

At the EDC 2008 Annual Reception such a "Thank You" was given. Karl Heinicke, PCEDC president, along with Dennis Long, Bank of the Pacific CEO, presented awards to the businesses. Heinicke said, *"these businesses are selected by a jury of their peers, which I believe is the highest tribute a business can receive."*

*The businesses receiving the 2007 Business of the Year Award were: Pederson Tax Service, Raymond Elks, Nautical Brass, World Kite Museum, and Busy Beez.*



Be sure and stop in and congratulate them on their success.