



BUSINESS to BUSINESS

ALASKA CHAMBER

SEPT
2015

Outreach trip: Chamber members discover Ketchikan



PHOTOS/FRANK FLAVIN

ABOVE: Alaska Chamber members enjoy dinner in the home with host and Ketchikan local Joe Williams.

LEFT: Gerad Godfrey ziplines high above Ketchikan's forest canopy.

BELOW: Bob Maier, Steve Horn, Beth and Dave MacDowell take in Ketchikan's harbor on Allen Marine Tours.

Each summer, the Alaska Chamber hosts an outreach trip to one in state community. Chamber members from all industries and all corners of Alaska gather to learn about business life in a part of the state that they may have never visited before.

The Community Outreach Trip is one of the most meaningful business networking opportunities in Alaska and an important part of the Chamber's statewide mission.

Alaska's first city

Located at the entrance to Alaska's famous and popular Inside Passage, Ketchikan is Alaska's southeasternmost city. While most Chamber members took an Alaska Airlines flight from Juneau, Seattle or Anchorage to reach the iconic city, most traffic arrives by water.

Ketchikan is part of the Alaska Marine Highway System and also an inter-island service connecting to Prince of Wales Island. The city is also a popular destination for private boaters, with plenty of moorage and shipyard facilities.

However, most seaborne guests to Ketchikan arrive on one of the many cruise ships that support the community.

Chamber member companies like Holland America Line, Princess Cruises and Celebrity Cruises bring tens of thousands of consumers to Alaska ports every year. For many, Ketchikan is their first port of call and an idyllic introduction to Alaska and Alaskan culture.

It was an impressive sight to see three massive commercial cruise ships moored in

the harbor on Tuesday, June 23, when Chamber members began to gather for the event.

"That's nothing," said Chelsea Goucher, Executive Director of the Greater Ketchikan Chamber of Commerce, "wait until we have five tied up — nose to stern — on Thursday."

Goucher was absolutely correct, and Ketchikan came alive with commercial traffic as businesses welcomed excited travelers to enjoy Alaska culture.

The Ketchikan economy

The Chamber gathered at Cape Fox Lodge for a series of meetings and summer house-keeping. However, the real work happened out in the community with visits to several important Ketchikan businesses.

Ketchikan is the cornerstone of the Alaska maritime industry, and the Vigor Alaska shipyard is one of the few examples of large-scale manufacturing in our state. And make no mistake — the scale is large. Vigor's facilities are impressive and also home to the youngest shipyard workforce in the nation. The company takes great pride in passing on important trade and craft skills to local young people.

The PeaceHealth Medical Center is an equally impressive facility. Chamber members toured existing operations as well as an ongoing expansion of a hospital that for many in southeast is their best option for care outside of Seattle.

See *Outreach*, Page 7

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Alaska businesses urge leaders to find sound fiscal path

By Rachel Petro
President, Alaska Chamber

The Alaska Chamber has long advocated for a sustainable budget that provides basic government services necessary to attract business investment. In fact, it's Alaska's business taxes that have supported Alaska's economic, government and savings growth.

And, it will be the success or failure of business that prescribes Alaska's future.

If the Chamber had our way, the State wouldn't be facing a deficit today, but here we are. According to a recent poll released by the Rasmuson Foundation Alaskans are increasingly aware of the State of Alaska's fiscal deficit.

At the same time an Alaska Chamber poll indicates Alaskans expect the State to live within its means.

We welcome that awareness and hope that it leads beyond increased dialogue to real, lasting solutions.

While it's good news that more

Alaskan's are aware of the problem, the bad news is there's no consensus — yet — on a fix.

The Chamber, collaborating with dozens of business and trade associations, recently sent a letter to the Governor and members of the Alaska Legislature encouraging them to address the State's unsustainable spending and

to secure a stable financial future for Alaska.

The letter and a complete list of signers are reprinted on page 3.

Doing the right thing is not always easy. Doing the right thing is not necessarily politically expedient.

Each organization that signed the letter set aside their individual perspectives for the greater good.

They did this because they understand that waiting to set Alaska on a sound fiscal path is a bad idea that will have lasting negative consequences.

The effort these organizations model is precisely what we need from each of our 62 elected State

officials.

It's time to do the right thing. We know uncertainty regarding Alaska's business climate will discourage private investment. It will further exacerbate the State's fiscal issues.

Therefore, we must swiftly take appropriate steps so the State's fiscal challenge won't negatively impact Alaska's economic health.

The tools needed to set Alaska on a sound fiscal path are well established.

We elect our officials, and the onus is on us to communicate our support for the tough deliberations and decisions that must be made.

Nineteen business organizations are taking a bold step and paving the way for all Alaskans to speak up.

They have set aside differences in opinion and are focused on what must be done to secure Alaska's future.

Now you can too.

Any individual, organization or

Doing the right thing is not always easy. Doing the right thing is not necessarily politically expedient. Each organization that signed the letter set aside their individual perspectives for the greater good.

Now, we just need our elected officials to act as statesmen and set aside political expediency for the long-term survival and growth of Alaska.

This challenge demands leadership beyond the confines of our elected officials. That responsibility belongs to each of us — as Alaskans, as business owners, and as employees.

business can now add their name to the growing list of Alaskans willing to support solutions at alaskaadvocacy.com.

It's time. We have the tools to set Alaska on a sound fiscal path — Let's use them!

Go online today and sign onto the State Fiscal Policy letter online today!

Passing the gavel after meeting challenges of last two years

By Brad Osborne
Chair, Alaska Chamber

We don't always get to choose the circumstances and challenges that face us in business, my tenure as board chair is a perfect example of that. This coming fall I will pass responsibility of leading the Alaska Chamber Board of Directors to our incoming board chair, and I suspect the same will be true for him.

It's true that we don't get to choose what comes our way but we are in control of how we react. I'm proud of how the Chamber has maintained a steady, pragmatic presence during Alaska's recent economic and

regulatory uncertainty.

You need to have a plan

Two years ago, when Renee Schofield passed me the Chamber gavel we had a good plan.

Alaskans were in agreement that we needed to oppose far-reaching federal programs that promised to lock up Alaska lands and deny responsible development of our natural resources.

Similarly, stakeholders on all sides agreed that our Workers' Compensation system was broken and no longer

worked in support of its intended purpose.

Before we could focus attention on reforms and external threats from Washington, we had to get our state's economic engine — the oil and gas industry — healthy and competitive on a global scale.

Educating Alaskans on the importance of all our industries and the roll each plays in Alaska's success was not something we planned for.

However the Chamber rose to the challenge. Not only were

we successful in delivering fact-based messaging to keep Alaska oil competitive, we learned that there is an appetite for more information about the industry groups that employ Alaskans and drive our economy.

The Chamber's It's Your Business campaign drew national attention, and I'm certain we will continue this and other educational efforts into the future.

What happens when...?

With the long battle to secure Alaska's competitiveness behind us the Chamber refocused attention on Workers' Compensation reform and pu-

nitive federal regulations ... and then the State came off its fiscal rails due to the significant drop in oil prices.

The Chamber has been advocating for adoption of a State fiscal plan and budgetary restraint for longer than

Casey Sullivan will be succeeding Osborne as chairman.

I've been involved. State officials have finally joined that conversation, but the State's budget woes will make meaningful progress on business issues a challenge.

And I think we can meet that challenge.

Taking steps

While I'll be stepping down as board chair this fall, I won't be stepping away from the Chamber.

Rather I'll be taking a small step to the side making room for Casey Sullivan, the Chamber's legislative affairs committee co-chair, to take my place.

I encourage each of you to welcome Casey and thank him for accepting this responsibility. More than that, I encourage the business community as a whole to join together to support Casey and the Chamber staff as they work together to advance the rising tide of Alaska's private sector economy.

Thanks for the continued support of the Chamber ensuring that the voice of Alaska business is heard.



PETRO



OSBORNE

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A letter to the Legislature and Gov. Bill Walker

To Governor Bill Walker and the Alaska Legislature:

The undersigned business, civic and trade associations representing hundreds of Alaska companies and organizations, and tens of thousands of hardworking Alaskans, encourage the Governor to work closely with the Alaska Legislature to address the State of Alaska's unsustainable spending and to secure a stable financial future for Alaska.

We support the State achieving fiscal and economic stability by reducing spending to an affordable level on a sustainable basis. Uncertainty of the State's financial future harms Alaska families and businesses.

The first priority is reducing spending; the second step is financing stability by combining revenues with investment earnings to fund essential responsibilities of government, as defined by the constitution. If revenues are still insufficient after these steps, the last option should be taxes on working Alaskans and the businesses that underpin Alaska's economy.

We support efforts to:

1. Reduce the State's operating budget to a sustainable level by:

- Prioritizing government services as defined by the constitution;
- Reviewing all formula-driven programs for cost effectiveness;
- Eliminating services that are not a function of government;
- Vigorously pursuing efficiencies to ensure continued delivery of essential services, which may include privatization or other methods to deliver services; and

2. Create an endowment model or similar framework to use Permanent Fund earnings to support essential services, which may include a cap on the individual dividend; and

3. As a last resort, explore new broad-based taxes on working Alaskans and, if necessary, businesses.

We believe the first step to a sound fiscal future for Alaska comes in reducing the operating budget to a sustainable level. State services must be prioritized; efficiencies must be pursued in delivering those services; and services that aren't a function of government must be eliminated.

Budget policy should focus on reducing spending to a sustainable level. In January two polls were conducted embracing the concept of a reduced State budget. In a statewide poll of 800 Alaska voters in January 2015 by Dittman Research, 57 percent of Alaskans said the State should live within its means. In an Interactive poll of business leaders at Meet Alaska in January, 70 percent supported deep cuts to the

existing State budget as the first

To secure a stable financial future for Alaskans, the State must align its spending to a level that residents can afford. This will require a multiyear series of annual reductions in the operating budget.

Although it may not be possible to correct the entire deficit through budget cuts alone, forgoing additional opportunities to reduce spending to a sustainable level is not an option. Furthermore, delaying the cuts will only make them more difficult in the future.

We believe the second step to securing Alaska's fiscal future is leveraging the State's financial assets to support essential services, and if necessary, cap the dividend. More than \$60 billion in financial assets currently generate more income than the State receives from oil production. Governor Jay Hammond's vision for the Permanent Fund at its inception included the eventual use of its earnings to help pay for essential government services. Those earnings, which may include a cap on the dividend, must be part of a long-term, sustainable solution.

Only as a last resort do we believe it appropriate to explore new broad-based taxes on Alaskans and, if necessary, businesses. Businesses will not invest in an undisciplined state that continually returns to taxation as an answer for its unsustainable spending.

Working Alaskans will be unwilling to accept individual taxation without confidence that the State is only funding appropriate, efficient services. Taxes on Alaskans and Alaska's businesses should only be pursued when this is demonstrated.

The fiscal challenges currently facing the State are not new and the tools available to address the problems are well-defined. However, without taking the appropriate steps the State's fiscal challenge will negatively impact Alaska's economic health. In addition, uncertainty regarding Alaska's business climate will discourage private investment in the state.

Each of the steps outlined above encompasses a multitude of variations. In securing the State's fiscal future by following these steps, you will send a clear message to all that Alaska welcomes investment.

We believe this is the right thing to do and we are committed to supporting a responsible, committed effort to secure Alaska's fiscal and economic future.

Sign our letter here: <http://alaskaadvocacy.com/sign-our-letter/>.

Sincerely,

Alaska Chamber

Rachael Petro, President and CEO

Alaska Miners Association

Deantha Crockett, Executive Director

Alaska Process Industries Careers Consortium

Cari-Ann Ketterling, Executive Director

Alaska Support Industry Alliance

Rebecca Logan, General Manager

Alaska Trucking Association

Aves Thompson, Executive Director

Associated Builders and Contractors of Alaska

Amy Nibert, President/CEO

Associated General Contractors of Alaska

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Building Owners and Managers Association – Anchorage

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Greater Ketchikan Chamber of Commerce

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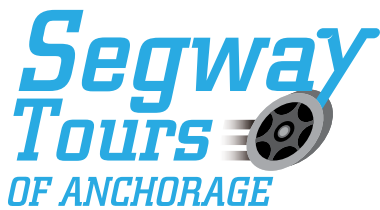


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Member Spotlight: Segway Tours for team building



Segway tours in Anchorage have boomed in 2015! The rise of this gyroscopically, battery operated, personal transporter has made touring your local city or town easy and environmentally clean. This technology gets you outside and covering miles of terrain at 10 mph. Though the rise of the Segway has been slow and steady since its introduction in 2002, the Segway has finally found its place as an effortless way to explore your local neighborhood in such a short amount of time.

While the exploring of a city is popular with tourists as well as the local population, local businesses and



PHOTOS COURTESY/SEGWAY TOURS OF ANCHORAGE

corporations have been looking to entertain and educate their employees with team building exercises. This new technology provides a means of entertainment with addition to implementing important business topics and

discussion points specific to a company's goal. The beauty of Segway Team Building exercises is that it allows for an activity to be as fun as cruising around town on a Segway, as interactive as a competitive scavenger hunt,



or as structured as a forming teams comprised of specific roles to determine what skillsets are most beneficial to unique situations.

So whether you would like a trip along the Tony Knowles Coastal Trail or you would

have an exercise specifically designed to cater to your company's agenda, the folks at Segway Tours of Anchorage are dedicated to making your experience a fun and productive one.

Welcome New Members

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Anchorage Home Builders Association

Anchorage Home Builders Association's mission is to promote safe, affordable housing and to represent the home building and remodeling industry. Visit them online at ahba.info.

ATCO Structures & Logistics

For over 50 years ATCO Structures & Logistics has served Alaska as a worldwide leader providing modular buildings, remote workforce housing, operational support and technical services. Visit them online at atcosl.com/en-ca/region/usa/alaska.

Cabela's

Few businesses survive the kitchen-table dreams of their founders. Yet, Cabela's, the leader in the outdoor equipment business has done just that - survived, grown and prospered to become the largest mail-order, retail and Internet outdoor outfitter in the world. Visit them online at cabelas.com.

Culmination Motorsports

Located in Anchorage, Culmination Motorsports services and restores European automobiles with an emphasis on Porsche and Volkswagen repair and restoration. They also buy and sell collectable European automobiles.

Date-Line Digital Printing

Located in Fairbanks, Alaska, Date-Line Digital Printing provides high quality, short run, digital printing on impossible deadlines. But more than that, they are people who care about people and are driven to provide unmatched service. Visit them online at datelinedigitalprinting.com.

Dave & Buster's

Founded in 1981, Dave & Buster's mission is to deliver an unparalleled guest experience through the best combination of food, drinks and games in an ideal environment for celebrating all out fun - and most important they're coming to Anchorage soon! Visit them online at daveandbusters.com.

Denali Daniels & Associates, Inc.

Denali Daniels and Associates, Inc. (DDA) provides strategic problem solving to nonprofits, government agencies and businesses working on some of the most trying issues and projects - across Alaska. With decades of experience across the state, DDA knows Alaska. Visit them online at ddaalaska.com.

Dimond Center Hotel

Designed with comfort and convenience in mind, the Dimond Center Hotel's spacious guest rooms offer a unique experience of peace and relaxation. Independently owned and operated by the Seldovia Native Association, Inc., the Dimond Center Hotel highlights distinctive art and decors representing the Kachemak Bay region where the small Alaskan village of Seldovia resides. Visit them online at dimondcenterhotel.com.

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Grand Aleutian Hotel

Located on Unalaska Island, the Grand Aleutian Hotel is a contemporary Alaskan hotel. With over 100 guest rooms, two full-service restaurants and bars, and a gift shop, the Grand Aleutian Hotel offers rugged beauty and delightful comfort, all within easy reach. Visit them online at grandaleutian.com.

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Kenai Peninsula Tourism Marketing Council

A non-profit, Regional Destination Marketing Organization, Kenai Peninsula Tourism Marketing Council works to grow the tourism industry on Alaska's Kenai Peninsula. Visit them online at kenaipeninsula.org.

Koniag, Inc.

One of 13 Alaska Native corporations created by the Alaska Native Claims Settlement Act of 1971, Koniag represents Alutiiq descendants from the Kodiak Island region. Koniag's approach to business has evolved to meet new challenges, expanding opportunities and the needs of its shareholders. The corporation's investments range from real estate holdings, resource development and business operations that include oversight of over a dozen subsidiaries. Visit them online at koniag.com.

NeighborWorks Alaska

Founded 30 years ago, NeighborWorks Alaska improves the quality of life for families and individuals by preserving homes, creating new housing opportunities and strengthening neighborhoods. Visit them online at nwalaska.org.

PRL Logistics, Inc.

PRL Logistics, Inc. offers a variety of project services and comprehensive logistics solutions including: Project Management, Project Planning, Modeling, Safety, Procurement and Field Execution. Visit them online at www.pacrimlog.com.

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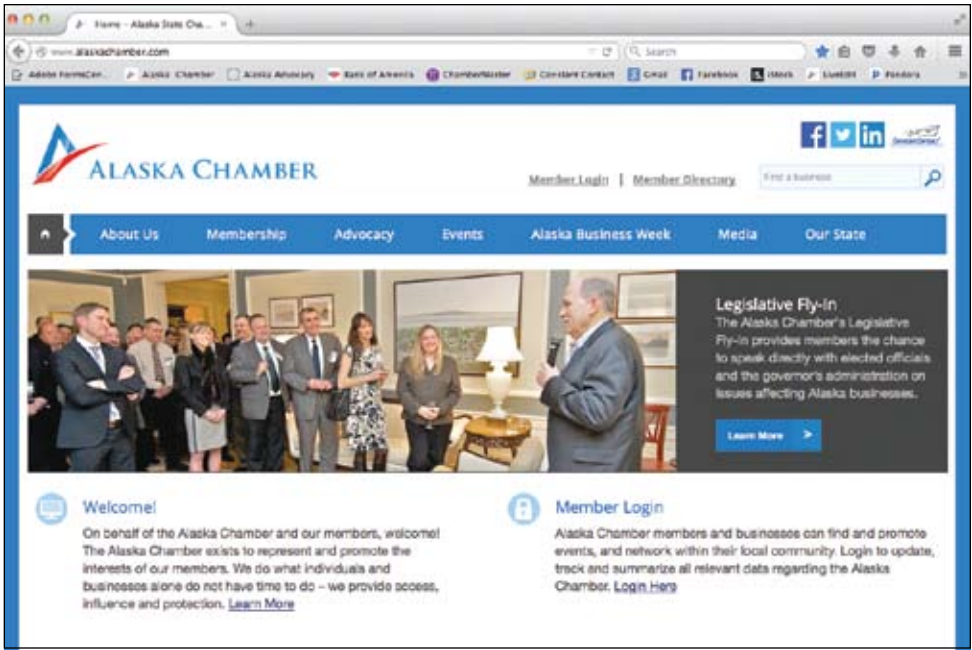
An investment planner with Raymond James Financial Services, William Robert "Bob" Huston specializes in risk management and asset diversification. Visit Bob online at raymondjames.com/bobhuston/AboutUs.aspx.

Tyler Rentals, Inc.

For more than 25 years, Tyler Rental, Inc. has set the standard in the construction and industrial equipment rental industry. Serving Southeast Alaska and Washington, Tyler Rental, Inc. offers a complete line of tools and equipment rental including a wide array of Industrial supplies and products. Visit them online at tylerrental.com.

USI Insurance Services

The 12th largest insurance broker in the world, USI Insurance Services is a leading distributor of property and casualty insurance, employee benefits and specialty products throughout the United States. Visit them online at 2.usi.biz.



AlaskaChamber.com gets a facelift

On June 1, the Alaska Chamber launched a new version of its website. This fully responsive design integrates an updated media section, which expands the Chamber’s content offerings to now include campaigns, press coverage and reports and studies. A slew of minor updates to pages improve on user’s ability to add events to their calendars, site search, better readability and more. Most importantly, the responsive redesign provides readers with the best experience possible no matter the device they are using to browse the site.

New one-stop-shop advocacy center

Visitors to **AlaskaChamber.com** can now easily locate elected officials and stay informed in our one-stop shop Advocacy Center. Accessible from our Advocacy drop down menu, or it’s own URL **AlaskaAdvocacy.com**, the site features include advocacy communications, legislative tracking and voter resources. This will serve as a great resource for users to engage with elected officials on pro business issues.

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2015 Alaska Business Week a Success

For one week this summer, (July 18-25) 60 high school students from across Alaska gathered 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 8 a.m. to 9 p.m. filled.

At the beginning of the week, participants were split into companies (teams). Each company was led by a Company Advisor (CA), a business leader who volunteered their week to 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 required companies to make decisions for eight quarters on how to best run their company. Decisions included what price point to sell their product at, and how much to spend on marketing. For the product or service, companies had to conceptualize an idea 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.

During ABW, participants interacted with 40 business professionals. These interactions gave them resources for future mentors, connections when starting out, and perspectives on what to expect in business.

At the completion of the week the students were excited about their goals and left with the tools to help them become the future leaders of business.



Help Us Create More Leaders

Since ABW’s inception in 2010, 320 students have participated. Within these first six years we have seen alumni open their own businesses, be recognized as leaders in their communities, and actively take steps to reaching their goals.

ABW is looking ahead to next year’s program and needs the business community’s support to continue to empower the next generation of business leaders. Consider becoming a sponsor or volunteer at ABW 2016.

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



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Outreach:

Continued from Page 1

Bringing it all together

We don't have space in this article to cover all the venues and conversations that the 2015 Community Outreach Trip provided during the three-day event. Guided tours of the Totem Bight State Historical Park and zipline exploration of the Tongass Rainforest canopy deserve articles of their own.

Ship tours of the massive ms Amsterdam and its amenities entice thousands of guest to our state, several times a year. Still, there is a common thread that ties the Ketchikan experience together.

Ketchikan businesses understand that Alaskans rise or fall together. Look anywhere in this amazing city and you'll see evidence of the once thriving industry that was Alaska timber.

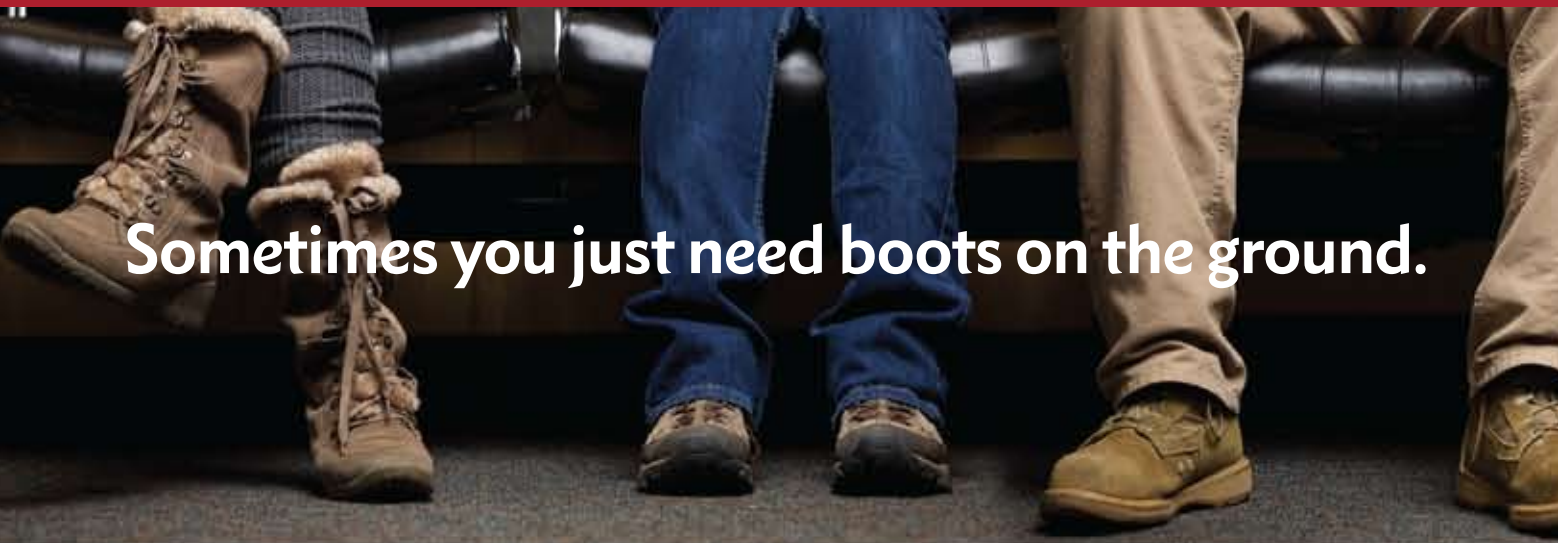
Ketchikan has seen firsthand the destructive effects of outside influence and public mismanagement of industry. The timber operations are all but gone from Ketchikan. The city and its business professionals understand the importance of fostering industries as diverse as manufacturing and mining, oil and fishing.

Separated by standing together. That was the takeaway from the Chamber's trip to Ketchikan this past June.

PHOTO/FRANK FLAVIN/
Alaska Chamber members explore Ketchikan's culture and history at Totem Bight State Historical Park.



Let's face it. Phone conferences and video chats are one thing...



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ALASKA CHAMBER

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Fairbanks, Alaska • October 12-14

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Brad Tilden, CEO, Alaska Airlines
Keynote Luncheon Speaker on Tuesday, October 13

Learn firsthand about Alaska Airlines' 83-year history in the state of Alaska, where they are today, and plans for the future.



Jim Mathis, The Reinvention PRO
Keynote Luncheon Speaker on Wednesday, October 14

Jim Mathis, CSP is The Reinvention Strategist (TM) and bestselling author of Reinvention Made Easy — *Change Your Strategy, Change Your Results*. He works with public and private sector companies on reinventing their cultures, offerings and brands.

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