



BUSINESS to BUSINESS

ALASKA CHAMBER

SEPT  
2014

## Our business, our story

By **Rachael Petro**  
*President/CEO, Alaska Chamber*

Over the past five years, Alaska's business community has worked together to protect our economic future by making Alaska's vast oil resources more competitive. After all votes are counted, the referendum to repeal the More Alaska Production Act (SB 21) will be defeated.

This marks a significant victory for Alaskans, all of whom stand to benefit from the new oil tax structure remaining in place.

The results of August's primary election mean different things to different people, but ultimately the election outcome demonstrates an opportunity for Alaska businesses to share our stories. New, small, medium and large — Alaska businesses create jobs and wealth.

Alaska businesses pay taxes to fund roads, schools and public safety. We fund philanthropies at a higher level than our colleagues in the Lower 48. We love Alaska and we want future generations to enjoy even more opportunities than we have.

Yet, while we craft Alaska's prosperity, we find ourselves under constant attack.



Petro

Although tempting, there's little time to savor our recent victory. We must re-focus and plan for future successes. Alaska businesses come under fire from those who don't understand what we do and those who simply don't want us to do it.

What does this really mean? It means we need to go on the offensive — as individual Alaskans, business owners, and collectively as the Alaska Chamber. We need to understand what we're up against. We need to share our story. We need to be heard and understood.

The Alaska Chamber's Fall events are geared to equip and focus us on this task. Alaska Chamber members will gather on Oct. 21 for our Policy Forum and on Oct. 22 for our Annual Conference and Awards Gala at The Hotel Alyeska in Girdwood.

Forum participants will review and add to the Alaska Chamber's advocacy platform for 2015, as well as learn how to respond when business is attacked from the left and the right.

Conference participants will benefit from a session geared to demystifying the domestic and international politics of the Arctic, a session on workers' compensation reform next steps, and industry updates from a variety of the Alaska Chamber's partner organizations.

Thelar Pekar, an internationally recognized pioneer in narrative and communication, will address why story matters to business. Other topics include social media training, dealing with generational gaps in the workplace, working with government to develop Alaska's workforce, employer to employee communications, navigating federal healthcare requirements, and strategic doing training.

As always, conference will conclude with recognition of the 2014 Top Business Awards announcements over dinner: William Egan Outstanding Alaskan of the Year, Bill Bivin Small Business of the Year and the Local Chamber of the Year.

Working together, the Alaska business community is making Alaska a better place to do business. Case in point — over 70 percent of the Chamber's advocacy platform was achieved during the last legislative session — including oil tax reform.

Looking forward to November's election and beyond, it is critical for Alaska's business community to support pro-business candidates and issues, and communicate why we support them.

Here are a few ways you can help:

Not a member? **Join!** Make time to **participate**. Check out the full agendas for Policy Forum and Annual Conference, and register today. **Invest** in the Alaska Chamber. Support our future — our business — our story — our success.

## Why I value Chamber membership

By **Brad Osborne**  
*Chair, Alaska Chamber*

There has never been a better time to engage with the Alaska Chamber. As we're so fond of saying, "If you don't have a seat at the table, you're probably on the menu." And right now you really want a seat at the table, because right now people are showing up and they're showing up hungry.

Here at home, the Chamber is our seat at the table. Luckily for us, the Chamber is strong and is doing good work. But we don't succeed in business by becoming complacent. We don't let the "other guy" do our work. We show up, we do our part, and we witness success firsthand.

The same should be true of our advocacy efforts because the Chamber can be stronger and there is more good work to be done.

Will you do your part?

I'll give you a couple reasons why you ought to and then you make the call.

### Advocacy Success

In this past legislative session, the Chamber achieved a 70 percent success rate on advocacy issues. Seventy percent! So why join? Why pitch in if the Chamber is already succeeding on pro-business issues on behalf of every business in every community of the state?

Because seventy percent isn't 80. Seventy percent is a far cry from 90.

How much could we have accomplished if we truly stood together for the betterment of the Alaska economy?



Osborne

One member. One vote. One voice.  
We are stronger together.

### Tangible Results

Most of us don't see the real value — the need — for an established, vigilant advocate on policy issues. That's fair. I mean, until some unexpected regulation, tax or procurement change threatens our ability to profitably employ Alaskans, there's really no need, right?

I disagree.

Alaska has the highest Workers' Compensation rates in the nation. Numero Uno. #1. Hands down, more of our business dollars go toward insuring against workplace injury than any other state in the country.

But your company has a team of professionals working on getting that line item down to a more reasonable level. No? Really? But we're talking about a huge line item and it's hitting you each and every payroll.

Hey, you know what? Mine doesn't either. The reason we have a Chamber is so that we don't have to reduplicate efforts when it comes to commonly shared business challenges.

Whether it's breathing life into a discussion on something as arcane and inscrutable as Workers' Comp reform or taking the wind out of the sails of a heartfelt yet poorly conceived tax referendum, the Chamber is working on your behalf. The Chamber deserves support and participation.

### Be Part of the Solution!

So, how do you start? How can you

help?

Easy. There's a simple two-word solution. Just join.

That's it. Join up. It doesn't cost a business much to become involved. It is the shared volume of our voice that drives success on pro-business advocacy efforts.

Be part of the team.

That's all it takes. Go ahead and

sponsor something. Chamber events are a classic opportunity for business-to-business networking.

Your experience with the Chamber will depend greatly on what you put into the opportunity.

There is strength in numbers. A larger and more diverse Chamber membership is a powerful tool for job creation and business growth in Alaska.

## Plan to Attend!

### 2014 Policy Forum\*

October 21, 2014  
The Hotel Alyeska  
Girdwood

### 2014 Annual Conference\*

October 22, 2014  
The Hotel Alyeska  
Girdwood

### 2015 Legislative Fly In

January 28-29, 2015  
Westmark Baranof Hotel  
Juneau

*\*Registration is open now for the 2014 Policy Forum and 2014 Annual Conference. Register today at [alaskachamber.com](http://alaskachamber.com).*

Ballot Measure 2, 3 and 4 Hearing Schedules

<p><b>Ballot Measure 2: Marijuana Initiative</b></p> <p>Tuesday, Sept. 9, 3-5 p.m. Nome Nome City Council Chambers 102 Division Street</p> <p>Friday, Sept. 12, Noon-2 p.m. Barrow Inupiat Heritage Center 5421 N. Star Street</p> <p>Monday, Sept. 15, Noon-2 p.m. Juneau Thomas Stewart Building, Beltz Room 105 206 4th Street</p> <p>Thursday, Sept. 18, 1-3 p.m. Ketchikan Ketchikan Gateway Borough Assembly Chambers, Whitecliff Building 1900 1st Avenue, Suite 144</p> <p>Tuesday, Sept. 23, 4-6 p.m. Anchorage Dena’ina Center, Knik Executive Board Room 600 W. 7th Avenue</p> <p>Thursday, Sept. 25, Noon-2 p.m. Mat-Su Curtis D. Menard Memorial Sports Center 1001 S. Mack Drive, Wasilla</p> <p>Monday, Sept. 29, Noon-2 p.m. Bethel Legislative Information Office 301 Willow Street</p> <p>Tuesday, Sept. 30, 4-6 p.m. Fairbanks Assembly Chambers, Borough Administrative Center 809 Pioneer Road</p> <p><b>Ballot Measure 3: Increase Alaska’s Minimum Wage</b></p> <p>Tuesday, Sept. 9, Noon-2 p.m. Nome Nome City Council Chambers 102 Division Street</p> <p>Thursday, Sept. 11, Noon-2 p.m. Barrow Inupiat Heritage Center 5421 N. Star Street</p> <p>Monday, Sept. 15, 4-6 p.m. Juneau Thomas Stewart Building, Beltz Room 105 206 4th Street</p> <p>Wednesday, Sept. 17, 4-6 p.m. Ketchikan Ketchikan Gateway Borough Assembly Chambers, Whitecliff Building 1900 1st Avenue, Suite 144, Ketchikan</p> <p>Tuesday, Sept. 23, Noon-2 p.m. Anchorage Dena’ina Center, Knik Executive Board Room 600 W. 7th Avenue</p> <p>Thursday, Sept. 25, 4-6 p.m. Mat-Su Menard Memorial Sports Center 1001 S. Mack Drive, Wasilla</p>	<p>Monday, Sept. 29, 3-5 p.m. Bethel Legislative Information Office 301 Willow Street</p> <p>Wednesday, Oct. 1, Noon-2 p.m. Fairbanks Assembly Chambers, Borough Administrative Center 809 Pioneer Road</p> <p><b>Ballot Measure 4: Bristol Bay Forever</b></p> <p>Monday, Sept. 8, Noon-2 p.m. Kotzebue Northwest Arctic Borough Assembly Chambers 163 Lagoon Street</p> <p>Thursday, Sept. 11, 5:30-7:30 p.m. Barrow Inupiat Heritage Center 5421 N. Star Street</p> <p>Tuesday, Sept. 16, Noon-2 p.m. Juneau Thomas Stewart Building, Beltz Room 105 206 4th Street</p> <p>Thursday, Sept. 18, 4-6 p.m. Ketchikan Ketchikan Gateway Borough Assembly Chambers, Whitecliff Building 1900 1st Avenue, Suite 144</p> <p>Monday, Sept. 22, 1-3 p.m. Kodiak Kodiak Island Borough Assembly Chambers 710 Mill Bay Road</p> <p>Wednesday, Sept. 24, 4-6 p.m. Anchorage Dena’ina Center, Knik Executive Board Room 600 W. 7th Avenue</p> <p>Tuesday, Sept. 30, 1-3 p.m. Fairbanks Assembly Chambers, Borough Administrative Center 809 Pioneer Road</p> <p>Thursday, Oct. 2, Noon-2 p.m. Dillingham Legislative Information Office 6 Main Street</p> <p>All hearings will be available via teleconference and citizens may call in toll-free to testify at (855) 463-5009. Anyone may listen live at the same number, or online at <a href="http://akl.tv">http://akl.tv</a>. Citizens may also submit comments via e-mail to <a href="mailto:bbaycomments@alaska.gov">bbaycomments@alaska.gov</a>.</p> <p>The hearings are required under a law passed by the Alaska State Legislature in 2010. Alaska Statute 15.45.195 requires the lieutenant governor to hold two or more public hearings concerning the initiative in each judicial district of the state, at least 30 days before the election in which an initiative is to appear on the ballot. Each hearing must include the written or oral testimony of one supporter and one opponent of the initiative.</p>
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Just say ‘no’ this November

Alaska Chamber Staff

The primary is behind us, and with it goes the first ballot measure of the year. Alaskans everywhere can heave a collective and well-deserved sigh.

But don’t throw out those No On One signs right away. We’ll be facing a triple dose of ballot-measure-mania this fall in the general election. It might be wise to invest in a handful of sharpies for a judicious bit of recycling.

Ballot measures are the product of a citizens’ initiative process. A relatively small percentage of voters\* (10 percent of previous election turnout) may place issues of significant social and economic weight on the ballot.

It is then our job as Alaskans to become educated and knowledgeable about what it is that we are voting on. As Thomas Jefferson said, “Whenever the people are well-informed, they can be trusted with their own government.” That is certainly an ideal we’d wish for every Alaskan, as well as ourselves. For while the intent and presentation of proposed measures may appear benign, the actual social and business consequences are not always defined, discussed and understood.

This November we cast our ballots on three measures, each threatening harmful and lasting consequences to Alaska workers and employers.

**Ballot Measure 2: Taking Marijuana to the Masses**

While this may appear to be a reprise of the legalization initiative that Alaskans voted down by a whopping 20 percentage points back in 2000, it’s not.

This initiative is part of a nationwide campaign to push commercial, industrialized cannabis products into markets across the U.S.

It may seem counterintuitive for a Chamber of Commerce to oppose the commercialization of a suite of products. However, Colorado and Washington are already wrestling with their own choices on this issue. The consequences for businesses are tangible and real. They include increased costs and exposure to liability.

Drug testing methods are inadequate to the task of gauging an employee’s level of impairment. The initiative leaves no opportunity for Alaskan villages and dry communities to opt out of the law. It will, in fact, be illegal for them to do so.

A red state like Alaska is an appealing target for the backers of this national campaign. Yet there is no reason for Alaska to rush cannabis edibles, candies and concentrates into our economy. There is no immediacy to the issue.

Better that we wait and observe the resolution to the business and legal struggles that Colorado and Washington are wrestling with before we sign up for some of our own.

**Ballot Measure 3: Raising Alaska’s Minimum Wage**

Alaska’s workers are engaged in commerce.

Each of us - without fail - shares a product in common. That product is our labor. Each of us will forever be uniquely positioned to determine the value of our skills, time and talents.

Proponents of a minimum wage (and specifically of increases to that minimum) believe that a minimum wage protects those of us who make the least. It feels good to think that we’re putting more money into the pockets of those who need it most. Thankfully, measures designed to increase minimum wage frequently fail when voters learn that the opposite is always the case.

There are winners and losers when it comes to increasing the minimum wage.

The winners under a higher minimum wage are those individuals lucky enough to keep their jobs. Also, labor contracts frequently reference the current minimum wage as a base. If you purposely raise the arbitrary and artificial floor, then you increase labor costs across the board... and that means there are losers.

The losers under a higher minimum wage are the same unskilled workers who most need a job and the basic skills that come with such a job.

Some businesses may be able to raise the cost of their service or products, but others, many competing globally simply don’t have that option.

Arbitrarily setting a minimum wage guarantees employers will demand a higher minimum skill set for beginning workers, seek efficiencies through automation, or be forced to close their doors.

**Ballot Measure 4: Different Regs for Different Regions**

Ballot Measure 4 is the latest in the ongoing concerted assault on the beleaguered Pebble prospect. Opinions on the viability of that project aside, this measure attempts to cripple resource management by muddling the regulatory process.

It demands a blurring of lines between branches of state government. Specifically, it requires that the legislature take action after Alaska’s designated administrative departments enforce the regulations established by the legislature.

Sound confusing? It’s intended to.

Alaska’s business community is often at odds with regulatory and permitting agencies. Those interactions exist by design.

They are put in place to assure that Alaska’s resources are developed and that the work is completed in the most responsible manner possible.

Ballot Measure 4 preys on that process. It is engineered inefficiency, establishing a precedent with reaching impact far beyond Bristol Bay and our mineral resources.

This November we will cast our ballots for these three ballot measures. In theory, it should be easy to remember the best course of action on each – **Just Vote No.**

*\*The Initiative Petition Process is defined online at: [www.elections.alaska.gov](http://www.elections.alaska.gov).*



# Welcome New Members

### AAA

Founded in 1902, AAA is a not-for-profit organization of clubs serving more than 53 million members in the United States and Canada. Since 1925, AAA MountainWest has helped its members enjoy their automobiles while meeting their insurance, travel planning and roadside assistance needs. Headquartered in Helena, Montana, AAA MountainWest serves more than 180,000 members in Montana, Wyoming and Alaska. Learn more at [mountainwest.aaa.com](http://mountainwest.aaa.com).

### All Seasons Argo & Equipment

A family-run business, All Seasons Argo & Equipment, LLC opened its doors in 1998 and succeeded in becoming the largest ARGO dealer worldwide. Living in Alaska for over 35 years, from Kenai to Fairbanks, now residing in Anchorage, they offer a variety of new and used ATV's, cargo trailers, and other outdoor equipment accessories. Learn more at [allseasonsargo.com](http://allseasonsargo.com).

### Anchorage Chrysler Dodge Center

Based in Anchorage, Alaska, Anchorage Chrysler Dodge Jeep Ram is an independently owned and operated Chrysler, Dodge, Jeep, and Ram dealership. Proudly serving Alaskans for over 50 years, they are known and recognized as the largest Chrysler Dodge Jeep Ram dealership in the state. Learn more at [anchoragechryslercenter.com](http://anchoragechryslercenter.com).

### Automated HealthCare Solutions

Founded in 1997, Automated HealthCare Solutions (AHCS) provides technology-enabled dispensing solutions for physicians, healthcare providers, and organizations serving workers' compensation patients and patients covered by personal injury protection insurance. Based in Miramar, Florida, AHCS offers ezDispense, a claims management technology platform for point of care medication dispensing. Learn more at [ahcs.com](http://ahcs.com).

### Builders Choice Inc.

Builders Choice is Alaska's leader in

modular construction and manufacturer of engineered building components since established in 1996, and has recently grown its business to South Dakota to strategically serve the Bakken and Canadian markets. Builders Choice offers turnkey modular solutions and has completed numerous successful projects throughout North America. They strive to build quality products that will stand the test of time. Builders Choice is committed to the pursuit of excellence in its work and to develop strategies that are able to meet changing market conditions and changing customer needs. Learn more at [builderschoice.us.com](http://builderschoice.us.com).

### Capitol Glass Northern Windows

Located in Anchorage, Capitol Glass Northern Windows has been serving Alaska's window and glass needs for over 50 years. Formerly Capitol Glass, they carried Northern Windows because it was the best made window. Eventually Capitol Glass and Northern Windows merged to become Alaska's premier glass company. With a 30,000 square foot manufacturing plant and showroom, Capitol Glass Northern Windows invites you to discuss your project with their friendly, knowledgeable staff. Alaskan hired and manufacturing in Alaska to serve Alaskans. Learn more at [cgnw.com](http://cgnw.com).

### Chenega Corporation

An Alaska Native Village Corporation incorporated in 1974, Chenega Corporation began participating in the government services marketplace in 1997. Today it performs on federal contracts through a combination of negotiated best-value and full and open competition vehicles. Chenega Corporation's diverse corporate capabilities and numerous contract vehicles accommodate a myriad of customer requirements and partnership scenarios. In addition to government services Chenega's family of companies are well respected in the field of electrical contracting. Learn more at [chenega.com](http://chenega.com).

### Leonard's Landing Lodge, Inc.

Located in Yakutat, Alaska, Leonard's Landing Lodge is owned and operated by true sports fishermen. Originally a marine repair station, Leonard's Landing Lodge has stood as the premiere accommodations in Yakutat for two decades. From cabin to hotel packages, Leonard's Landing Lodge offers a variety of options to match an Alaskan adventure you won't soon forget. Learn more at [leonardslanding.com](http://leonardslanding.com).

### Oxford Assaying & Refining

Serving Alaskans for more than 30 years, Oxford specializes in the refining of gold and silver and custom minting in addition to buying gold, silver, platinum and palladium bullion, scrap gold and silver and jewelry. Oxford provides the service, value, honesty, and integrity Alaskans have counted on for generations. Learn more at [oxfordmetals.com](http://oxfordmetals.com).

### Peninsula Radiation Oncology Center

Peninsula Radiation Oncology Center is located on the grounds of Central Peninsula Hospital and offers state of the art radiation therapy. The team at Peninsula Radiation Oncology Center is committed to providing H.O.P.E. to patients through a Healing environment, fostered by Open communication, a Patient centered approach and Excellence in clinical care. Learn more at [peninsularadiation.com](http://peninsularadiation.com).

### Pt Capital, LLC

Founded in 2013, Pt Capital, LLC is a private equity firm concentrating on investment opportunities in the Arctic, including Alaska, Iceland, Greenland and northern Canada. Uniquely positioned to navigate the complex Arctic landscape, Pt Capital has deep ties to indigenous and regional organizations, a world-class executive team, and unparalleled access to investment opportunities that drive growth and risk adjusted returns. Pt Capital connects regional stakeholders and global investors to build partnerships that

responsibly develop the Arctic, the most dynamic emerging economy of the 21st century. Learn more at [ptcapital.com](http://ptcapital.com).

### Saltchuk

Established 1982 when it acquired its first operating company, Saltchuk has grown to include shipping and logistics, marine services, air cargo, trucking and petroleum distribution companies. Headquartered in Seattle, Washington, Saltchuk oversees the management of their existing businesses and gathers and allocates capital. The Saltchuk Alaska companies include Foss Maritime/Cook Inlet Tug and Barge, Carlile Transportation, Delta Western/Inlet Petroleum, Northern Air Cargo and Totem Ocean Express. Learn more at [saltchuk.com](http://saltchuk.com).

### Southeast Radiation Oncology

Located in Juneau, Alaska, Southeast Radiation Oncology Center is the first radiation cancer treatment center in the region. Offering state-of-the-art radiation therapy, as well as personalized Cancer Care Navigation Services, patients from Juneau and surrounding Southeast Alaska communities can undergo treatment closer to home. The complexities of cancer care treatment can be overwhelming for many patients and their families. Southeast Radiation Oncology Center helps guide patients through the cancer care system and assists them in finding the support and resources that they need. Learn more at [southeastradiation.com](http://southeastradiation.com).

### Spill Shield Environmental Services

Spill Shield is a woman-owned company founded to provide Alaska businesses a local source for innovative, cost-effective and environmentally sound products. Spill Shield carries a complete line of Environmental Compliance Products including Drum trays, duck ponds, sorbent booms, containment berms, and absorbent pads for Construction, storm water management and Oil Spill Response. Learn more at [spillshield.com](http://spillshield.com).

## GeoNorth Announces New Remote Sensing Division

GeoNorth, LLC, one of the nation's premier custom application Information Technology solutions providers, announces the launch of a significant new business line, further enhancing the firm's geospatial solutions capabilities.

In partnership with Airbus Defense and Space (formerly Astrium Services, North America GEO-Information Services), a division of EADS, a world leader in space services, GeoNorth is now positioned as a global force in providing remote sensing services for U.S. customers including Alaska's local and state government and commercial customers, as well as federal government applications.

GeoNorth's investment in a Direct Receiving Station (DRS) for optical and Synthetic Aperture Radar (SAR) satellite imagery will provide the company the unique capability of priority tasking Airbus Defense and Space satellites to capture imagery anywhere on the globe and downlink the data directly to its processing terminal located at the Alaska Satellite Facility just outside of Fairbanks.

The company will also supply multi-spectral optical and SAR image processing services and will provide clients access to purchase archived images. As an Airbus ground station, GeoNorth has direct tasking and downlink capabilities

for all Airbus satellite constellations including SPOT (5, 6, and 7), Pleiades (1A and 1B,) and TerraSAR (TerraSAR-X and TanDEM-X) offering optical or SAR (Synthetic Aperture Radar) imagery in low, medium, high, and very high resolutions.

With regards to Alaskan applications, GeoNorth has preferential tasking capabilities over the entire state of Alaska, offering Alaska clients the most accurate and timely retrieval of satellite imagery available.

Pleiades 1A and 1B satellites are Europe's first very high-resolution Earth-observation satellites, offering exceptional performance to support both commercial and government markets. The SPOT 6 and SPOT 7 constellation, operated in conjunction with the Pleiades 1A and 1B constellation, offers imagery products uniquely capable of mapping continent-wide areas.

This four-satellite constellation makes Airbus the first satellite operator in the world to offer a complete range of Earth-observation data at different resolutions (from medium to very high-resolution), an image collection capacity of up to 8 million square kilometers each day, and the ability to image every point of the globe on a daily basis.



"This places GeoNorth in a unique competitive position. The demands placed on today's imagery-capable firms are exploding at a rapid pace resulting in a growth industry viable for the next decade and beyond", according to Bob Johnson, GeoNorth's Director of Sales and Marketing.

"Primary applications GeoNorth will initially focus on those related to oil and gas concerns, arctic research, maritime domain and awareness monitoring, change detection, emergency response, state and federal homeland security issues, military applications, environmental, forestry, transportation projects, and capabilities related to land use and management.

"This is the first step in the company's overall strategy in the remote sensing mar-

ket space. Future plans include the development of an educational curriculum, a jobs creation and scholarship program, and the future development of state-of-the-art remote sensing data center.

"We are thrilled to be able to make such a significant announcement at this time in our company's history. The addition of optical and radar remote sensing capture and processing capabilities complements and expands our existing geospatial technologies expertise, allowing us to continue to service our clients at the highest level and provide true value added services unmatched in today's industry."

*GeoNorth, LLC, (a wholly owned subsidiary of The Tatitlek Corporation), is located at 561 E 36th Avenue in Anchorage, Alaska. The firm specializes in such Information Technology solutions such as GIS, Optical and Radar Satellite Imagery Capture and Processing, Geospatial Solutions, Database Management, Web Design and Development, Mobile Applications, and Graphic Design Services. Since 1994 the firm has serviced federal, state, and local government agencies, utilities, oil and gas firms, natural resources companies, and private and Native Corporations throughout the United States and abroad.*





## 2014 Alaska Business Week a Success

By Nicole Schuh

Alaska Business Week Program Director  
Alaska Chamber



For one week this summer (July 27- August 2) 37 participants from across Alaska joined together to learn about business and leadership at Alaska Business Week (ABW). The week was a whirlwind of activities for participants, with each moment of their day from 7 a.m. to 10 p.m. filled.

At the beginning of the week, participants were split into companies (teams). Each company was lead by a Company Advisor (CA), a business leader from Alaska's business community who volunteered their week to be a mentor. Companies competed against each other during the week on two main projects, a business simulation and the creation of a product or service.

The business simulation (BizSim) required the companies to make decisions for eight quarters on how to best run their company. Companies worked together to make business decisions such as, what price point to sell their product at, how much to produce, if they need to expand their plant size, and how much they need to spend advertising.

The second items teams focused on was the creation of a product or service that would benefit Alaskans. These products did not have to be something that could be put on the market today but rather let the teams come up with an innovative idea for the future. Products ranged from a jacket that regulates body temperature no matter the weather, a more efficient way to collect oil from drilling sites, and window coverings that in dark winter months make it feel like summer inside your house. Participants also attended general assemblies where they heard from nine different speakers on topics such as how to become successful in the future, what it takes to become a leader, and not to fear rejection.

The week empowered Alaska high school students to become the leaders of tomorrow. Participants of ABW are now more excited about their future career opportunities.



## Thank you to our



Northrim Bank



Statoil

ConocoPhillips

First Choice Health™

Healthy Employees. Healthy Companies.™

Alaska Airlines

LYNDEN





## Become a part of 2015

Alaska businesses need qualified, educated employees poised to assume leadership positions in the future. ABW is one way businesses can take an active role in grooming future Alaska business leaders. Help us mold the next generation by actively getting involved in ABW.

### Program Sponsorship

ABW program sponsorship at any level benefits Alaska’s future business leaders. ABW is fortunate to have many generous benefactors to keep the program running, and hope you will consider becoming a sponsor.

### Provide a Company Advisor

CAs mentor a team of high school students during the program. Each team works in a simulated environment to learn real life business principles. A CA’s role is to help motivate the team to get involved in the week’s activities by asking engaging questions, empowering the students to make decisions and sharing their own real world experiences. CA’s are key to the ABW program as the mentorship they give to their team is irreplaceable.

### Speak or Judge

ABW relies on volunteer support from professionals at every level of business to deliver keynote addresses, and role-play shareholders and investors during the week. These are both great opportunities for businesses that are interested in helping ABW but unable to commit for a week as a CA. Judges serve as members of the board of directors each team of students report to at the end of the week. Throughout the week, business leader speakers are needed.

For more information on how to get involved with ABW, contact Program Director Nicole Schuh at [nschuh@alaskachamber.com](mailto:nschuh@alaskachamber.com) or (907) 278-2744.



## 2014 Sponsors!







**Alaska Chamber  
2014 Community Outreach Trip  
June 23-25 • Nome, Alaska**



More than three dozen Alaska Chamber members traveled to Nome, Alaska for the 2014 Community Outreach Trip. Located on the edge of the Bering Sea on the southwest side of the Seward Peninsula, Nome is a vital hub for Northwest Alaska.

Chamber members kicked off the trip with a welcome lunch with Nome Mayor Denise Michels, Nome Chamber of Commerce President Robert Hafner, and Nome Chamber Executive Director Barb Nickels. Following lunch, the Chamber held a quarterly Board of Directors meeting with special presentations from Lt. Gov. Mead Treadwell, Bering Straits Native Corporation President and CEO Gail Schubert and Representative Neal Foster.

The following day and a half continued with a packed agenda. From presentations on the new gold mining rush and the Arctic port expansion to tours of the new Norton Sound Regional Hospital and the Norton Sound Seafood Plant, Chamber members gained a solid understanding of Nome's (and the region's) business climate and economy as they directly influence the advocacy work of the Chamber.

"The relationships formed and the information exchanged during outreach trips are key as we advocate for sound business policies for all Alaska," said Alaska Chamber President and CEO Rachael Petro.

"As a statewide organization, I believe getting out of urban Alaska provides a better understanding of the economic opportunities and challenges around Alaska, and is key to our successful advocacy on behalf of all Alaska businesses in Juneau," Petro added.

The Chamber thanks the following sponsors for this year's outreach trip, without whom such an event would not be possible: ConocoPhillips Alaska, Bering Straits Native Corporation, NANA Development Corporation, Nome Chamber of Commerce, Saltchuk, Totem Ocean Trailer Express, Inc., Holland America, Kinross Fort Knox, Lynden and Alaska Airlines.

The Alaska Chamber's Community Outreach Trips offer Chamber members the opportunity to interact with communities across the state and meet other members and new business partners in a fun, educational and productive environment.

If you're a member, make sure to join us next summer and if you are not, join today! ■

By Brandy Dixon  
Communications and Events Director  
Alaska Chamber







Register now to join us in October for our Fall events at The Hotel Alyeska in picturesque Girdwood, Alaska. Whether you plan to join us for both days or just a portion, there are registration options for members and non-members alike. Register today thru our events page at [alaskachamber.com](http://alaskachamber.com).

## Join us this Fall • October 21-22, 2014



Policy Forum  
Keynote Speaker  
David Azerrad



Annual Conference  
Keynote Speaker  
Thaler Pekar

### Policy Forum, October 21

A member-exclusive event, the Alaska Chamber Policy Forum offers members access to review and shape the Chamber's advocacy program. Come learn how to deal with attacks on business from the left and the right with popular speaker David Azerrad. Join us for this statewide forum, connect with world-renowned speakers and exceptional thought leaders, and lend your voice to the important conversations that occur at our Forum.

### Annual Conference, October 22

Open to the public, the Alaska Chamber's Annual Conference is the state's premier business conference. Participants will profit from first hand-knowledge on issues of statewide importance to Alaska business. Gain insight on how sharing your story can boost your business with internationally recognized speaker Thaler Pekar. Concluding the conference is the Awards Gala to acknowledge the accomplishments of individuals, leading businesses, and chambers of commerce, and the contributions they make to our statewide economy.



### ALASKA CHAMBER STAFF

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