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## Silverbow Honey Partners with CBTECH

"It's been a great partnership," Matt Ferguson, Chief Operating Officer of Silverbow Honey, says of working with the Columbia Basin Technical Skills Center, or CBTECH. "We're on the cusp of some major successes."

Ferguson has been COO of Silverbow Honey for about a year. The company operates a 38,000 square foot facility on Wheeler Road in Moses Lake. Ferguson has a growth vision for the company, including moving from "conventional to natural" to not only "survive, but to thrive." "Have to look where our unique niche is," he explains. The natural market has been growing every year, according to Ferguson, and the company just landed an account with Whole Foods of the northwest for products called "honeyopathy." That is honey mixed with other elixirs for natural cures.

But, Ferguson says, "Talk to the typical resident of Moses Lake and they don't know" Silverbow Honey is there. "That, to me, is unacceptable." So, Ferguson started looking for a way to connect with the community. Also, since getting out of the military, Ferguson hasn't felt like he was "giving back" and was looking for a way to do that. Ferguson was seeking a way to help his company and was introduced to Allan Peterson at the Small Business Development Center at the Grant County EDC. Peterson is an advisor to the entrepreneurial program at CBTECH. "That's a great fit," Peterson explains of Silverbow Honey and CBTECH.

Ferguson explains, "Allan facilitated a meeting between myself and Vance Frost and we hit it off. I said, 'How can I get involved?' I can work with this organization and can work with where they're going."

"To be a regional brand you have to invest in the community and he's doing that," says Frost, a teacher at CBTECH.

The company has worked with the Culinary Arts students at CBTECH in addition to the entrepreneurial and manufacturing students. The culinary students helped develop a line of spicy honey and that will be going to market. "That's a tangible result the kids can look at that they built from the ground floor and they will see in the marketplace," Ferguson explains.

"It's been a great relationship for both," Peterson says.

Frost agrees. "It's a great relationship." After 17 years in the private sector, Frost teaches marketing and design at CBTECH. He points out that the goal of the entire school is to collaborate all classes with industry. "Matt Ferguson is a good example of collaboration," Frost says. The students can get hands-on skills



*Honeyopathy from Silverbow Honey during the Trade Mission with the Gunpo Sister City*

at the center, but, Frost points out, real world experience is a whole different thing. The students "listen to industry partners better than the teachers," he says. Students can learn from a textbook and hands-on exercises, but the "big piece is when an industry partner comes in. The big growth comes with working with a real entity." Working on real-world projects "gives them the opportunity to feel stressors and we teach them to handle those." The

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## Marvin Price Enjoys the Culture of Grant County

"People aren't aware there's an organization out here," Marvin Price says of the Grant County Economic Development Council. "And a lot of volunteer time goes into this organization." "We don't brag a lot," Price adds. He explains that a lot of the general public doesn't know about the EDC.



Price, Manager of Energy and Environmental at the Lamb-Weston BSW French fry plant in Warden, is a past president of the EDC and has served on the board of directors for about five and a half years. He grew up in Rexburg, Idaho and attended Brigham Young University and received a Master of Business Administration from the University of Utah. He moved to Grant County to work at the restart of the sugar plant. He's worked at Lamb-Weston BSW for eleven years now, about "five or six" of those in production. "There are lots of opportunities to contribute to the production and the plant," he says of his job. He also is the "public face" of the company being involved with the EDC along with attending PUD rate hearings and other community outreach. "I get involved in several community things for the plant and for myself."

Price enjoys the diversity of his work and the ability to contribute to the whole plant's success. "Comes back to the

success of the plant and the company." He is challenged by "the environment we live in today with the push of agency regulations. It's a full time job." Price explains it's harder for small businesses because they don't have the recourses to ensure they don't "get bulldozed over."

The EDC first came to Price's attention when the then-manager of Basic American Foods, Brian Meiners, called him and said he ought to be

attending board meetings. "After a couple of months they made me an ex-officio board member," Price says. He continued to attend meetings for two more years when he was asked why he was still coming. He said he was an ex-officio member and was told that had ended a year before. Then he received a call to be on the board. "With a lot of things, showing up is what people are looking for," Price explains.

Price was on the EDC executive committee for a year before he became Vice-President. "And we all know where that leads: former president," he says with a chuckle. Price plans to finish out his term and see what else he can contribute.

"I think the EDC is a great organization to grow companies and bring companies to the community," Price says. And more companies mean more jobs and more growth, he adds. "The EDC is a one-stop shop for companies looking in the community to provide them the necessary information to determine if they want to relocate here." Price would like to see more opportunity in the area for college graduates. "Kids go off to college and they never come back. We need to grow either retail or manufacturing to make opportunities for kids." Then he adds with a smile, "So I don't have to travel so stinking far to see my grandkids."

During Price's year as EDC President, the organization started the five-year fundraising program, Building Prosperity, and brought in consultants to help with that. "So the people of the EDC can do their jobs and not fund-raise all the

time," Price explains. Also the EDC started in a new direction on retail, becoming more involved with trying to bring new retail to Grant County. "People don't talk about new manufacturing or companies," Price says, but they ask "when is the EDC



going to bring in more retail?" Price explains that retail recruitment is not a primary function of the EDC but the organization is prepared to work with retail companies that may be looking at Grant County.



## EDC's Braunwart Part of Leadership Washington Class



*The 2015-2016 AWB Institute Leadership Washington Class*

Emily Braunwart, Manager of Business Recruitment for the Grant County EDC is one of eleven professionals statewide participating in the second class of Leadership Washington.

Leadership Washington is the Association of Washington Business Institute's premiere program to cultivate and educate the next generation of Washington industry leaders.

Braunwart returned from the first class session in Cle Elum with a new perspective on the range of issues facing the states legislature and the economy.

"There was so much information and it was so well presented," said Braunwart. "The first session covered public policy and the economy. I've learned so much already and it is all directly applicable to my work with the EDC."

Future sessions will cover a range of topics including the high-tech and bio-tech industries, exporting, agriculture, energy, immigration transportation manufacturing, food processing and health care. Each session is held in a different region of the state giving class members a full immersion in Washington States diversity.

"The program is so in depth and immersive," said Braunwart. "I'm especially looking forward to the sessions on manufacturing, food processing and transportation."

For more information on Leadership Washington visit <http://www.awbinstitute.org/leadership>.

## BBCC's New "Drone" Program will Focus on Agriculture

An unmanned aerial systems (UAS or "drone") program to train drone technicians and pilots will be developed at Big Bend Community College with the help of a \$2.6 million federal grant.

"The opportunity to use a new UAS education program and our 50-year aviation tradition to serve one of the most diverse and productive agricultural areas in the world is exciting," said Terry Leas, BBCC President.

Leas said students in BBCC's computer science program will have pathways to the drone program. It will benefit the college's commercial pilot and aviation maintenance programs. It will also be exciting for students in the college's science, technology, engineering, and math (STEM) pathways.



*An unmanned aerial system (UAS)*

"It will have a ripple effect. The UAS program will create connections among many of our existing educational programs," Leas said.

The UAS program at BBCC will have three initiatives: mechatronics (mechanical and electronics), UAS operations (pilots), and pathway advising. Each initiative will

have a full-time director. An estimated 10 faculty positions will be trained in the new curricula and course delivery.

"This program is a great addition to what is already a world-class aerospace training institution," said Jonathan Smith, Executive Director of the Grant County EDC. "Our aerospace sector is growing rapidly and this program will help accelerate and diversify that growth."

It will take one year to set up the program, with the first classes anticipated for fall of 2016. The first year of the grant is dedicated to hiring staff, developing curriculum, renovating 5,560-square feet of an existing college hangar for lab space, developing an advising system, and training advisors.



## Port of Moses Lake and Grant County EDC Attend Governor's Trade Mission in Tokyo



*From left to right: Mr. Hitoshi and President Nashida with Fuji Chemicals, Commissioner Kent Jones, Jeff Bishop, Richard Hanover with the Port of Moses Lake, Emily Braunwart and Andrea Bishop*

Tokyo, Japan – Representatives from the Port of Moses Lake and the Grant County Economic Development Council traveled to Japan to join Governor Inslee's trade mission and visit multiple Japanese Companies who have an interest in Grant County.

The delegates feel this was a very successful trip. They were able to meet and cultivate many new relationships and strengthen others. "We have a very strong relationship with Japan, and it shows with the current Japanese companies already in Moses Lake and the long lasting friendship with Yonezawa. This helped our community in so many ways since it expressed to the Japanese companies we met with that we are a good community to work with," commented Emily Braunwart, Business Recruitment Manager for the EDC.

The port and EDC were able to meet with two existing Grant County Japanese companies: Mitsubishi and Fuji Chemicals. Mitsubishi's headquarters are in Nagoya, which is a two hour bullet train ride from Tokyo. There the delegation was given an update by top executives from the company and tour the facility where the MRJ is currently being assembled. Mitsubishi announced that the first flight of the MRJ is scheduled for next month and flight testing should start in the third quarter of 2016 at the Port of Moses Lake. "It was very exciting to see the new plane in person. Mitsubishi even took a group photo of us in front of the jet with Governor Inslee." Said Braunwart. "It was also great to see President Morimoto again; whom I was able to meet in early August when they visited the Port of Moses Lake."

During the time the Moses Lake delegation spent with the governor, they also meet with Fuji Chemicals in their Tokyo offices where it was announced that AstaReal would be expanding in Moses Lake. In the next year the company will invest \$30 million into the expansion and hire 50 new employees. Over the next 5-7 years they expect to continue their growth and investment in Moses Lake with an additional 100 jobs.

Moses Lake was also offered a chance to tour the Fuji Chemical's headquarters in Toyama later in the week. After another two hour train ride they were treated to the afternoon in the scenic countryside. "We were treated so well," said Braunwart, "All the employees came out to the front of the building to greet us. You could really tell they loved their company and loved the Moses Lake facility."

This was Braunwart's second trip to Japan, she was selected to be the Moses Lake-Yonezawa Sister City Exchange Chaperone. In the end of July, she accompanied three high school juniors as they experienced and learned about the Japanese Culture. "The first experience was invaluable," Braunwart expressed "I was able to learn how to greet people, say a few words in Japanese and have common experiences with the businesses I met while on the trade mission. Everyone was very excited to hear I attended the Fire Festival and wore a yukata while in Yonezawa. I was even able to share my photos with a couple of the businessmen!"



## Silverbow Cont.

students "enjoy it once they've seen the fruits of their labors."

"I like the soft skills," Ferguson says of the CBTECH students. "Every kid looks you in the eye, shakes your hand, and says 'Yes, sir' or 'No, sir.'"

"Industry is not going to be here without a return," Frost explains. When an industry partner comes in with a problem, the students will break off into teams. Then those teams will present their ideas and the best one will be developed. "It doesn't matter who finds the solution for the customer," Frost says, "it's that we found the solution."

Partners for CBTECH are chosen on a "case-by-case" basis, Frost explains. "What does it benefit the student?" CBTECH will finish with one partner and move on to the next, Frost says. And they want to make sure there's "no harm." "No one walked out of the relationship harmed," Frost says. "Different people come to this building all the time. Everyone is here for the greater good of the students."

The biggest change Price says he's seen after living in Grant County for twenty years is the influx of data centers and other power-driven industries into an agricultural community. "If it weren't for the power, they'd probably still be in California or Japan." Price wonders "what's going to happen in the future?"

Price enjoys the small town appeal of Grant County and Moses Lake. He raised

Of Vance Frost, Ferguson says, "He's a good man—a great educator. I haven't met someone who pours his heart and soul into the kids" as Frost does. "I wish my kids had an instructor like him."

Also Silverbow Honey is working with CBTECH on a line of "Silverbow Select" to be sold locally. The students are developing the logo and packaging of a "premium local honey." If everything works out, the line will come out in the fall. "I think that's doable," Ferguson says. "It's just negotiating the details."

"What I like about working with the kids is we're all a product of our experiences. They have no preconceived notions. So they think outside the box," says Ferguson. Frost agrees. "Neat thing about kids is they don't know 'no.'"

"I'd rather have a room full of those kids from CBTECH than a room full of consultants from D.C.," he adds. "We would not have facilitated the growth in our product lines as it's been done" without the CBTECH students. "They were

two children here and they've "been successful in school and gone on to successful careers. I attribute a lot of that to the culture here." He likes that Grant County is farther north so there's more daylight in the summer to golf or work in the yard in the evenings. "There are lots of things to do around the county."

He and his wife will do short day trips. He also enjoys longer trips. He plays golf

a catalyst for facilitating my vision of this company," Ferguson says. "We just knew this was a good collaboration. Sometimes in business you have to go with your gut."

Peterson says the students gave a presentation to Ferguson "that blew him away."

Ferguson hopes to expand Silverbow Honey outside of being a regional company. "Need to not only look in your own backyard, you need to look outward." Ferguson spent ten years in Asia in the military and wants to export there.

"There's 1.2 billion potential customers right there." He says Moses Lake is an ideal place for the company with the major east-west corridor running through town and close access to I-5 and Pacific ports.

"It's exciting to see a 50-year-old company that's hardly known in its own town getting inquiries from around the world," Peterson says.

"I'm excited for the future of this company," Ferguson concluded. "It's

## Marvin Price Cont.

"once in a while" and used to snow ski a lot. His wife has him working in the yard, too. "She tells me what to do."

Price wears a Gonzaga University cap, saying he is a big fan of their basketball program. "If you have any Gonzaga basketball tickets you can't use, give me a call," he concludes with a smile.



# Partners & Investors

## Founders Circle (\$75,000+ up)

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City of Moses Lake  
City of Quincy  
Grant County  
Grant County PUD  
Port of Moses Lake  
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