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Fall / Winter 2023

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WELCOME Magazine

**PAINE FIELD AIRPORT | SNOHOMISH COUNTY
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Letter from the Publisher

It's hard to imagine that any of us could unplug completely. But what if we unplugged intentionally, at chosen times? We could choose dinner with friends, or a live performance. An evening stroll on the beach.

Here's an example of when I chose to unplug: I was just getting ready to sit down and watch the highly anticipated, final episode of “Succession” when a message from a friend came through on my phone. It said, “come over. Dad's out on the deck and something good to eat.” It included a picture of her dad, a lifelong friend, now aging and chairbound. I thought, “Well, I better practice what I preach... unplug. Succession will be there when I get back.” So I chose, instead, to go visit with my dear friends. We spent hours talking, laughing, reliving some of our treasured memories. We're all faced with choices; I'll never regret that choice.

In this issue we hope to unplug you. Delight in discovering new restaurants in one of our historic buildings. Try 16Eleven, a new upscale steak and seafood restaurant now open at The Apex cultural center, in the historic Masonic Temple in Everett, or The Muse, a speakeasy themed whiskey and coffee bar in the old Weyerhaeuser building at the Port of Everett. Maybe take in some ice skating or walk down the boardwalk while at the Port.

Find a new adventure on a path less chosen in our wild and beautiful back country or catch a flight from Paine Field to one of many warmer destinations including Hawaii! Be swept away into a live performance or stand in awe in front of an inspired art piece at one of our many art galleries.

The options to unplug in the fall and winter are limitless. Not a time for us humans to hibernate.

Enjoy!

Fawn Clark, Publisher

DIVE into the MAGIC of EDMONDS

One visit just isn't enough!



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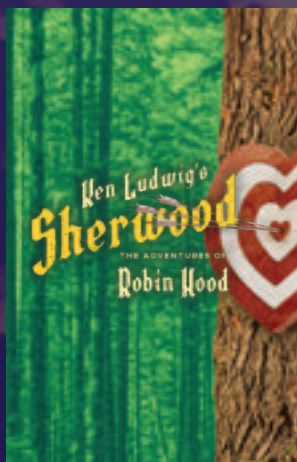
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Enjoy an evening out with friends.



In Pursuit of Unplugged

BY RICHARD PORTER

The days are getting shorter. The nights are cooling. I close my windows in the evening and wear flannel shirts instead of shorts. Goodbye salads and fresh berries. Hello soups and teas.

Here's what I'm doing this autumn and winter: I am not diving headlong into my phone. I'm not streaming endless Netflix in a perpetual reality-aversion hideout scenario. Just because the weather is "Washington weather" doesn't mean that I'm dead for crying out loud.

Nope. This year I'm unplugging from the Digital Void and intentionally engaging with the world and my fellow humans. Hibernation is not an option.

Join me as I fully embrace the dark season in search of warmth and light, meaningful experiences and community.



Photo courtesy of Unsplash.

Find a favorite Album and listen to the warm sounds of Vinyl, at Stargazer Records in Snohomish.

STARGAZER RECORDS IN SNOHOMISH

I find myself on a side street that runs perpendicular to Snohomish's main drag of Avenue A. Stargazer Records is sort of a speakeasy experience. You need to know where to go and when to go there. That's part of the fun – it's almost like a secret that's too good to let out.

Stargazer Records is a family-owned and -operated business that sells new and used vinyl records. Their rows of records offer a spectrum of genres, but classic rock seems to be the most prominent.

I luck out with a nearly-mint copy of Springsteen's Born to Run.

Records aside, Snohomish is a great wintertime day trip destination. I like food. I like coffee. I like weird old antique stores that plunge you into the headspace of bygone Americana. I recommend giving Snohomish a try when you need to go somewhere for novel experiences. You'll see.

Stargazer Records
127 Avenue C | Snohomish, WA 98290

GATHERING SPACE AT THE MUSE WHISKEY AND COFFEE

It's a rainy day on the Everett Waterfront. One of those days where the marine layer is thick and foggy and deadens the sound except for the lapping of waves on the riprap breakwater of the harbor.

I step inside the historic Weyerhaeuser Building at Boxcar Park and into the otherworldly realm of The Muse Whiskey and Coffee. Is it an upscale bar and coffee shop? Yes. Is it a series of comfortable rooms filled with jeweled-toned furniture, chandeliers, and silk-embroidered wallpaper? Yes. Does it have a golden vault where wine club members can rent a private storage locker for their vintage bottled beverages? Yes.

But mostly I'm here for the coffee and the vibe.

The Muse Whiskey and Coffee is a place where I meet up with buddies on a drizzly day. The plush layout invites a lingering conversation or an epic board game session. I know and recommend this place as a great seaside venue to unplug and make social connections. Or I can process my thoughts for artistic inspiration.

You, too, can find your muse at the... well, you know the place.

The Muse Whiskey and Coffee
615 Millwright Loop N. | Everett, WA 98201

GET INSPIRED AT THE CASCADIA ART MUSEUM

I discovered the nonprofit Cascadia Art Museum a few years ago. It's a fine collection of curated Northwest art, highlighting famous regional artists while also elevating the work of overlooked or underrepresented artists. The galleries here invite introspection, and the classy gift shop is incredible (hint: Christmas shopping). The vibrant colors and bold shapes of a museum are just what I need on a rainy day. Plus, it's like a block from Top Pot Donuts, so....

Cascadia Art Museum
190 Sunset Avenue | Edmonds, WA 98020



Photo courtesy South Fork Baking Company

Coffee at The Muse Coffee and Whiskey is best when served with delicious cookies fresh from South Fork Bakery.



Photo courtesy Cascadia Art Museum.

Members share a passion for art at Cascadia Art Museum in Edmonds.



Photo courtesy of Unsplash.

Share sunset and the beach.

BOULDERING AT SUMMIT EVERETT

I get the winter blahs. If you're familiar at all with Western Washington during the "off season" you know what I mean.

But in recent years I've had to check that assumption. What is an off season? Can't every season be "on" in its own way?

Which is why I like to climb in the great indoors at Summit Climbing Gym in downtown Everett. I love that it's in an urban area so that I don't have to drive to a remote trailhead and hike to a rain-slick boulder. I love that I can work my upper body and core and break a sweat. I love the feel of chalk on my hands and the thrilling, dizzying sensation of ascending a challenging bouldering problem.

I climb to feel the good-tired of being alive during hibernation season.

Summit Everett
2820 Rucker Avenue | Everett, WA 98201

UDON NOODLES AT KATANA SUSHI

That is all. That's the whole thing. It's an experience unto itself. It's a full and self-contained activity, full stop. I can't give away all my secrets, but this is one that I personally find to be failproof.

Katana Sushi
2818 Hewitt Avenue | Everett, WA 98201

AUTUMNAL BIRDING

As we've seen, there's much to do in the colder, darker months. But sometimes the only thing that's better than doing is not doing. Not to go all Zen on you, but inaction and close observation can bring a fulfilling sense of mindfulness to your daily life. Highly recommended.

Which is why I like to bird watch. I don't get extreme about it. I don't have a laminated guide or an app. I simply like to walk at Spencer Island or Langus Park and pay attention to what I can see. The wetlands and waterfront reveal their avian inhabitants to me when I'm patient and still: red-winged blackbirds, Canadian geese, cormorants, blue herons, and starlings. I can't name them all, but that's not the point. The point is to be there and look carefully.

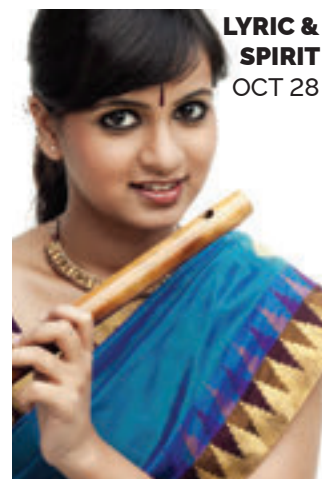
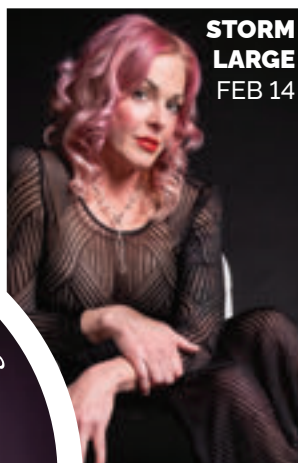
"Hope is the thing with feathers," as Emily Dickinson said.

Spencer Island Park
5033 4th Street SE | Everett, WA 98201

FINAL THOUGHTS

The unplugged experience goes on and on. These are things that I've come up with, but I like the challenge of watching and being open to more. When you set down your phone there's that initial wave of anxiety. But if you can get through it and come out the other side there's great freedom. Time moves at a comfortable pace. Sometimes I forget about time.

I'm out here this winter being present. And maybe I'll see you, too, in the wild world we call "in real life." ♦



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1. Bluewater Distilling
2. Seas the Day Café
3. Scuttlebutt Family Pub
4. The Muse Whiskey & Coffee
5. Jetty Bar & Grille
6. Fisherman Jack's

7. South Fork Baking Co.
8. Lombardi's Italian
9. Sound 2 Summit Brewing Co.
10. Woods Coffee
11. Anthony's Woodfire Grill
12. Anthony's HomePort Everett



'Moor' Things to do at Port's of Everett's Waterfront Place

Cold brew with a snowcap of foam. Prosciutto and pear flatbread pizza. Dim sum stuffed with locally caught salmon and crab. Rare bourbon whiskey from Pappy Van Winkle.

These are just a few of the menu offerings at five new restaurants now open at the Port of Everett's Waterfront Place! Fisherman Jack's, South Fork Baking Co., Sound 2 Summit Brewing Co., The Muse Whiskey & Coffee and Woods Coffee join the seven already established restaurants at the Port's expanding mixed-use community surrounding the largest public marina on the West Coast, offering a waterfront dining experience for all tastes, from surf and turf to pasta and pizza.

Here's what's new on the menu:

Sound 2 Summit Brewing Co.

Sound 2 Summit Brewing Co., which opened June 9, can be found in one of two new buildings located at Port Gardner Landing, just south of the Grand Avenue Park Bridge. The Snohomish-based brewery has expanded its popular tap list and serves up a variety of salads, fold sandwiches and flatbread pizzas at its new 3,000-square-foot space with a dog-friendly courtyard.

Woods Coffee

In a second building at Port Gardner Landing is Woods Coffee with a 2,000-square-foot café, featuring a drive-thru for added convenience. Woods Coffee, which opened on June 29, roasts its own beans in-house and bakes its made-from-scratch sweet and savory treats at Woods Bakery.

The Muse Whiskey & Coffee

The 100-year-old Weyerhaeuser Building, which once housed the Everett mills headquarters for the Weyerhaeuser Company, officially reopened on July 12 in its centennial year as The Muse Whiskey & Coffee near Boxcar Park. The Weyerhaeuser Muse is a coffee house by day and a speakeasy-style whiskey bar by night with picturesque waterfront views. It also doubles as a museum of Everett's rich milltown history and a waterfront events venue.

Fisherman Jack's

The Asian-fusion restaurant Fisherman Jack's featuring Chinese favorites made with Pacific Northwest seafood, including dim sum, rice bowls and noodle dishes, is in a new 6,000-square-foot building on Fisherman Harbor's "restaurant row," just south of Hotel Indigo. The new restaurant brand was created specifically for Waterfront Place. It opened on Aug. 31.

South Fork Baking Co.

Located just next door to Fisherman Jack's in the same building is South Fork Baking Co., which opened in September. South Fork offers a variety of baked goods, espresso and sandwiches — and also hosts cake decorating and pastry skills classes.

And, there's even more to come!

Watch for more openings and announcements on the horizon at Waterfront Place located off West Marine View Drive between 10th and 18th streets, including a wine walk with Covington Cellars | Two Vintners and Hamilton Cellars, Lazy Boy Brewing, Rustic Cork Wine Bar and Menchie's at the Marina, among others. Learn more about what's coming to Waterfront Place at waterfront-place.com.

Are you interested in siting your business at Waterfront Place? Contact the Port at publicaffairs@portofeverett.com.



Celebrate the holidays at the waterfront! **WINTER LIGHTS & PACIFIC ICE RETURNS**

Experience the magic of the winter season at the Port of Everett's Waterfront Place with the 16th annual Holiday on the Bay festival on Dec. 2, 2023, the 3rd annual Pacific Ice pop-up ice rink returning Nov. 25, 2023 – Jan. 8, 2024, and winter lighting displays at Pacific Rim Plaza up through Feb. 19, 2024. Holiday on the Bay festivities include a holiday pop-up market, free kids' activities, a tree-lighting ceremony, visit from Santa and lighted boat parade. At Pacific Ice, glide gracefully on real ice as you immerse yourself in the spirit of the holidays. New this year, enjoy the ooey-gooey goodness of s'mores with "Fire & Ice" and meet fan-favorite movie characters on "Magical Mondays." Learn more @ pacificice.com. Dazzling water-themed lighting displays along the esplanade include the Port's frozen fountain, leaping salmon and crashing wave illuminations.





Photo courtesy of City of Monroe.

(left) Get cozy in one of the many cabins of the Sky Valley. (top) The Skykomish River Bridge at Al Borlin Park.

Off the Beaten Path in Sky Valley

BY RICHARD PORTER FOR
SEATTLE NORTHCOUNTRY

It's true that State Route 2 in Snohomish County offers many roadside delights. As it whisks drivers across the county, the scenic byway reveals little, easy-to-access gems to passersby.

Consider the classics: the Wayside Chapel, roadside farm stands, the Reptile Zoo, and Espresso Chalet. These are all great places.

But if you venture just a bit off the beaten path, you'll find some other attractions that deserve your exploration. These are attractions that are easily missed by the average motorist on the interstate zipping by and caught up in stunning mountain views.

This autumn and winter, try to take the side roads, the detours. There's a

lot to discover in the Snohomish and Skykomish River Valleys.

"Lesser-traveled paths" lead to rewarding experiences.

FIND YOURSELF ON A SECRET FOREST ISLAND – AL BORLIN PARK

Monroe's best park is on the down low. It's on the other side of town from SR2, which gives you a five-minute opportunity to drive through the city's charming downtown.

Al Borlin Park (not to be confused with the Richard Karn character Al Borland in Home Improvement) is in essence 1.2 miles of soft gravel trails through groves of big leaf maple trees. It offers 90



Iron Goat caboose - Jake Campbell/Seattle NorthCountry
Mushrooms - Unsplash

Explore the Iron Goat Trail and forage for seasonal mushrooms.

verdant acres with views of the Skykomish River, eagles, and deteriorated railroad trestles.

Al Borlin Park comprises Buck Island, which sits at the confluence of the Skykomish River and placid Woods Creek. In summer it's a great place to swim, but in the autumn and winter months, Al Borlin Park offers a quiet and contemplative stroll through brilliantly colored deciduous maple leaves and sometimes snow.

The namesake of the park was a longtime teacher and city council member in Monroe. Mr. Borlin was a lifetime advocate of local parks and outdoor education. If that's not the most wholesome thing you've read today, I'll eat my hat.

***Quick note:** sometimes the park floods in winter. You may want to check ahead with the City Parks Department before visiting.*

COZY CABINS

Imagine cozy autumnal cabin life. You hear the soft rain pattering on the corrugated metal eaves and big leaf maple leaves. You toss seasoned fir logs into the fireplace and send sparks dancing up the chimney. You laze indoors, gazing out the windows at the mist and evergreens that have made our state famous throughout the world.

There are over 800 rental cabins in Snohomish County. They range from expansive compounds designed for extended family or friend group getaways, to tiny A-frames tucked on the riverbank, to chalet-style lodges with mountain views. There's an abundance of choices just along Highway 2. A simple search on AirBnB will pull up desirable options, perfect for when you need a weekend out of the city. Feel free to either unplug or find a cabin with Wi-Fi and work remotely to escape the office.

There's no time like cabin time. Don your plaid flannels and gird yourself with long underwear. Grab that bottle of whiskey and find some peace of mind out in nature this autumn.

MYCOLOGY FOR ALL

Rain and Washington State autumns go hand in hand. When the skies open in fall, before snow starts to blanket the higher elevations, there's a perfect window for mushroom hunting. Rainfall swells the fruiting bodies of mycorrhizal networks and – voila! — mushrooms start popping from the forest floor and tree trunks overnight.

If you've never been on a foray in search of mushrooming gems, you might be missing out.

Consider getting a solid guidebook, or better, linking up with a local mycological society before heading out into the woods. But consider — even expert mushroom-hunters can sometimes be duped by toxic lookalike species. There are few hard and fast rules to mycological taxonomy. Just because a mushroom looks delicious, doesn't mean it should be eaten. Plus, as in any outdoorsy endeavor, there's etiquette to follow.

Here are some basic, non-negotiable rules to the hunt:

- When in doubt, don't eat it.
Taking photos is also a fun option.
- Even edible mushrooms can be hard to digest. Start with just a small amount to be certain they're alright for you.
- Bring a basket to forage. As you travel, the spores from your gathered fungi will spread, helping to repropagate the forest.
- Don't trespass on private property.
- As always, leave no trace.

**There's no time like cabin time.
Don your plaid flannels and gird
yourself with long underwear
and find some peace of mind
out in nature this autumn.**

THE IRON GOAT TRAIL

The worst natural disaster in the history of Washington State happened near Stevens Pass over a century ago. In the spring of 1910, a nighttime avalanche roared down from the mountain and knocked two train cars into a ravine, killing 96 people.

The location of the tragedy, a city called Wellington, became infamous for the much-publicized avalanche, so much so that they renamed their town Tye. The settlement was an outpost for employees of the Great Northern Railroad. Tye was abandoned by the 1930s when an alternate rail route directed locomotives through the 7.8-mile Second Cascade Tunnel.

Today an interpretive trail called the Iron Goat will take you along the abandoned railbed and into the ghost town of Wellington. Well, it's sort of a ghost town. It's so thoroughly disappeared that all that remains is a single set of stone steps and snow sheds buttressing the mountainside.

The "Iron Goat" of the Iron Goat Trail refers to the Mountain Goat that was emblazoned upon rail cars of the Great Northern Railway. Volunteers built this interpretive hiking path in the 1980s to remember the area's railroad heritage.

If you're a hiker, or a history buff (or both), then you owe it to yourself to trek into the past along the Iron Goat Trail.

AN EXHORTATION

There is much to see in the fall and winter. Just because the summer's over doesn't mean that you can't don your raincoat and thermal layers to explore what's out there. This is the season for you to go and do.

Best of luck and tell me what you find out there on the roads less traveled. ♦



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The contemporary environs of Seattle Paine Field create a luxurious, cosmopolitan lounge.

Paine Field

Improving name recognition sets stage for growth

BY ELLEN HIATT

Paine Field is no longer *just* Paine Field. And that's something Brett Smith with Propeller Airports is happy about, even expecting it to solve one of his most vexing problems at the commercial passenger terminals.

This past summer, Snohomish County Executive Dave Somers announced a rebranding of the entire facility to Seattle Paine Field International Airport.

"If you look out my window, you are going to see two Iraqi airways planes, Quantas, El Al, Turkish Airlines. And Kenmore flies to Canada," he said. Paine Field is, in fact, an International airport. In the five years since he first opened the passenger terminal in a public-private partnership with the County, the terminal's name recognition has declined.

"Now that we are kind of restarting, it's important people

know where we are. I have been surprised at the amount of people who live in King County, who don't really know where this airport is." The price to fly is competitive, he said, compared to flying from SeaTac, and even a time and money saver when you account for dealing with traffic and parking.

"Having Seattle in the name makes a massive difference to pilots and visitors. Let's be honest, not everybody knows where Everett is," he added.

"My job is to get more flights to more destinations," he said. And he's on track for that. The Seattle Paine Field Passenger Terminal now serves Anchorage, Las Vegas, Los Angeles, Orange County, Phoenix, San Diego and San Francisco, with seasonal service to Tucson and Palm Springs. Honolulu service begins Nov. 17, 2023.





Brett Smith, CEO of Propellor Airports, credits Snohomish County Executive Dave Somers with foresight in changing the name of the regional airport.

Smith started Snohomish County Airport Paine Field – now Seattle Paine Field – with a vision just five years ago. That vision, delayed by a pandemic, is still on track to bring robust commercial passenger service to Snohomish County. There is always something to be done to meet that goal.

The terminal's original lack of name recognition, the regional limitations in mass transportation, the lack of a U.S. Customs office on site, a market irrevocably altered by a massive cultural shift brought on by a pandemic. The challenges are daunting.

On this day in August, while Smith was distracted from helping with wedding planning, he jumped from one idea to the next, one frustration to the next recognition of accomplishment achieved.

“The wedding is more stressful than building an airport,” he acknowledged as his computer screen distracted him with a centerpiece option. “I do care!”

It makes sense he would be concerned with choosing the perfect centerpiece for his own wedding. This is a man who picked up flowers every Monday morning to have fresh bouquets in the cosmopolitan airport terminal he designed and stewarded from the ground up. Smith leaves no detail unattended.

The awards on Brett Smith's window shelf tell the story, as much as the eclectic artwork on the walls, the piles of paper on his desk, and the Brillo-branded sticky note pad holding up his keyboard, next to a small stack of wedding invitations.

A gifted, framed print of a dollar bill with the signature of President Harry Truman (“the buck stops here”) is near a bold and modern print that merely says “How Much?” Smith picked the latter up in a gift shop at the beginning of creating the Paine Field passenger terminal. It was a question he knew he’d ask himself frequently. But it was a task he believes the private sector could take on with more success than the public sector alone.

Government owned terminals are primarily an American phenomenon, he said. In Europe, most are private, he said, ticking off a list: Heathrow, Gatwick, Edinburg, Sydney, Charles de Gaulle, Frankfurt. “All privatized. But very uncommon here.”

PARTNERSHIP

“It was important to me to see that the private sector could do it, just as good, if not better – but also in partnership,” said Smith.

The awards on the window shelf overlooking the Qantas and Turkish Airlines planes on the tarmac included Monacle’s Travel Top 50 Award for “World’s Best Regional Airport,” and a USA

Today’s Reader’s Choice Award for being one of the 10 best small airports in the country. There are more, but the award he is particularly pleased with is from the Washington Pilots Association.

“I think it’s important that the general aviation community realized we weren’t all that bad,” said Smith, a pilot himself. “They were concerned that what we were doing for aviation would interfere with what they wanted to do.”

The passenger terminal, he said, supports the many other operations at the airport, he said.

Because, as a private operation, Propeller Airports pays Snohomish County a fee for its operation at the location. The County, without that private partnership, could not invest terminal-generated resources into other county needs off-site of Paine Field.

Recent master planning for the location revealed many demands for the location, according to Joshua Marcy, Paine Field’s director, in Puget Sound Business Journal. There are a lot of needs for the space from commercial tenants and corporate aviation, flight schools, hobbyists, manufacturing and more.



Alaska Airlines was among the first airlines to create routes from Seattle Paine Field. Their latest addition is a route to Honolulu.





Among the more exciting developments, Snohomish County is working jointly with Washington State University on a new, sustainable aviation fuel research and development facility, billed by the county as the world's first sustainable aviation fuel repository. The goal is to collect, sample and distribute sustainable fuels.

CHALLENGES

The changes that a pandemic brought to passenger service were, perhaps, the one thing Smith said he could not have predicted in his lifetime. Not only did it dramatically alter the patterns of travelers (business travelers do a lot more by Zoom than by traveling for a face-to-face meeting now). But also, a pilot shortage was predicted for a few years out from now, as pilots reached retirement age.

"The majority of pre-Covid was business travel. Now it's all leisure. Tuesday and Wednesday are the slowest days," he said. "The fundamental change is business travel."

"People think the effects of Covid are over and they are not," he said, noting the many pilots who took an early retirement in the pandemic. "Those guys are gone now. This was a problem everyone in the industry knew was coming. It was predicted by 2030 we would have these pilot shortages. Covid made it an immediate problem."

He believes the FAA needs to lower the number of hours of flight time required for a pilot to serve as first officer. It's currently 1,500 hours – three times what pilots are required

to achieve in Europe. "I have been flying for 17 years and I am just under 2,000 hours. And I fly a lot."

"The smaller regional airports have gotten crushed during Covid. Seventy-one percent of airports lost a minimum of 30% of their traffic. We are so close to Seattle so it's not as bad. Places like Yakima are down to one flight a day."

Smith is also frustrated with the region's mass transportation options, especially in comparison to Europe's mass transit system. He doesn't have answers for it all. But he continues to work through the challenges. The terminal's name change to include Seattle for name recognition, and the revitalization of leisure travel, are going to make a tremendous difference. Next up, he said, is to get a Customs operation on site.

As he fielded a call from an advertisement producer to inquire if they could film an ad for a car company (probably not, he said), he offered praise for County Executive Somers' decision to change the name of the airport, and the relationship they've created in partnership.

"One of the things I am most proud of is our relationship with the government. When the government understands the importance and they are forward thinkers, like Dave Somers, we get a lot done. The relationship with the County is truly like a marriage – it has to work for both parties." And it's working, Smith said, adding he believes it to be a tremendous asset to the community now and in the future.

"It's always been important for me to give back doing a project like this in an industry I love. I am giving back in a way that's greater than myself. This is going to be here long after I'm gone, creating value for our community." ♦



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(left to right) Hannah D., Gina B., Genevieve D., Kendra B., Kesley B., Cori H., Teresa T. and Jessica A.

Marysville Toyota

Winning customers and female employees with a negotiation free and fair pricing business model

It's not uncommon over the past two years to see new vehicles priced well above their Manufacturer's Suggested Retail Price (MSRP). Even the prices of used vehicles are soaring! The supply chain, impacted by the pandemic, caused a record shortage of new and used vehicles, resulting in many dealers choosing to mark-up their vehicles well beyond the MSRP. Marysville Toyota began just one year before the Covid Pandemic changed everything. But the philosophy behind the company remained unchanged, even by these tremendous market forces.

From their inception in July 2018, Marysville Toyota leadership's foundational principles require respect for its customers and employees, requiring a vehicle to never be priced above its MSRP, with no add-ons or dealers installed equipment inflating the price. Customers have voted with their patronage making Marysville Toyota one of the fastest growing Toyota franchise in the Portland Region, encompassing Washington, Oregon Idaho, and Montana. The highest Google scores of all franchises in the Seattle metropolitan market speaks for itself.

Jim Colon and Perry Watson III, co-owners of Marysville Toyota with their unique sales model, knew their ethos of respect-first hit a chord with customers when their Google scores shined. But the first sign of success was in their pool of applicants for employees. They were pleasantly surprised when so many women submitted an application to work there. In an industry where dealerships only employ 9% female employees, Marysville Toyota total female employees represent 45%.

"We were focused on what the marketplace wanted," Watson said, adding they conducted a survey before opening to discover the barriers and perceptions people have around car shopping.

The survey said that people don't like to negotiate their car's price, they don't like to be shuffled off to the finance office, and they wanted the whole process to go a lot faster.

Colon and Watson set about to create a different kind of auto dealership. The model is called "The Power of One." Work with one person from beginning to end, without being handed off to

a finance closer — their finance experts work in the background finding the best solution for each customer. There will be one best price for every vehicle. Everyone receives the same deal. And from the time the buyer chooses the vehicle they want, their goal is to get the customer on the road within one hour.

Josh Hawes drove all the way up from Bellevue to pick up his new Tundra.

"A good friend of mine is the general manager at a dealership in Tacoma. I feel like I am getting the same experience here as we purchased from a friend.

It turns out that being treated like a friend is not just attractive to buyers. It is attractive to prospective employees.

"All of a sudden we had a female centric team because that negative, negotiation, commission-based aggressive sales environment was gone," Watson said.

Six out of 10 of their sales representatives are female. And the management team is also 57% majority, female led. Women make up only 9% of an average dealership's staff, and most of those are in support roles.

At Marysville Toyota, women are in every role. Including service as managers, advisors, and technicians.

"It is a female centric dealership. It is such a beautiful vibe here. It's vibrant. So professional. So open," he said. Indeed, the building is wide open, with massive glass panels letting the light in, and a warm, neutral palate creating a warm atmosphere.

He takes umbrage at the stereotypes Millennials and Gen Z people don't want to work because 63% of their staff comprise that demographic.

"We have a very young staff," he said. "They are phenomenal."

But the company acknowledged their staff value their time off with a flexible work life balance, and that they don't like keeping their personal lives separate from their work lives. They have created a close family of 65 employees.

"It is not always easy. But it has been worth it," he said.

Rachel Pitman, who manages the used car department, agrees that Marysville Toyota is a different kind of place to work.

"I love it here," she said. "We have a ton of women. I feel like everyone is just kind, thoughtful and respectful. It's simply different than any other dealership or place I have worked for. I feel really spoiled." ♦

For more information go to www.marysilletoyota.com or call (360) 651-0230



James Madison carving a story pole at his Tulalip residence.



“Eclipse” Moon Mask. Hard carved yellow cedar, carbon fiber.

Still Alive, Not Petrified

BY MICHEAL RIOS

In an era of rapid technological advancement, the art world is undergoing a profound transformation. Artists, once limited by traditional mediums, are now free to embrace modern tools and digital platforms to push the boundaries of their creative minds. Yet, there’s a new form of artistic mastery that creates modern-day masterpieces by using traditional tools that date back millennia.

Tulalip citizen James Madison is such a master. He embraces the challenge of adapting to an ever-evolving art market while being guided by his ancestors’ strength of culture and tradition to forge forward and demonstrate to the next generation of artists what’s possible — a mindset he inherited from his grandfather Frank Madison.



Self Portrait "Triptych". Limited edition case bronze, carbon fiber backing, lexan base.

"I started learning how to carve at 5 years old," shared the 49-year-old James, who is now widely regarded as a master of multiple art mediums. "Some of my earliest carving memories are from when I'd be dropped off at my grandma Lois and grandpa Frank's house every day during elementary. Basically, I'd receive my cultural teachings from them in the morning, before going to school at Whittier Elementary. Then continue the cultural teachings with them after school."

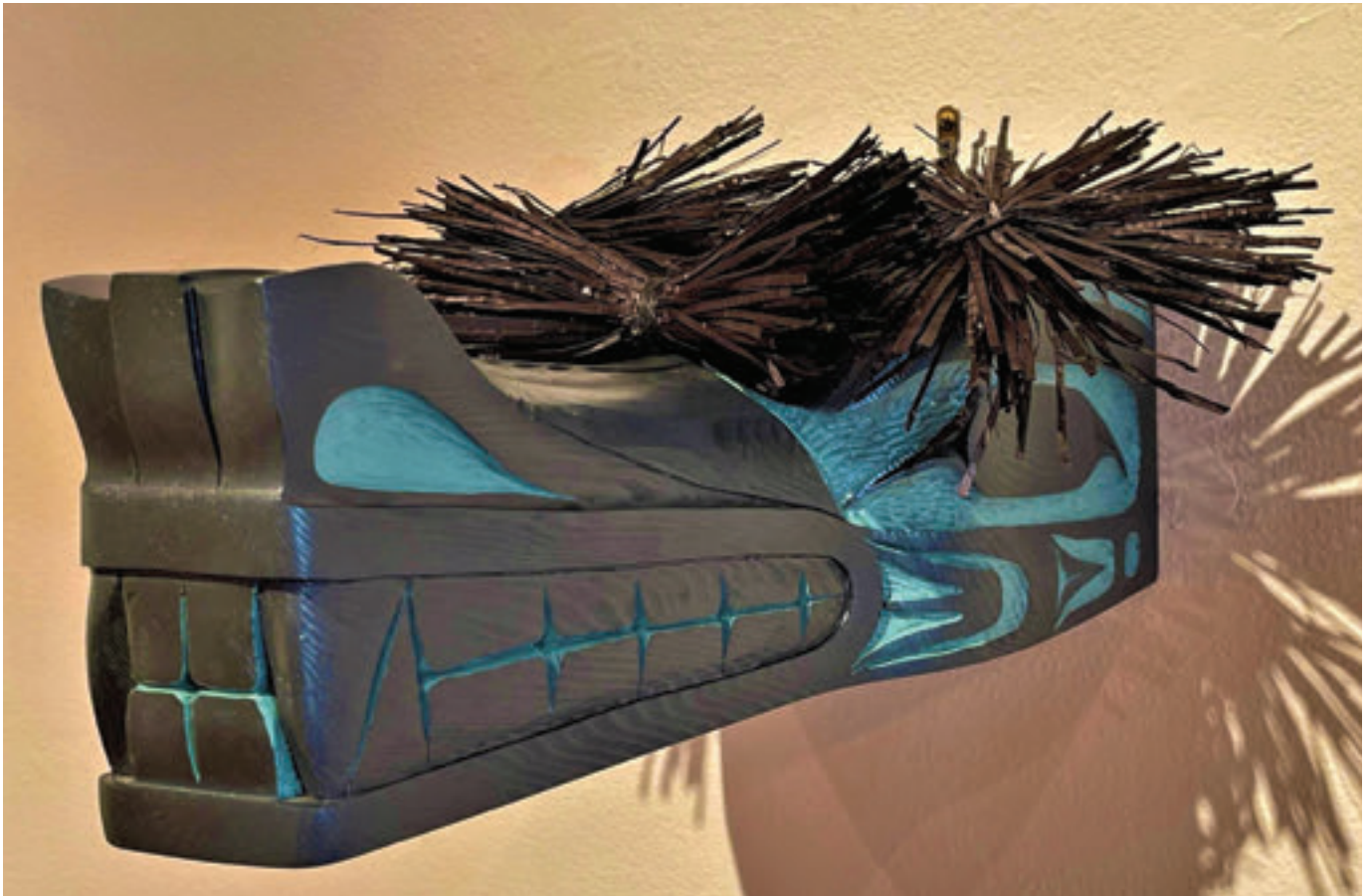
James comes from an artistic family that spans multiple generations and includes both Tulalip and Tlingit forebearers who were deeply rooted in cultural traditions and storytelling. They used a variety of tools and elements that were at their disposal at the time to preserve their culture through art.

Today, as the world becomes increasingly interconnected and technology-driven, James and his Native American contemporaries are finding ways to evolve their craft by blending traditional techniques with new mediums. Welcome to the competitive art scene of 2023. Where true masters

of the craft must push themselves to create exciting and innovative works of art to preserve their cultural heritage like generations of old.

"I always dreamt of being an artist like my grandpa and father before me," admitted James. "There was a Haida artist named Bill Reid, who I never actually met in person, but he had a profound impact on me through his books filled with Northwest coastal art and stunning sculptures that were 15- to 20-feet large. When I was young, his books were accessible to me, and I'd look through them constantly."

As his portfolio grew, so too did his public commissions, to the point that his previous childlike visions of one day creating larger-than-life carvings and sculptures came to fruition. James has created stunning 10-, 20- and even 25-foot installations that are visible all across Coast Salish territory. From his home reservation (at Tulalip Resort Casino, Hibulb and the Admin Building), to Mukilteo's Lighthouse Park, Stanwood's Kayak Point, Arlington's Centennial Trail, and Everett's Evergreen Arboretum.



"Gooch" Wolf Mask. Red cedar, acrylic paint, cedar bark.



Thunderbird Blackfish Panel. Hand-carved red cedar, acrylic.

‘We need to not just carve things out of the books, but look to create new things to show that we’re still evolving.

Most recently, James held his first solo exhibition with Seattle’s iconic Stonington Gallery. His mastery of multiple mediums was on full display. His unique cultural expression filled the gallery space and gave onlookers a chance to explore complex themes while immersing themselves in awe-inspiring creations developed by a master at work.

“I know it’ll sound kind of goofy, but I don’t look at myself as a Native artist. I look at myself as an artist,” reflected James. “My grandpa always told me, ‘We need to not just carve things out of the books, but look to create new things to show that we’re still evolving. We’re not petrified. We’re still alive.’ I’ve incorporated that mantra into my life by always striving to create something new. To show that we’re not petrified. We’re still alive and still evolving.”

Fittingly titled *Still Alive, Not Petrified*, his Stonington Gallery exhibition embodied what an artistic mind can achieve when experimenting with various techniques and



Whale Mask. Hand-carved yellow cedar.



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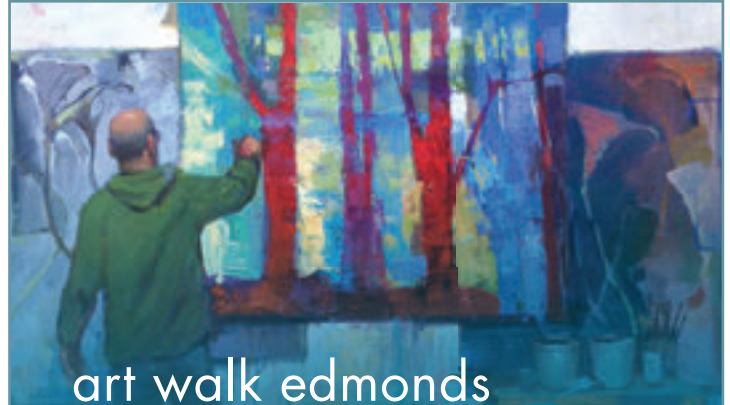
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cross-discipline collaboration, while still being steeped in traditional teachings that have been passed down since time immemorial.

"I've been so enthralled by not just the level of mastery James routinely exhibits, but the sheer diversity of his mediums as well. It was his carvings and public works that initially caught my eye," explained Jewelina Rosenbaum, director of Stonington Gallery. "In my 24 years with Stonington, we've made it a mission to spearhead the connection between this region and Coast Salish art.

"We are so honored to have featured a James Madison solo exhibition because he truly encapsulates contemporary Coast Salish art," she added. "From metal sculptures and glass woven panels, to intricately carved cedar masks and paddles, to even molded carbon fiber weaves that contrast beautifully with a carved cedar panel backdrop, he represents everything one might want when coming to the art form."

As he continues to evolve his use of Coast Salish storytelling through new mediums and traditional tools, James is actively revitalizing the local art scene by injecting innovation, vibrancy, and relevance into the creative process. By leveraging technological advancements to preserve and showcase his culture, he's also bridging the gap between generations and diverse backgrounds to create a collective understanding of what it means to be alive, not petrified. ♦



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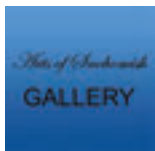
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(left) Vintage cocktail design on bar towel printed by Shop Dog Screen Printing. (above) To upgrade the experience even more, Kim began curating these 1920s era wicker picnic baskets from England. Most of the original molded plasticware is replaced with fine china and vintage barware & glassware.

The Happy Traveler

Edmonds artist curates vintage cocktail travel bars for the perfect gift

BY ELLEN HIATT

Photos courtesy of The Happy Traveler

The thrill of the hunt. Refined tastes. An appreciation for fine art. All come together in neat little vintage cocktail packages for artist Kim Parsley.

A retired global studio director, she is shifting her artistic passion from the encaustic prints of her personal artistic endeavours to vintage travel cocktail bars. They are, by nature of their creator, tied together by a fascination with the curation of old things. The encaustic pieces are bits and pieces from her travels and thrifting finds, fused into wax.

The “Happy Traveler” cocktail kits are along the same lines – carefully curated vintage and artistic finds, fused by aesthetics and a recipe.



(left) Kim Parsley and sister Krista Swanson (owner of Shop Dog Screen Printing) showing a collection of vintage travel bars during Seattle's Carnival of Cocktails. (right) The Old Hat cocktail from a bar in Portland, Oregon was the theme of this travel bar featuring a vintage cocktail pitcher and glassware embellished with iconic old hats.

Take the Negroni set in a 1930s era picnic case, complete with vintage record album covers converted into placemats by Seattle artist John Carroll, Long Play Art Studio, and a handbook of field botany. Whatever she pulls together, it is carried by a theme – whether it's a bird watching book to pair with the two cocktail shakers that, side by side, mimic a pair of binoculars, or the lemon drop kit in a train case (a vintage, hard covered toiletries case), with an artist-created tea towel with lemons. The Negroni case with cut crystal glassware includes two thin leather bound books, a vintage flask fitted snug next to a bottle of campari, and a Troy's Choco Lonely bar, wrapped in orange to draw your eye to the left side of the case, and the two oranges tucked into wine glasses.

Often she is inspired by a custom order, creating around a theme that is meaningful to someone. Many of the cases are special ordered as a gift: a group wedding gift, for example, or the perfect something for the man or woman who has it all.

Parsley seeks out the finest pieces, like a set of dessert plates designed by 1950-70s legendary glassware designer Georges Briard, Heloise's tips for being the perfect housewife, or a Charlie Brown book.

The shift from encaustic artwork to

the Happy Traveler vintage travel bars came one lazy retirement day when she was kicking back at a cabin. Having retired, she was fulfilling her "what are you going to do when you retire" plans.

"My 'plan' was 'I have no plan.' It's a good plan," she said. A campfire conversation with a friend gave her the idea to be the trail angel for hikers on the Pacific Crest Trail. She reasoned she could show up, as trail angels do, at a particular point and time on the trail, and offer a welcome cocktail.

But how, she wondered, would she be able to schlep all the fixin's up a trail without it being too cumbersome.

"Because I am a second hand junky, I go to the thrift store every time I have a chance," she said. There, a book with 750 cocktails and some vintage cases and barware proved inspirational.

As she pulls open a vintage case, she explains the "puzzle" that keeps her engaged. How the tiny bottle of bitters has to find its own special place in a case, and the glassware must have its own little straps to hold them. In her first versions she experimented with old cases, adding a velcro strap to hold something in. But velcro was below her standard, she said. She will only use cases that don't need repairs and already have all the needed straps.

She is a curator, not a crafter, Parsley explains. She doesn't want to fix the

cases; she spends her time in search of the perfect set of glassware, the loveliest of silver plated flasks and shakers, the most perfect fused glass stirrers. It's the collecting, the pairing, and the creating of the perfect set that holds her attention.

It helps that her two sisters are artists: Krista Swanson, of Shop Dog Screen Printing in Bellingham, and Kersten Hubbard, maker of the fused glass stirring sticks.

Travel bars aren't a new concept. Many of the cases Parsley uses are original 1950s or '60s travel bars. But Parsley takes even those the next step – finding the perfect piece and curating the perfect cocktail glass for the missing pieces, adding custom art, a fun book, and the perfect combination of all things color and concept around a cocktail theme.

She is also experimenting with recipes for alcohol-free cocktail kits.

"The focus isn't just spirit forward cocktails. There's a whole group of people who choose not to drink. I have been loving mocktails for many years. But as of April quit drinking alcohol for health reasons," Parsley said.

Whatever recipe she chooses to travel with, you can be sure it's going to be carried in style. ♦



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Year-Round Destination

Everett's waterfront makeover is "staycation" worthy

BY ELLEN HIATT

You know a location is doing something when it becomes the place to drop a knee and reveal the ring. Multiple proposals have received a giddy "Yes!" at the Port of Everett's Marina, the waterfront outdoor cinema, and on the winter ice rink. The Port has become a destination for special moments, family staycations, holiday fun, first dates over coffee and anniversary moments over cocktails.

Decades in the making, the marina has undergone complete transformation from an industrial waterfront to a recreational destination. And it's only a third of the way there.

Rising like a phoenix from the ashes of aged industrial development, shingle mills and lumber operations, the waterfront now boasts a restaurant with \$800 shots of the finest Whiskey, frozen water fountains and an ice rink for winter fun, condominiums, coffee bars, a distillery, and more.

A long history of industrial contamination, job creation and industry decline can be told on Everett's shores. Today, a thriving maritime container port shares space with a Naval Station and a burgeoning restaurant scene, walking paths, and recreational boating.

The Port's Public Affairs Manager Catherine Soper has been telling this story to writers and business owners for years. Today, the momentum is so great that more are paying attention to her message.

Rising like a phoenix from the ashes of aged industrial development, shingle mills and lumber operations, the waterfront now boasts a restaurant with \$800 shots of the finest Whiskey, frozen water fountains and an ice rink for winter fun, condominiums, coffee bars, a distillery, and more.

BUDDING RESTAURANT SCENE

Sound2Summit opened its second taproom at the Port's Central Marina in 2022. It wasn't long, she shared, before the owner told Soper "We are selling faster than we can brew it. I am glad I listened!"

The brewery is among five new restaurants there, including South Fork Baking Company, and Woods Coffee, who also provide some low key gathering spots for friends and family.



Photo courtesy Sound 2 Summit Brewery.

Enjoy locally brewed beer and great food at Sound2 Summit.



The frozen fountain at the Port of Everett Marina is in the shape of a tree – a 35-foot lighted sculpture created by Seattle-based Visionart. It is part of a growing holiday scene at the marina.



The prohibition era interior design of The Muse Whiskey and Coffee creates intimate seating in every one of the office spaces preserved for historical accuracy and ambiance.

Elevating the game, visitors to the marina will find new experiences in Jang Yang Ng and Jin Ma's two newest restaurants, opened within months of each other: Fisherman Jack's and The Muse Whiskey and Coffee, a coffee shop and speakeasy-inspired Whiskey bar. The couple began their stateside restaurant career on Whidbey Island and then opened a second version of their China City restaurants in Mill Creek. Attracted to the opportunities on Everett's waterfront, they jumped at the chance to open two restaurants nearly simultaneously.

Fisherman Jack's plays on the fishing pastime of its owner, and serves a menu replete with fish options in Cantonese flare. Look for Dim Sum to include lobster dumplings and shrimp and pork siu mai, or Szechuan sea bass, seaweed salad, and curry mussels, as well as Asian food from the land, like chow mein and General Ng's. It's also a great place to stop for a cocktail.

But if you're looking for a new experience with the spirits, consider stopping in at The Muse Whiskey and Coffee. This restaurant's concept was built around its location: the historic Weyerhaeuser building. The storied building has had many lives, and many locations. It's been moved no fewer than three times – two of those by barge. Once a demonstration building for Weyerhaeuser's complex

ornamental millwork, the building was an office space for Weyerhaeuser workers.

Ma oversaw the building's redevelopment, holding true to its historic character, including historical photos and storytelling. She kept the building's individual offices, placing a long bar in the building center abutting the enormous steel safe. That safe was once the repository of company cash, and now holds something special of its own – wine and Whiskey.

At The Muse Whiskey and Coffee, bartenders create craft cocktails from an extensive whiskey collection. It includes Prohibition-era bottles, and some from the FX McCrory collection, which was in the Guinness Book of World Records as the largest collection of whiskeys. More spirits are stored in the massive vault behind the bar, where Weyerhaeuser once kept its payroll in cash. It now holds lockers that customers rent to store their favorite bottles.

The Muse Whiskey and Coffee stands alone in the waterfront redevelopment's timeline. Apart from the bustling Fisherman's Harbor, the Millwright District is just now breaking ground. The roadway to it is under construction, and the ornate building stands amidst the changing landscape as a century-old testament to change.

The building was restored to

maintain its historic glory, each wood-paneled room named for a Weyerhaeuser employee, the furniture chosen to complement the 1920s theme with jewel tones and cozy seating areas, reminding visitors of smokey cigars and speakeasy soirees. Small plates are served alongside tastings of superb whiskeys, provided with deft guidance of General Manager Joseph Mottola, who will likely gush alongside you about the subtleties of each heady pour.

By day, The Muse Whiskey and Coffee is a luxurious place to meet a friend for coffee and a pastry, take in the morning clouds moving over Hat Island and Jetty Landing, and wait for the kiteboarders to pop their sails into the air, one by one, to catch a breeze.

ALL ABOUT THE WATER

The Port has created a full service maritime environment. Freedom Boats, Bellingham Yachts and Waterline Boats, a yacht brokerage, all have services at the marina. The Craftsman District houses maritime service providers and a boat repair yard.

The marina just welcomed The Maritime Institute, which opened its first satellite in Washington State. It provides programs for mariners, existing and aspiring, training more than 10,000 people annually across

the nation in U.S. Coast Guard and U.S. Navy authorized courses. Look to the coming Everett location for Maritime Bootcamp, a four-week program to open a career pathway for new mariners.

The marina remains a place where recreational boaters enjoy the waterfront alongside longshoremen, fishermen and families just out for the day to enjoy the splash pad and dock walks.

WINTER FUN

With a housing, restaurant and retail scene coalescing on Everett's waterfront, the Port continues to create an environment for year-round fun.

Building out for the past three years, the winter wonderland includes frozen fountains, twinkling lights, simulated waves stretching along the promenade and salmon hanging from light poles in Fisherman's Harbor, drawing families for the day or the weekend.

The frozen fountain is in the shape of a tree – a 35-foot lighted sculpture created by Seattle-based Visionart, whose owner Alec Puskas is nicknamed Mr. Christmas for his over-the-top holiday decorations at the Space Needle, Tulalip Resort Casino and Paramount Theatre.

Winter lighting displays, growing year by year, give the illusion of waves, frozen in time, and leaping salmon.

The Pacific Ice Pop-up Ice Rink is in its third season this winter. This year, cozy up to waterfront fire pits, enjoy "Magical Mondays" when the children can interact with fan-favorite movie characters.

MORE TO COME

Fisherman's Harbor is the most complete of the districts. Under development is a section near Hotel Indigo and Waterfront Place Apartments that will bring in Menchie's @ the Marina, Anisoptera Spa and Rustic Cork Wine Bar, a "fast casual" restaurant with indoor dining and 2,800 square feet of patio.

Breaking ground on the Millwright District is the opening salvo of Phase II of the Port's redevelopment. Phase I included the onerous and expensive cleanup of historic industrial contamination, development of the Craftsman District and Fisherman's Harbor. There are three phases in the 1.5 million square foot mixed-use development located on 65 acres. The development has been decades in the making, overcoming delays of the Great Recession and the pandemic.

The Port's initiation of Millwright Loop Road marks the next phase, literally paving the way to the Millwright District, a 10-acre section that includes The Muse Whiskey and Coffee and Boxcar Park, and is expected to bring 300 residential units, 200,000 square feet of office space and 60,000 square feet of retail and restaurant space.

"We have a proven track record," said Soper. "Today, it's less negotiations and recruitment. There is a lot of interest." ♦



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Culinary Dreams Come True

Photos by Julie Natalie Imagery

Sometimes, a concept, a family business, an enterprise takes on a life of its own. With vision, dedication and a fine sense of really good food and customer service, that energy finds doors opening in unexpected places. Jack Ng began a family-run restaurant on Whidbey Island, offering inspired Chinese cuisine. Now, he is the owner of five family-run restaurants. Fisherman's Jack's is the culmination of this dream in a beautifully designed and welcoming atmosphere. His first restaurant, China City, now a local favorite on Whidbey Island, resulted in the spin-off of another successful China City restaurant in Millcreek.

Then the expansion at the Port of Everett's waterfront came calling, with not just one, but two new restaurant concepts.

The historic Weyerhaeuser building offered the perfect opportunity for a speakeasy-style restaurant. He envisioned a coffee house and whiskey bar in the historic building on Everett's Millwright District in the developing waterfront complex. The Muse Whiskey and Coffee was born. It reflects Jack's incredible attention to detail. From the elegant and historically-inspired renovation, to the spectacular whiskey collection, coffee, baked goods and small bite cuisine. His passion, commitment to excellence and love for the community he serves has created



The dynamic team of Jack Ng and Jin Ma on opening day of Fisherman Jack's.

Photo courtesy Welcome Magazine.



We are excited to bring an Asian inspired seafood option to the waterfront ...to bring diversity and more enrichment to the community...

a wonderful atmosphere of comradery among staff and guests alike. Jack Ng and wife Jin Ma work hand and hand to make these restaurants come to life, from the art and design to menu creation.

His next vision to come to life is Fisherman Jack's – also at the Port of Everett. The idea for the name came from the location of the restaurant in Fisherman's Harbor, where a commissioned sculpture stands sentinel to honor the fisherman of past and present who, for generations, called Everett their port of home. Jack Ng's own experience as a recreational fisherman has given him an appreciation and respect for the fishermen whose lives and expertise put food on the table for people around the world.

The restaurant's menu focuses on the bounty of the sea, with a generous nod to Jack's own Chinese heritage and culture. It features Chinese cuisine prepared to perfection with locally sourced seafood, Dim Sum, noodles, BBQ pork and so much more. The bounty extends to what the eyes take in, with views of Central Marina from nearly every table of the restaurant, and a large and inviting outdoor patio with beautiful views, and a variety of seating options. Private tables cater to large family-style dining and fire-pit gathering spaces create more intimate environments. The patio is also heated and air conditioned for year-round comfort. The full-service bar offers wonderful cocktails and an impressive collection of wine, whiskey and spirits from around the world. Fishman Jack's is a true dining experience not to be missed.

"We are excited to bring an Asian inspired seafood option to the waterfront – not only to bring diversity and more enrichment to the community, but, also, to be part of this opportunity for economic growth that the waterfront revitalization is creating for Everett," Ng said.

One man's vision has grown to five spectacular restaurants. Jack's happiest moments are seeing family and friends relaxing, smiling, talking and enjoying a delicious meal. It's his dream come true. ♦



Photo courtesy Welcome Magazine.

Emma Furth, Project Manager at The Schuster Group and James Gerry from The Port of Everett celebrate their company's teamwork at the opening of Fisherman Jack's.

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Photo courtesy of Port of Skagit.

(left) La Conner farmer Dave Hedlin examines grain grown for Cairnsprings Mills. The grain economy is a whole community endeavour in the valley. (top) Viva Farms operates as an incubator for small farms.

Fiercely Local

Skagit Valley's grain economy takes a holistic approach

BY ELLEN HIATT

Farmer Dave Hedlin spent the better part of late August working tirelessly to harvest grain before late summer rains hit. The year was better for farmers than the prior when spring rains would not let up. Weather patterns have always been unpredictable for farmers - more so today than ever. Perhaps even less predictable are the seasons of people's passions and tastes.

As commodity farming has driven more mono-crop choices and national production, grains were a crop grown locally for cow feed, or as cover crop to be tilled under as a nitrogen source.

In less than a single decade, all that has changed. In the early part of the last decade, the Economic Development Alliance of Skagit County, agricultural interests, the Port of Skagit and other partners collaborated to create the Value-Added Agriculture Innovation Partnership Zone. Out of that effort came Genuine Skagit Valley, the branding of the terroir of the valley where farmers boast of the finest agricultural soils in the world.

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In 2011, the Port built a 6,000 square foot commercial kitchen, and the Washington State University Extension arrived as the first partner in the zone, creating a grain research operation that has since become nationally recognized.

"In our valley they grow 80 crops, 80 different crops of commercial significance. Number 79 and 80 in terms of importance to these growers would be barley and wheat. They have to grow barley and wheat to rotate in with their tulips or potatoes or things like that. Our job then is to give value to those two crops that had very little value," said Dr. Stephen Jones in one of his many presentations to be found on YouTube.

Dr. Jones initiated the WSU Bread Lab to research wheat and grain crops of nutritional value and flavor. As the commodification of wheat and grain products became a national concern, the product was hybridized with an eye to production quantities and values. Only cow feed is required to quantify nutritional value. Locally, hybridizing and growing wheat, barley and other grains to benefit the entire food chain is benefitting an entire community and the regional food system.

On board with that idea are the bevy of bakers from across the nation who order pallets of Edison hard white spring wheat and Skagit 1109 from Cairnspring Mills, and flours from Fairhaven Mills, both Skagit County grain mills using stone milling to retain flavor and nutrition.

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(left) Photo courtesy Port of Skagit. (right) Photo courtesy Kevin Morse, Cairnspring Mills.

(left) Cairnspring flours are sought after by home baker and professionals alike. (right) George De Pasquale, founder and head baker at Essential Baking in Seattle, shows off large Miche made with Cairnspring Flours.

Cairnspring Mills in Burlington uses a stone mill to incorporate the wheat germ into the product, returning those flavors and values to the grain in the end. The flavors of local grains are extolled by amateur and professional bakers from New York to Los Angeles, with the #skagitvalley, #cairnspringmills and #fairhavenmills hashtags in free advertisement and community building fashion around the soul nourishing confections they create.

“The analogy I use for what’s happening here is like it’s an old fashioned barn raising,” said Kevin Morse, owner of Cairnspring Mills. “Everybody has pitched in to create something that’s benefitting the whole community and multiple businesses. People want easy answers and they tend to gravitate away from complexity in challenges to always try to find an easy way out. By doing that we neglect the connectivity and how it impacts an entire system.

“Our system changed from one of

small regional mills. We had 24,000 mills in the United States and we now have 166-170 in the last census. We’ve gone from a real sustainable system that kept the value in the community locally, to a huge industrialized system that extracts value from the community that makes flour with all the nutrition stripped from it and flavor,” Morse said.

“We put the farmers in the commodity system, which quite frankly drives the family farm out of business. Vibrant, robust, natural systems are the only way we’re going to survive,” Morse said. “Our chance as a community and as a species is to find a way to align food production and conservation. We still have a chance in the Skagit. And in Whatcom and Snohomish.”

Watertank Bakery at the Port of Skagit is yet another bakery benefitting. They credit Morse and the Cairnspring Mills team for support, along with Seattle chef Tom Douglas for providing an \$80,000 deck oven during the pandemic to kickstart their business.

As the Breadfarm pulled back from wholesale business – with a raving business at its alleyway pick-up window in the tiny town of Edison – Watertank stepped in, having developed enough capacity, with the support of other grain enthusiasts like Morse, to fill that void. The success of one bakery, one farmer, and one miller all depend on the entire community pulling together to create opportunity.

MORE THAN AG

While the community celebrates their Ag lands, farmers, bakers and distillers, gathering in restaurants whose short sheet menus boast the juicy tomatoes of Hedlin’s greenhouses and the revival of the humble brussels sprouts grown by Skagit Valley Farms, agriculture has taken a back seat economically to other industries.

“We are a manufacturing community, but historically we are an agricultural and natural resources extraction

community and economy,” shared John Sternlicht, CEO of Economic Development Alliance of Skagit County. “We still honor our agricultural heritage and it’s still an important part. But the market and the economy around that has changed.”

At the Port of Skagit there is a lot happening with transportation and manufacturing. The Port is about to launch a three-phase project to develop the Watershed Business Park, bringing 123 acres of land and opportunity to create more jobs and businesses.

Economic developers describe Skagit County as “land constrained,” in part because of the success the community has had in conserving its agricultural lands.

“We just need to be more thoughtful and deliberate about the use of our limited developable industrial land in our business attraction and expansion efforts,” said Sternlicht. “We look for things that are appropriate not only in size and in our human and physical resources but also in the industry sector to which they belong. Sustainability and a clean environment are of paramount importance. We look for things that are agricultural in some respect while advancing manufacturing that serves our nearby maritime and aerospace companies, as well as others like composites.”

ENJOY THE BOUNTY

Skagit Valley’s bounty can be found across the country – indeed around the world. As Hedlin is fond of saying, “If you have kimchi in Korea, sauerkraut in Germany or coleslaw in New York City, there’s a better than 50-50 chance that the seed that grew that crop came from within about eight miles from... here.”

That’s because at least half of the world’s seed crops for spinach, beets and other crops is grown in Skagit County. And, of course, across this nation bakeries and brewers are enjoying the benefits of grain grown for flavor, not just yield. For several years, farmers were able to sell their grains directly to Skagit Valley Malting, which abruptly shut its doors recently. While farmers scrambled to find other malting and grain consumption outlets for their grains, they remain in hope that another malting operation will take its place.

In the meantime, Hedlin recently visited Seattle’s Westland Distillery to celebrate the first pour of a new Single Malt Whiskey, Colere, made “with the sourcing of an entirely new barley varieties that are often overlooked or unused” – barley Hedlin grew seven years before.

“Seven years ago we grew that barley. Seven years it’s been in the barrel. And now you are drinking it,” Hedlin said. “It’s really fun to see!”

Because Skagit Valley malts and grains are found across the world, just about any restaurant or brewery in the state that advertises local and sustainable will likely include Skagit Valley grains.

From Terramar Distilling in Edison, to Westland Distillery in Seattle. Look to bakeries like Grain Artisan Bakery and Market in Snohomish, where buttercream cakes and brownies are set apart because of the quality of ingredients. Restaurants, from Nell Thorn Restaurant and Pub in La Conner, to Roger’s Riverview Bistro in Snohomish and Bluewater Distilling in Everett all focus on locally grown, sustainable foods.

“I think in America we have a real opportunity to reinvent food,” Hedlin said. “People are enthused about local.” ♦



Photo courtesy Kevin Morse, Cairnspring Mills.

Grains hybridized for flavor and nutrition, versus yield alone, can now be grown in Skagit Valley, allowing farmers to receive higher prices than they would for grains grown for the commodity market.

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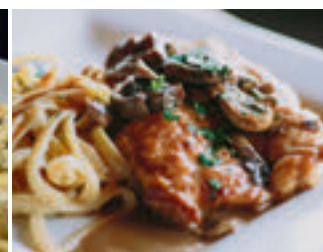
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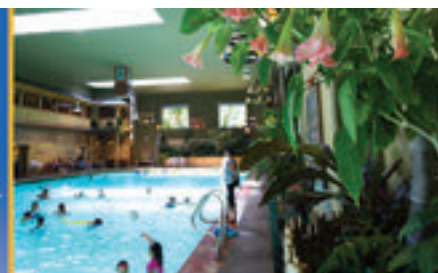


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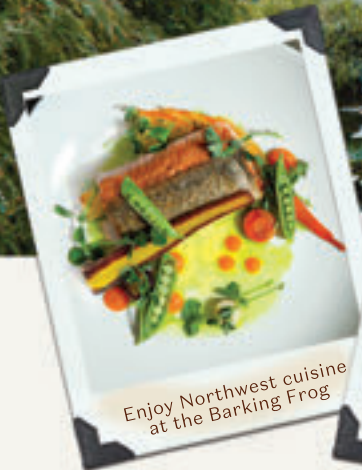
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(left to right) Damon Huard, Chris Peterson (Winemaker), and Dan Marino from Passing Time Winery.

Quarterbacking Wine

BY JEFF “WICK” WICKLUND

The annual, gradual transition from summer fun in the sun (which this year has afforded us a glorious abundance) to that first hint of crispness in the air signifying the autumnal shift, is one of my favorite times of the year. Fall always conjures up for me fond memories and anticipations of gatherings with friends and family for hearty meals, fine wine and football!

There seems to be a positive correlation between some retired NFL Field Generals and passion enough for wine to create, brand and launch their own wineries. That statement couldn't be more true than with what Damon Huard and Dan Marino have accomplished

with their phenomenally successful “Passing Time Winery.” The Huard family name has become something of a legend, particularly among University of Washington Alumni, as both Damon and his younger brother, Brock, enjoyed great success as UW quarterbacks and played professionally for many years. The inspiration for Passing Time Winery bloomed some 3,000 miles away from where the winery is located today in Woodinville, WA when Huard and Marino were teammates with the Miami Dolphins. Marino had cultivated a love for Washington State wines after discovering some of the best wines our state had to offer and shared that

passion with his new, younger protege.

Branding a winery is so essential in today's highly competitive market and this wineries brand is as simply brilliant as the quality of the wine they've bottled over the past decade. “The secret of life is enjoying the passing of time” - James Taylor. So, beyond the obvious quarterback reference as Marino said, “When it's fourth down in the red zone and you're down by six with seconds left, it's “passing time,” it's also a metaphor for the quality passage of time with friends and family over a great bottle of wine. Not to be outdone by his cross state rival, Washington State University standout quarterback, Drew



(top left) Damon Huard's right arm is as good to throw touchdowns as it is to evaluate fine wines. (top right) New England Patriots Hall of Fame Quarterback Drew Bledsoe evaluating a glass of his new passion. (bottom left) Josh McDaniels Winemaker of Bledsoe Family Wines.

Bledsoe preceded Damon Huard with launching Doubleback Winery with his close friend, Chris Figgins (son of Leonetti founders, Gary & Nancy Figgins) in 2007. Bledsoe enjoyed a storied NFL career and led the New England Patriots to the Super Bowl in 1996. Bledsoe also owns the distinction of being the quarterback that was replaced after injury by Tom Brady who many consider the GOAT (greatest of all time) although, to the best of my knowledge, Brady doesn't have his own winery so, there's that.

To the south of Washington State there's another wine region that has also garnered some attention over the years and has been the launching and crushing pad for other former NFL QB's winery visions - Napa Valley. A couple of other NFL Hall Of Fame quarterbacks (along with Dan Marino), John Elway of the Denver Broncos fame and Joe Montana who scorched defensive backfields as a San Francisco 49'er. Elway started "7 Cellars" along with Iconic Napa Winemaker, Robert Mondavi, Jr. "Seven" signifying Elway's number he wore during his entire career as a Denver Bronco. 7 Cellars wines are produced in partnership with ONEHOPE Vineyard and winery, which is based in Napa and aspires to marry great wines with great philanthropic causes. Joe Montana partnered with Ed Sbragia, Head Winemaker at Beringer Vineyards, to make Cabernet Sauvignon under the "Montagia" moniker. But for my money, the best wines being made by former NFL QB's are being made right here in Washington State.

Here's a review of a few of my favorite wines from Passing Time and Bledsoe Family Wineries:

Passing Time 2021 Chardonnay - Gracefully touched with a hint of new French oak with the balance aged in neutral oak and stainless steel, this product of two of the most prestigious vineyards in the state (Bacchus & Boushey) is stunning. Honey sweet apple, peach nectar, orange peel and a hint of vanilla on the nose and palate. One of the best chardonnays from Washington I've had the pleasure to enjoy.

Passing Time 2020 Horse Heaven Hills Cabernet Sauvignon - 92% Cabernet and 8% Merlot, this a stunning example of the best of what the Horse Heaven Hills AVA can produce. Beautifully textured with classic blackberry, herbs, dark chocolate and cassis. Approachable in its youth with decanting but, this beauty will reward patience for many years to come.

Bledsoe Family Winery 2020 Cabernet Sauvignon - A blend of 78% Cabernet Sauvignon, 9% Merlot, 7% Malbec and 6% Petit Verdot, this wine boasts flavors of black cherry, cassis, plum, and savory baking spices delight the palate, the soft, rich mouthfeel and supple tannins carry through to a lengthy finish. Bold and elegant, this wine is perfect for all occasions including a good football game! ♦



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This idea comes from the mind of executive chef Dom Ruane. He grew up cooking for his large Italian family on the southwest side of Chicago where he learned how food brought people together. The Table for 12 experience is welcoming and open. Where cooks at all levels can feel comfortable asking their chef questions. The goal is for everyone to have fun and learn something new -- there's no screaming or "yes, chef!" here. You will feel like part of the Table for 12 family when you join this amazing instructive dinner experience.

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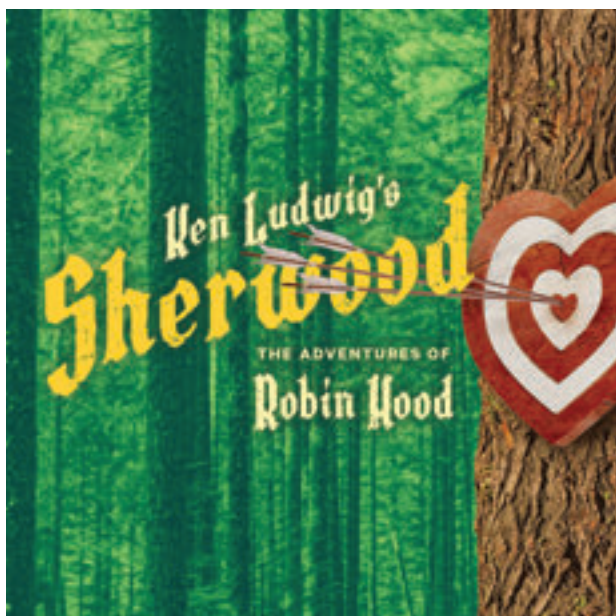
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You can get that feeling right in the heart of downtown Everett with Village Theatre. For over 43 years, Village Theatre has been a leading producer of musical theater in the Pacific Northwest and has brought Broadway-caliber shows to Snohomish County since 1998 in the Everett Performing Arts Center. With easy, free parking and a wide variety of great restaurants nearby, there's no better place to step away from that smart device, and step into a story—five of them, actually!

It's time to stop bingeing and start living with these hilarious comedies, heartwarming stories, and unforgettable musicals:

In October & November, enjoy swashbuckling fun for the whole family with **Ken Ludwig's Sherwood: The Adventures of Robin Hood**. This rollicking and inventive play is packed with delightful thrills, amorous exploits, contagious laughs, and the best stage sword-fighting you'll ever see! So get ready to dodge an arrow or two—you won't want to miss a moment of this unforgettable adventure.

In January, celebrate the touching and true story of chart-topping musical legend Carole King's remarkable rise to stardom in **Beautiful: The Carole King Musical**. Chock full of your favorite hits like "One Fine Day," "The Loco-Motion," and "You've Got a Friend," Beautiful is more than just beautiful music—it's the inspiring story of a groundbreaking female artist who forged her own path to find her own true voice and move the earth for us all.

In February and March, witness the origin story of America's favorite sex therapist in **Becoming Dr. Ruth**, a tour-de-force one woman play about Karola Ruth Siegel, who had to flee Nazi Germany on the Kindertransport, become a sharpshooter in Jerusalem, and survive as a single mother in America. This triumphant and life-affirming story promises an unforgettable, hilarious, and uplifting evening of theater that will touch your heart and soul.

In April and May, enjoy **The Fantasticks**, Off-Broadway's longest running musical. Full of buoyant humor and charming tunes, it's the story of a boy and a girl who fall madly in love, and the two meddling fathers who try to keep them apart. Featuring a newly revised and updated script, *The Fantasticks* is a magical, wild, and witty tale about young love, wild fantasy, and growing up.

In June and July, wonder what you'd risk for love while watching **Once on This Island, A Musical**. With a Calypso-flavored score and breathtaking dance, this promises to be a captivating and imaginative telling of Ti Moune, a fearless peasant girl who—guided by the mighty island gods—embarks on a remarkable journey to reunite with the man who has captured her heart. Can she prove that love is more powerful than death?

It may have become routine in recent years to stay home and stream your entertainment, but just like any change of habit: getting unplugged gets easier every time you do it! With season tickets to Village Theatre, they've made it simple to step away from your smart device and step into these five heartwarming stories.

Live theater also makes a unique and meaningful gift for the holidays, birthdays, or any celebration in your life. It's been shown that people prefer experiences to material gifts for several reasons: they create memorable moments, break up our routines, don't take up space, and give us happiness that lasts longer. For someone who has everything—or maybe even for yourself!—the gift of live theater never wears out and provides a truly unforgettable evening.

Get season subscriptions, single tickets, or gift certificates at VillageTheatre.org, or call the Box Office at (425) 392-2202. It's time to stop bingeing and start living with your Village Theatre. ♦

With easy parking and great restaurants nearby, there's no better place than Village Theatre to step away from your smart device - and step into a story.





Photo by Sahara Coleman Photography

Tender, juicy Beef Wellington.

Don't Expect the Ordinary at 16Eleven

Everett's Newest Restaurant in One of the City's Oldest Landmarks

BY SHERRY JENNINGS

Indulge in an unforgettable culinary journey at 16Eleven, Everett's new upscale steak and seafood restaurant, where every aspect of your dining experience is meticulously curated. Helmed by renowned Chef Joel Childs, 16Eleven promises an extraordinary fusion of flavors, setting new standards in fine dining.

Upon entering 16Eleven, you are immediately transported to a world of opulence, sophistication and elegance. The ambiance in what was once a Knights of Columbus gymnasium is a harmonious blend of modern sophistication and classic charm, creating the perfect backdrop for an exceptional meal. Chef Joel, a master of his craft, created a menu that reflects his culinary creativity.

The heart of the menu boasts a selection of 30-day dry-aged steaks, a testament to the restaurant's dedication to perfection. Each bite is tender and full of flavor only achieved through precise aging. For those seeking the epitome of luxury, the caviar offerings tantalize the palate with their delicate textures and briny notes, elevating the dining experience to new heights.

A highlight not to be missed is the Beef Wellington, a classic dish executed flawlessly under Chef Joel's guidance. The marriage of succulent beef, flaky pastry, and savory duxelles showcases the artistry of the kitchen. Complementing the main courses, a plethora of appetizers present an array of flavors leaving you yearning for more.

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EVERETT'S ULTIMATE DINING EXPERIENCE

16Eleven is Everett's upscale steak and seafood restaurant nestled in the historic Central District. From dry-aged steaks to caviar, shareable appetizers and craft cocktails, 16Eleven is the perfect place to meet friends after work, or celebrate a special occasion. Don't expect the ordinary.



Open Mon-Thurs 4-10 p.m.
Sat-Sun 'til midnight

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Chocolate lovers, Chocolate Torte.

Not to be missed are the handcrafted cocktails that are a symphony of carefully balanced ingredients. Bar Manager Cameron McCaffree's attention to detail ensures that each sip is a celebration of flavor and innovation. For wine connoisseurs, the extensive wine list offers a curated selection available by the glass and in the bottle, ensuring the perfect pairing for every course.

Save room for the grand finale – the desserts. Housemade and expertly crafted, these sweet delights are a fitting conclusion to an already extraordinary meal. From velvety chocolate creations to fruit-infused delicacies, the dessert menu is a testament to the dedication to providing an all-encompassing dining experience.

Restaurant hours are Monday-Thursday 4 p.m. to 10 p.m. and Friday-Saturday 4 p.m. to midnight. Reservations can be made through Tock, but are not required.

16Eleven is located in the APEX Art & Culture Center, once the historic Masonic Temple, at 1611 Everett Ave. in downtown Everett. APEX is also the home of the DogTown Collection, a massive graffiti and urban art collection on canvas; and Kings Hall, Everett's newest music and event venue. Set to open later in 2023 on APEX's second floor is El Sid, an upscale cocktail lounge paying homage to early punk culture.

For more information, visit 1611everett.com. ♦



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(left) Stan Shull in StarMax. (top) StarMax Nighttime.

Reaching for the Stars:

Gravitics' vision for sustainable space living from Snohomish County

BY WENDY POISCHBEG, VICE PRESIDENT OF ECONOMIC DEVELOPMENT, ECONOMIC ALLIANCE SNOHOMISH COUNTY

Look up at the night sky from Snohomish County, and you'll see more than just stars. You'll see the future. Right from our backyard, Gravitics is sculpting the blueprint for how we might sustainably inhabit space.

Headquartered in Marysville, Gravitics is not just thinking about space; they're redesigning it. The centerpiece of their ambitious venture? The StarMax module. Picture the expansive interiors of a high school gymnasium; that's the roomy haven they're crafting for many space applications. Be it microgravity research, celestial manufacturing, or even an otherworldly hotel, StarMax is paving the way for an expansive space-age renaissance.

Having deep ties to Snohomish County, I'm genuinely excited to see these innovations

unfolding. Historically, space designs have followed familiar patterns. With StarMax, we're seeing a fresh approach. As a module manufacturer rather than a space station operator, Gravitics is set to revolutionize space utilization. Think of StarMax as the foundational block for adaptable space living, like laying the first brick for modular space mansions. From weightless greenhouses to extensive extraterrestrial event spaces, the possibilities are as vast as our imagination.

This forward-thinking philosophy speaks to the boundless imagination of Snohomish County innovators. We don't accept the status quo - we redefine it. With technical know-how nurtured by Boeing and the UW, we possess the skills to defy gravity literally and figuratively.



Already, they employ over 40 people directly—from engineers to designers and fabricators.

Flipping one of the 8 meter domes as part of the build process for the prototype StarMax hull.

Stan Shull, a seasoned space industry analyst, encapsulates the excitement, "It's great to have Gravitics as part of our entrepreneurial space sector. Their StarMax module is huge, both in size and potential. Standing inside their spacious mockup gave me a glimpse into humanity's exciting future in space."

With Gravitics, we aren't merely a dot on Earth's map; we pinpoint our presence in space. Just as our home-grown aviation startups spearhead green flying on our planet, Gravitics is navigating a sustainable path skyward.

The ambitions are grand, no doubt. But ambition is etched into our county's DNA. Every nook and corner, from the academic corridors of local STEM programs to the progressive spaces of Sno-Isle Libraries and the Snohomish County

STEM Network, brims with it. Before we know it, the curriculum at the Sno-Isle Skill Center might proudly flaunt "Extraterrestrial Tech Repair" or "Zero-G Engineering"!

What gives me further optimism is the rippling workforce impact pioneers like Gravitics can have. Already, they employ over 40 people directly — from engineers to designers and fabricators. But each of those jobs then supports local suppliers, services, and contractors too. As Gravitics scales, demand for skilled technicians to support manufacturing and operations will only boom.

And it's not just job numbers. Gravitics is cultivating priceless aerospace expertise right here focused on modular space systems — talent that can then spin off into new ventures. They're proving

our region already has the right stuff to become a nexus for the entire space ecosystem. Suppliers, ground systems developers, satellite operators - we're poised to attract them all and become the go-to destination for space innovation. Having a rising star like Gravitics embedding their roots here is a boon for our workforce. Their ripples will help propel Snohomish County as a space tech and manufacturing center for decades to come.

So, when you're in Snohomish County and find yourself looking to the heavens, recognize that the stars aren't the only entities shimmering with potential. It's the collective aspiration of a community, pushing towards a boundless future. And trust me, our most exciting tales are still unfolding. ♦

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How this photo came to be: Annie Barker was on her way to a fishing assignment at the Edmonds Pier when she came across a man creating giant bubbles for a smattering of kids running across the grass. “I knew I had to stop and watch,” Barker says. “With moments like these, one can’t help but get lost in the joy of life and making images.”

Looking to Connect with Your Community?

The Daily Herald is your local source for stories that can inform and change us

BY BRENDA MANN HARRISON,
JOURNALISM DEVELOPMENT
DIRECTOR, THE DAILY HERALD

If you’re interested in understanding what’s going on in Snohomish County, your best go-to local news source is The Daily Herald.

At the Herald, we seek to tell a broad range of stories – from places to go, things to see, and people to meet. But there are also the harder stories we tell, those that can truly make a difference in the lives of our readers and our community. Stories that connect us, shine a light on wrongdoing, uplift the voiceless, and hold the powerful to account. These stories often focus needed attention on what matters most and prompt necessary change.

Telling our community’s stories is what most readers and subscribers view as the essential role of the Herald in Snohomish County, according to

the nearly 1,400 individuals who responded to our annual survey in 2023.

“A local paper such as the Herald is essential for COMMUNITY, to keep us connected to what’s happening locally,” says Michael D., a long-time reader, subscriber and supporter. “It’s a reflection of who we are as a community.”

When the Herald told the story about a son’s struggle to get his mom into assisted living, one reader wrote: “You’ve described the nightmarish, complicated, and confusing journey of Mr. Stejer very well.... Mr. Stejer’s experience and your article will no doubt help many people he will never meet.”

The potential impact of the stories we tell is why we take our role as Snohomish County's news source so seriously. The Herald's reporting covers the county's 18 cities and 833,500 residents. And as the region's leading journalistic voice, we reach more than 100,000 digital and print readers daily. That's about 3 million readers per month, or one out of three households in Snohomish County.

The Herald publishes news throughout each day online at heraldnet.com. We also offer a printed newspaper five days a week that's delivered via the United States Postal Service and an online version of the newspaper six days a week, which you can easily access via the Herald app. In addition we publish a quarterly magazine and special supplements, host events that connect our community, and serve as the media

sponsor for causes and programs throughout the county.

The Herald's reporters are a part of our community and their reporting reflects that. One individual who participated in our 2023 readership survey left this comment, "You make me feel that you care about us all." Another wrote, "IMO coverage of local issues is key to your success."

Another key to success for newspapers that provide local journalism is philanthropic support. News organizations across the country – from the Seattle Times to the Sacramento Bee to the New Orleans Times-Picayune – are asking their communities to support the journalism that benefits the community.

Without financial support that extends beyond subscriptions and advertising, many local news outlets would disappear. More than

one-fourth of newspapers across the country have already closed their doors in the past 20 years.

The League of Women Voters of Washington recently documented the condition of local journalism in the state and called the decline of local media a problem for democracy. Communities with less local news experience increased polarization and government corruption and a decline in public engagement and rates of voting. (Check out the league's report at lwvwa.org.)

And what do government officials do when no one from a local newspaper is watching? "Often, they enrich themselves or their allies at the taxpayers' expense," says Steven Waldman, president of Rebuild Local News and a co-founder of Report for America.



How this photo came to be: Ryan Berry was on the hunt for some photos on day 1 of the Fisherman's Village Music Fest in 2023 and ended up at Lucky Dime where local act Narrow Tarot was performing for a packed house. After getting shots of the band, he turned his lens to the crowd, where a woman and child were dancing and spinning. "I got this photo and knew it was exactly what I wanted," Berry says. "Through some excellent reporting by our very own Maya Tizon, I came to find that the baby in the photo is the son of lead singer Tessa Tasakos. What a perfect moment to capture — it doesn't get much better than that."



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OCT 28. TAYLOR MADE A JAMES TAYLOR TRIBUTE
OCT 29. SILENT MOVIE AND PIPE ORGAN "NOSFERATU"
NOV 3. BEE GEE'S GOLD
NOV 4. PSEUDO TRAMP A SUPERTRAMP TRIBUTE
NOV 9. WARREN MILLER SKI FILM
NOV 10. WASTED ON THE WAY CSN & Y TRIBUTE
NOV 11. COMEDY OF CHRIS HATTAN
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DEC 10. JAMES GARNER'S TRIBUTE TO JOHNNY CASH
DEC 15. RENAISSANCE ROCK ORCHESTRA
DEC 16. DIRECT FROM ENGLAND "OH, CHRISTMAS TEA"
DEC 22. THE OLSON BROTHERS
DEC 30. MARCH FOURTH MARCHING BAND
FEB 3. LET THE GOOD TIMES ROLL A CARS TRIBUTE
FEB 18. LATE NITE CATECHISM
FEB 23. HELLS BELLES ALL FEMALE TRIBUTE TO AC/DC
FEB 24. GEORGE FEST THE ULTIMATE TRIBUTE TO GEORGE HARRISON
MAR 1-2. BANFF FILM FESTIVAL
MAR 15. MARTIN BARRÉ (JETHRO TULL)
APR 6. HEART BY HEART HEART TRIBUTE FEATURING STEVE FOSSEN AND
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How this photo came to be: During a brief snowstorm in February 2023, Olivia Vanni was sent out to get feature photos of the weather and stopped at Forest Park to grab some photos of kids sledding. On her way out of the park, she saw a small window through some trees framing an open snow-covered field below. “A few short seconds after stepping out of my car,” Vanni says, “I saw a person trekking across the field, perfectly framed by the trees and snapped this photo. Sometimes the last photo you take on an assignment can end up being your lead image.”

In an article that appeared in *The Atlantic*, Waldman gave an example of what happened in a low-income, overwhelmingly Latino community that lost its local newspaper. The pay for the city manager increased to \$787,637 and the police chief rose to \$457,000 – costing taxpayers at least \$5.5 million through the inflated salaries.

“These salaries were approved at municipal meetings,” Waldman wrote, “which is to say that if even one reporter (say, with a salary of \$60,000) had been in attendance, the city might

have saved millions of dollars.”

He advocates, “If more public or philanthropic money were directed toward sustaining local news, it would most likely produce financial benefits many times greater than the cost.”

If you value the local news *The Daily Herald* provides, you have a chance to direct your gifts of support to four journalism funds that enable us to do more reporting we would not otherwise be able to do. Each journalism fund is established in partnership with a nonprofit, 501(c)3 fiscal sponsor and

helps us meet the community’s need for more local stories that can engage, inform or change us.

To learn how you can make a difference, check out heraldnet.com/local-news-impact, where you will also find the Herald’s latest Community Impact Report. Or contact Brenda Mann Harrison, Herald Journalism Development Director, at brenda.harrison@heraldnet.com or 425-339-3452. ♦

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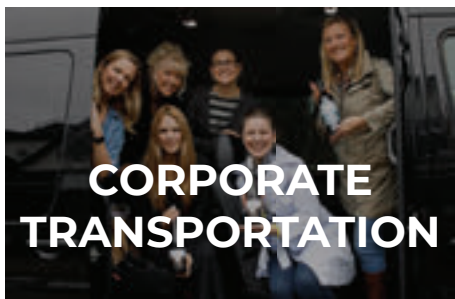
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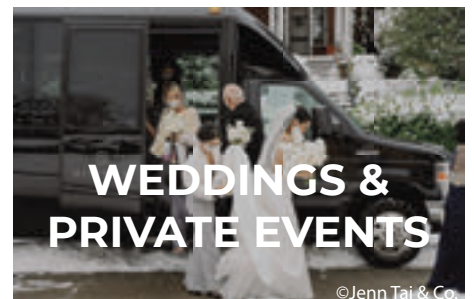


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