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EDITORIAL

Publisher
Don Brunell

Executive Editor
Alexis Nepomuceno

Editor
Ron Dalby

Managing Editors
Jeff Smith
Clark Ricks

Art Director
Angel D. Nichols

Senior Editor
Mike Wilson

Contributing Editor
Richard Davis

Graphic Artists
Kathryn Fava
Randall Yost

Cover Artist
Owen Freeman

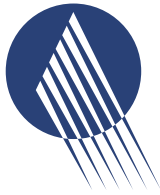
Administrative Staff
Alisha Boggs
Bonnie Millikan



Association of Washington Business
PO Box 658
Olympia, WA 98507-0658
(360) 943-1600
(360) 943-5811 fax

The Cover Art: Created by Olympia artist
Owen Freeman

BUSINESS



AQP Publishing, Inc.
17311 135th Ave. NE, Suite A-800
Woodinville, WA 98072
(425) 483-4180
Fax: (425) 483-4510

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VP Sales

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About the Cover...

“The business climate has become too unbearable to remain here!” was the general message industry leaders had for government bureaucrats in Ayn Rand’s famous novel “Atlas Shrugged.” Coincidentally, there is no better message employers can send to Washington State lawmakers today. Sound familiar? Many frustrated business owners in our state are wondering today: “Has Washington Shrugged?”

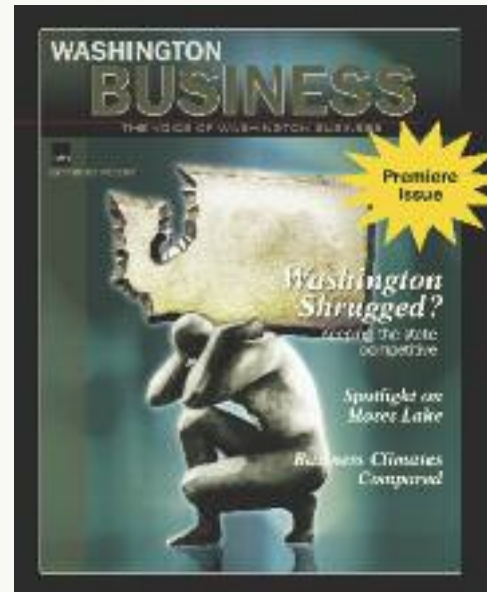
As state policy-makers ponder whether or not to answer bad regulations with more regulations or tackle unemployment by driving the state’s employers out of business (or to other states), Washington stands at the crossroads of two drastically different futures.

In “Atlas Shrugged,” government shrugged off warnings of an economic train wreck. One-by-one, captains of industry disappeared, factories closed, and people remained out of work. Yet, lawmakers continued to squeeze job providers with more controls and higher costs.

In Washington, the warnings are loud and clear. Boeing Commercial Airplane President Alan Mulally told the Washington legislature: “Washington is uncompetitive in all six categories which Boeing measures!” Again, the question is: “Has Washington Shrugged?”

The cover art for this issue of Washington Business Magazine illustrates the conundrum employers face in Washington State. Hopefully, this issue will also serve as a warning sign for lawmakers—who have the choice of either addressing the state’s business dilemmas, or just shrugging them off. 🖱️

—Alexis Nepomuceno, Executive Editor



“THE BUSINESS
CLIMATE HAS BECOME
TOO UNBEARABLE TO
REMAIN HERE!”

Telling the Story of Washington State Business



FRED STABBERT
AWB CHAIR

Welcome to the inaugural issue of **Washington Business Magazine**. The purpose of our magazine is to give you a more in-depth look at the issues facing the business community and insight into the people behind those issues.

Information is power! But information is useless if ignored. We are committed to present in-depth information in ways you can easily understand and relate to. This is not an "insider" magazine so you don't have to be a lobbyist or legislator to understand it. Rather, it is a magazine designed to meet the needs and concerns of our AWB members.

Some have asked, "Why publish **Washington Business Magazine**? Don't we have enough business magazines available to us?" The answers are both "yes" and "no." Let's look at the existing AWB publication line-up.

© Fast Facts gives you a quick weekly glimpse of the issues and events important to you. It is intended to spur you into action. It directs you to our web site, www.awb.org, and suggests a quick trip to your legislator's office via the Internet to make your voice heard. Just three clicks of your computer mouse and you are into your legislator's office with a brief, but important message. They need to know if you are for or against a bill and why. And—you need to deliver it FAST!

© Our monthly **Washington Business** newsletter is focused on bringing you more information as we elaborate in more detail about the issues. We also add features about AWB members, events and programs. The newsletter gives you more particulars to help you when you talk or

write to the lawmakers from your district.

© What about our website? Think of www.awb.org as our immediate response vehicle. Immediate information, recommended actions and daily updates during the legislative session enable you to stay in touch 24 hours a day, seven days a week.

AWB developed **Washington Business Magazine** as an in-depth, well-written, and attractively designed publication. Simply put, **Washington Business Magazine** is designed to tell the story of business in the state of Washington. We constantly want to encourage the business community in and out of our state to know about the advantages and challenges operating in Washington State.

As you read this first edition, it is easy to see the value for **Washington Business Magazine**. At no time is the need for this magazine more critical than right now. Our state must become more competitive, our citizens must be able to get back and forth to work safer and faster, and our regulatory burdens must be reduced. And those are just three items.

You can help us fill **Washington Business Magazine** with the information you need. How taxes, fees and regulations impact you is important. Those stories need to be told. Send us your stories and give us your feedback. And keep on reading **Washington Business Magazine!** 📧

Fred Stabbert is president of WestCoast Paper Co. in Seattle. He was elected chair of AWB's Board of Directors last October.



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DON C. BRUNELL
AWB PRESIDENT

Competitiveness = Opportunity

We hear a lot about competitiveness these days. Competitiveness is just another word for opportunity—opportunity to learn, have a job, live in pleasant surroundings, raise a family, and operate a business.

It is not about weakening worker safety standards, building codes or environmental laws. Nor is it about depriving government of the money it needs for fire protection, law enforcement and other essential services.

It is about processing potatoes in central Washington, rather than Idaho or eastern Oregon; it is about making cardboard in Longview and Olympia rather than Green Bay; and it is about manufacturing high-tech equipment here instead of in Utah, California or some foreign country.

Boeing Commercial Airplane President Alan Mulally said it best when he testified before the House Commerce and Labor Committee earlier this year. Boeing will build its new sonic cruiser in the next decade. The only question is where.

Right now, Washington is uncompetitive in six of the categories Boeing measures. In this issue we will explore those factors with the goal of making Washington so competitive that Boeing and other businesses will have no choice but to invest here because it will be the best place to do business.

What would a competitive Washington offer?

- © World-class schools, colleges and universities;
- © An efficient transportation system to move people and products quickly and safely;
- © Abundant clean water and low-cost electricity for our homes and workplaces;
- © Sensible regulations which set targets and measure outcomes rather than processes;
- © Family wage jobs; and
- © The enhancement of beautiful places like Mt. Rainier, the Palouse and the Columbia River Gorge.

Washington has a lot to offer, but we have a lot of work to do. Being competitive in 2002 and beyond is about building on our strengths and correcting our weaknesses. Some deficiencies can be corrected by state agencies, while

others need the attention of our legislature—but we must start now.

The bottom line is we will provide those opportunities if we set our minds to it and have the courage to make difficult choices.

Competitiveness is as much about attitude, shared vision and cooperation as anything else.

The example that always comes to mind is the Camas pulp and paper mill, Washington's oldest mill dating back to 1883. By modern standards, the Camas mill should have closed years ago, but the pride of its workers and managers have kept it competitive.

The credit should be shared by Local 5 of AWPPW, the pulp and paper workers union, and the mill's various owners through the years, from Crown Zellerbach, to James River, to Ft. James, to the current owner, Georgia-Pacific. Rather than running to the state legislature or Department of Labor and Industries for new laws and rules to deal with ergonomics, Local 5 and the mill managers started years ago to find ways to prevent injuries by eliminating muscle strains and joint stress in each job.

No law or rule told the folks at the Camas mill to solve ergonomic problems. They just did it because it made sense. The payback for the workers has been additional job security and a sense of satisfaction and accomplishment. The payoff for the company has been more productivity and fewer lost-time accidents. And the benefit to Washington is a competitive mill with more than 1,000 family-wage jobs.

The question is, can the Camas mill remain competitive in today's Washington State? That is the question we all need to ask.

In this issue, we will unveil the Phase II report of the Washington Alliance for a Competitive Economy's (WashACE). As you read through it, you will see that we have some difficult challenges ahead. But we can turn those challenges into opportunities if we—employers, workers, legislators and regulators—tackle the tough problems with a sense of urgency and cooperation.

