

LOCAL ✿ EQUITABLE ✿ INCLUSIVE ✿ RESILIENT

INDEPENDENT

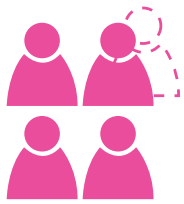
A Publication of

Spokane Independent

Metro Business Alliance

Issue No.1 ✿ Spring 2019





INCLUSIVE

Encompassing people of all social identities and abilities



DIVERSE

Valuing the differences between individuals



INTERSECTIONAL

Overcoming marginalized segregation, discrimination, and prejudices



ACCESSIBLE

Ensuring availability to all socio-economic classes and capabilities



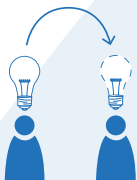
WEALTH EQUITY

Building community wealth that enables societal advancement



SHARED ECONOMY

Cooperating to keep money circulating within our local region



SHARED OWNERSHIP

Spreading ideas and broadening opportunities



UNIQUE

Maintaining the identity and distinct character of our region, while promoting change



CREATIVE

Celebrating and promoting ideas toward a greater future



LOCAL

Fostering a deep connection to our place beyond political boundary



RESILIENT

Recovering quickly from environmental and economic adversity



ENVIRONMENTAL CONSERVATION

Respecting, protecting, and restoring our planet



SUSTAINABLE

Living lifestyles that plan for generations to come



SIMBA is the independent business alliance of the Spokane-Coeur d'Alene metro region. We build a prosperous, equitable, and local economy by organizing and educating regional businesses, consumers, and partners.

The SIMBA logo is a butterfly, patterned after the towering public art butterfly sculptures of Expo '74, designed by Eric Grohe. Two Expo butterflies are being restored as part of Riverfront Park's redesign.



Spokane Independent Metro Business Alliance

Editors' Note

It's All About Who You Know

As we started work on *Independent Northwest*, we saw early on that writing about our members was the obvious choice. As a young organization, SIMBA doesn't have a campaign chest of funds or a long history of political wins—what we have, right now, is our members.

In the 18 profiles we wrote, based on interviews with business owners or company spokespeople, we saw the diversity among independent businesses in our region: some were small (10 or fewer employees) or tiny (single-person enterprises), while some were much larger, employing hundreds. Our business members are diverse in age and experience, ranging from baby boomers to millennials, with varied histories that have led them to their present occupations. The individual stories we heard were widely reflective of how our economy has been changing. Some people gained their work experience in corporate America, and left to start their own ventures for a change of pace. Some, jostled by economic upheaval, pieced together careers out of a string of unlikely jobs before opting for the autonomy of going it on their own. Some have never been anything but independent. And some work at "traditional jobs," but have chosen to do so at companies with local ownership and a strong community commitment.

We realized some other things during the interviews, too: First was how much we were learning—how much knowledge our business members were sharing from their histories of navigating our regional economy. Second was that, at this point in our history, SIMBA members don't know each other well. In the interviews, we were lucky to have an inside track to having the deep conversations. We hope this magazine will catalyze even more meaningful conversations among our members and continue to build the relational power that comes with those connections. Finally, we recognize our role in a broader task: letting progressive business owners know that there are, in fact, other progressive business owners in our region.

Growing in our connections, this ragtag band of the SIMBA founding class has the makings of a pretty interesting team. It makes us even more excited for our next year together as SIMBA.

— Ryann Louie & Sarah Peterson



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Board Members



Maria Cullooyah

Maria is a mother of five, the Spokane Tribe of Indians' Assistant Planning and Economic Development Director and Real Estate Development Director, and a 2018 fellow for the Business Alliance for Local Living Economies (BALLE). She is driven to bridge the gap between the Spokane Indian Reservation and the broader Spokane region through triple-bottom-line business practices.



Kara Odegard

Kara owns the second Certified B Corp in Spokane and has a passion for promoting social and environmental performance (see Measure Meant Social Impact Consulting on p. [xref]). She has brought B Corps into SIMBA's sights as our board secretary. Kara is a resource for the business community, holding trainings at Spark Central, Fellow Coworking, and StartUp Spokane.



Amanda Tainio & Michelle Griffin

Owners of Synergy Resources Consulting Michelle and Amanda look for three things in a business organization: a great source for new ideas, connections with whom they could give back to the community, and assistance for their business. They are driven to help small and women-owned businesses thrive, because when they are doing well, the surrounding community is doing better.



Brad Ferris

As a nonprofit business lender at **Craft3**, Brad realizes that that there is no "one size fits all" solution for unique, non-traditional businesses in today's fast pace economy. He's seen many people settle for convenience over ethical consumer choices and is a firm believer that when your purchases go toward a good cause, it can contribute to social change.

As a nonprofit business lender at **Craft3**, Brad realizes that that there is no "one size fits all" solution for unique, non-traditional businesses in today's

While in Los Angeles, Joel was awakened by a world of politics that led to the downfall of his family's four-generations-old agriculture and horticulture



Joel Williamson

businesses. Since then, Joel has worked to change the way business is done by getting an MBA in Sustainable Solutions at Bainbridge Graduate Institute and starting two co-op businesses (LINC Foods and The Grain Shed, p. [xref]).



Director's Corner

Changing the Game, Together

Addresses like this often make an ominous reference to the uncertain future we face as individuals, families, businesses and communities. We all know the quagmire of concerns that make up this disruptive background of dis-ease and fear. Climate change, social disintegration, glaring income and wealth disparities; you name it, it seems to be getting worse. We are told to stay hopeful and strong and to keep up the good work. But at SIMBA, we know our individual best may no longer be enough to bring about the kind of present and future we need for collective wellbeing. We believe the time is past for forging the transformative collaborations that are needed to thrive in the face of the challenges of our generation.

This is why SIMBA members are co-authoring a new playbook for business as a force for good in our region. We are organizing conscientious consumers alongside local business leaders to create a business context that rewards those who look at their impact on people, profit, and the planet, in addition to advancing policies that create equity and more broadly shared ownership in our regional economy. These best practices are no longer "nice to haves." They are paving the way for our mutually assured survival.

Humanity has always pulled through hard times in community and out-competed the odds on the strength of our altruism and love for one another. Here, we offer so much more than a pat on the back and poetic platitudes as the ship sinks. We are banding together passionately in new ways that promise to change the game if enough friends and neighbors come to see themselves in our common cause. I hope you enjoy these stories from courageous and profoundly kind business and community leaders who are teaming up to create a different future. One that is better than we thought possible. A future that is truly worth fighting for.

— **Mariah McKay**, SIMBA Executive Director





The Consumer Council Organizing Consumers, Too

SIMBA believes that including consumers explicitly in our organizing, education, and advocacy efforts is essential to seeing more change in our local economy (fewer than 1 in 10 business alliances include consumers in their organizing efforts). One of the most valuable functions we can perform is engaging individuals as consumers—talking directly about buying habits and options, asking and answering questions about local resources, and basically being a networking and support group for all of us on our journey to live more local.

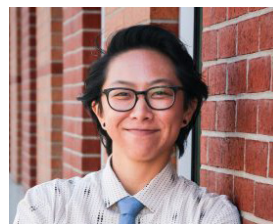
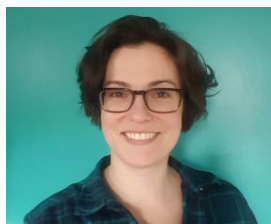
The Consumer Council has value for our business members, too. It's a place where business owners can present, share their work and values, ask questions or test ideas, and gather market and consumer research.



Leadership

The Consumer Council is co-led by **Emily Himmelright** and **Ryann Louie**. They plan and host monthly Consumer Council meetings and engage volunteers for community activities like the Live Local INW poster campaign. Beyond these official activities, Ryann and Emily help SIMBA gain visibility by talking about it in everyday conversations and helping interested community members get involved.

Get to know our leaders: Emily is SIMBA's volunteer of the year (p. 44) and Ryann is a SIMBA business member as the owner of REL Spokane (p. 18).



The **SIMBA** Consumer Council wants you!

Meetings are held **at a different local business each month** to showcase unique locations in different neighborhoods.

Come and join us the **second Thursday of each month**

Details announced on Facebook and in the SIMBA newsletter

@SpokaneIndependent

SIMBA In Motion

SIMBA's Public Launch Event

On July 11, 2018, SIMBA friends and supporters gathered for SIMBA's inaugural membership drive kickoff, our largest public event to date. We hosted 145 attendees—including supporters, current SIMBA business and individual members, the SIMBA board, and other community figures—for a diverse, high energy crowd.

The event was underwritten by The Smith-Barbieri Progressive Fund and roundly supported by our local business members: it took place at the beautiful Glover Mansion (p. 14), was catered by Red Rock Catering (p. 38), and entertained by Power 2 the Poetry (p. 37).

The evening garnered commitments from 15 new business members and 16 new individual members.



Live Local INW

During the 2018 holiday retail season, SIMBA coordinated a Buy Local poster campaign. Volunteers distributed 300 posters to locally owned businesses throughout our region, from Cheney and Medical Lake, across Spokane neighborhoods, and out into Spokane Valley. You can still see the posters up in some business windows today!

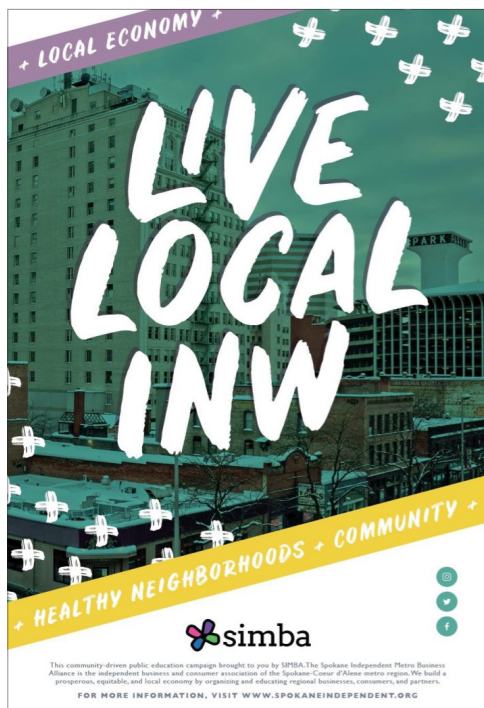
The campaign supported SIMBA's broader goals of educating consumers about the benefits of buying goods and services from locally owned, values-driven businesses. It also showed our support and pride in the locally owned businesses that give our region its unique character.

The Live Local INW campaign brand was a handcrafted original, designed for us by SIMBA member Millicent Maker (profiled on p. 28).

Strength in Buying Local

Independent businesses in cities with Buy Local campaigns report stronger community among business owners and more new customers. Seventy-six percent of surveyed businesses reported a positive impact on their business from buy local campaigns, compared to independent businesses in cities that didn't have a coordinated community-wide effort (ILSR 2016 Independent Business Survey).

The Spokane-Coeur d'Alene region can look forward to more SIMBA education and advocacy campaigns in the future.





Local Economy Outings

Each quarter, the SIMBA Consumer Council plans local economy outings, curated excursions to introduce people to regional favorites and showcase SIMBA businesses. They're designed to make it easy to enjoy the hidden gems of our local economy in the company of good people!

For last September's outing, members met at the Grain Shed, loaded into "Bright Eyes," the Party Trolley's colorful VW van, and drove downtown for a tasting at First Avenue Coffee. They traveled together to Footehills Farm, a 10-acre permaculture farm in Colbert specializing in herbs, teas, and organic produce. They joined Footehills Farm's annual Harvest Party, a gathering celebrating fall, food, and community.

To recommend an outing, or if you are business who would like to host, contact Consumer Council leadership (p. 6).

Urban Design Subcommittee

The buildings we live and work in—in fact, the whole of the built environment (p. 22)—shapes our lives and health, our outlook about what's possible and how things should be. This influence is exerted quietly, usually far from public debates and ballot boxes.

When we talk about how we want life in our community to take shape, it is necessary to talk about the buildings, the sidewalks, and the traffic planning, as well as the city codes and

zoning regulations that cause all of these to be built in certain ways. SIMBA's Urban Design Subcommittee was created as a place for this conversation to start.

The Urban Design Subcommittee is co-chaired by Ryann Louie of RĒL Spokane (p. 18) and Steve DeWalt of the Knickerbocker (p. 12). Find out about upcoming subcommittee meetings by subscribing to the SIMBA newsletter, or @SpokaneIndependent on Facebook.



SIMBA's Founding Class

SIMBA is a young organization. We've only been around for about a year. The individuals and businesses in this magazine are SIMBA's founding class—the early adopters willing to take a leap of faith and join something new. They did this because of their commitment to developing our region's local economy and their devotion to the values and mission that we share. For their willingness and commitment, we couldn't thank them more.

Our members today are laying the foundation of SIMBA, the beginnings we'll grow from into our shared future. We have a lot of work to do, but we hope you savor this moment—we'll only be this young once.



56 founding members



10 strengthening business members



10 sustaining business members



26 supporting business members



19 individual members

Strengthening business members are featured with 2-page profiles, beginning on the next page.

Sustaining business members are featured with 1-page profiles, beginning on page 32.

Supporting business members are identified by their logos on page 41.

Individual members are listed below.

We hope you'll check out our member businesses and to begin learning about the ways they make the Spokane-Couer d'Alene area a healthier, more vibrant, more interesting place to live.

Ready To Join?

If you're ready to join with us in building our community and local economy, we hope you'll get in touch. Visit spokaneindependent.org to make the commitment, or to learn more. We often share event information on Facebook, at facebook.com/spokaneindependent.

Individual Members

Michael Nelson	Tom Konis	Gina Claeys
Andrea Bertotti Metoyer	Jim Lee	Shawn Beese
Bonnie Mager	Linda Greene	Kathleen Jenkinsons
Luis Manriguez	Karen Sutula	Adriane Leithauser
Nikki McNurlen	Stephanie Jamison	Deb Conklin
Christy Himmelright	Bridget Curran	Donald Snyder

Treatment (wearetreatment.com) is a strengthening business member.
Dvir Abrams Comedy and The Secrets are supporting business members.



Measure Meant Social Impact Consulting A Measurable Commitment

Kara Odegard has, on occasion, felt ambivalent about her hometown. This is a tension some other Spokanites can relate to.

Some years back, staying overnight in a Seattle hotel, Kara picked up the piece “A Statistical Abstract for My Home of Spokane, Washington,” by Spokane author Jess Walter. It was funny but sharp, a McSweeney’s style list about what it felt like to be from a town whose main characteristics were poverty, racial homogeneity, and grown men riding kids’ dirt bikes—a place that, mostly, people couldn’t wait to get out of. There was one line Kara couldn’t get out of her head: “I think there are only two things you can do with your hometown: look for ways to make it better, or look for another place to live.”

Fast forward 8 years, three jobs, and a 2-year stint of living abroad, and now, Kara is the owner of Measure Meant Social Impact Consulting, a business whose purpose is to

find ways to make Spokane better by asking businesses to be intentional about how they live their values.

“As I thought about what it means to make our community better, I realized there are things we can do as individuals, as families, as households, but these are quite limited in scope. To have greater impact, I wanted to look at how business could play a role,” Kara says.

Social impact consulting uses assessment tools to measure varied aspects of a business, such as environmental outcomes, transparency in governance, supply chain ethics, and more. **“It starts with the act of measuring,”** Kara explains. **“It’s hard to improve or even fully understand some business processes until you are able to quantify them.”** For businesses ready to take a more forward-looking tack, Measure Meant assists them articulating their corporate values and



Photo Credits: Accatur millest, niminti busdaeptus ea inulliqui quae quatibus.

designing plans to achieve those values in targeted, measurable ways through their business operations.

“Businesses make specific, strategic improvements that demonstrate their corporate values and benefit their stakeholders and their brand. But if enough of us do this, it will change the ecosystem we live in, and create a culture that makes it easier to do good things,” Kara says.

Measure Meant is a SIMBA business member, and Kara sits on the SIMBA Board (see Board profiles on p. [xref](#)). She finds alignment with SIMBA values in the conviction that business needs to be a contributor to making our communities healthier and the idea that businesses can be standard bearers for inclusivity, diversity, and resilience in the way they conduct operations.

Kara is also working to educate the Inland Northwest about B Corp Certification. Measure Meant became Spokane’s second Certified B

Corporation in 2018. The first, Mutu Coffee Roasters, consulted closely with Kara for guidance in navigating the multi-faceted assessment and verification processes and gained their certification in February 2018. For more on the B Corp movement, see p. [\[xref-B Corp article\]](#).

“I want to encourage business owners to start thinking about the world we live in,” Kara says. **“Any business exists inside a community and inside our environment—not separate from them. So, if a community or the environment is hurting or unhealthy, a business that is part of it can’t truly thrive.”**

Throughout 2019, Kara and Measure Meant look forward to sharing their message outside progressive circles that are already believers in environmentalism and sustainability. Kara explains, **“Measuring impact and taking charge of your business values have measurable and proven business advantages, regardless of your political leanings.”**

NW

Local Shout Out

Ruins (825 N. Monroe) – Ruins is casual and unassuming, and the food is fantastic. I never get tired of eating here because the menu changes every month.

facebook.com/ruins.spokane

Member Info

Kara Odegard, Owner
Measure Meant Social Impact Consulting

304 W. Pacific Ave., #210
Spokane, WA 99201
509-939-8665

measurepnw.com



The Knickerbocker A Piece of History

“Our built environment impacts how we think and how we live,” says Steve DeWalt, property manager of the Knickerbocker, an apartment building constructed in 1911 and placed on the National Register of Historic Places in 1987.

Steve is talking about urban design and how building codes can create or restrict the vision for development or redevelopment of properties—but he could as easily be talking about the Knickerbocker itself, with its large and old-fashioned foyer, statue niches, and dark wood stairways, intact down to the inset brass dust corner on each step. **“Living in a property like this is an opportunity to feel tied to something historical,”** Steve continues. **“People living in new construction don’t experience that feeling of connection to history in quite the same way.”**

Of the Knickerbocker’s 30 living units, 20 are already restored and occupied, thanks to the efforts of Eric and Mary Braden, previous

owners who completed a tremendous amount of renovation before the building changed hands in 2018.

Steve is overseeing the restoration of the remaining 10 units. Another element of the redevelopment plan is to return the building to being a mixed-use space. The original building had a restaurant on the ground floor, and Steve wants to see the renovation finished with a café or coffee shop that would serve building residents, as well as other people in the neighborhood.

“The building is located in a very dense area of the lower South Hill,” Steve explains. **“There are condos here, other apartment buildings, a high school, and medical facilities where people work during the day. But there’s nowhere nearby to eat. A café in the Knickerbocker would provide an amenity for the entire neighborhood to take advantage of.”**



Photo Credits: Accatur millest, niminti busdaeptus ea inulliqui quae quatibus.

Steve is a co-chair of the SIMBA Urban Design Subcommittee (learn about the subcommittee on p. xref), and he is excited to see it become a forum to share ideas and experiences about urban development, to identify where problems lie, and to imagine alternatives. **“Spokane is supportive of healthy urban design at a high level—walkable cities, mixed-use development, concepts like that,”** he says. **“But at a project level, when specific development projects need to interface with the fire marshal’s office or city regulations, creative projects can become more challenging.”**

The history of zoning regulations is problematic, as well, and deserves to be rethought. **“Historically, the goal of zoning has been to segregate, discriminate, and exclude certain people from neighborhoods,”** Steve explains. **“We need to be critical of that, and of the ways that, today, zoning still hinders the organic reimagining of communities.”**

Steve has his eye on how SIMBA and the Urban Design Subcommittee can change the conversation and build a more holistic understanding of how regulatory elements can become more supportive of community-focused development. **“There’s a lack of understanding about how specific elements of planning, building, and zoning code hinder the type of development we all believe we want,”** Steve says. **“I want to see us bring the code conversation to the public, so we can explore more creative options together, rather than the public reflexively saying no to new projects, because of the fear that they’ll be like other development projects we’ve seen in the past. And as developers, the burden is at least partly on us to build goodwill with the public, and to show them we can do better.”**

NW

Local Shout Out

South Perry Pizza (1011 S. Perry)

– Their pizza is better than anywhere else in Spokane!

southperrypizzaspokane.com

Member Info

Steve DeWalt, Property Manager

The Knickerbocker
507 S. Howard St.
Spokane, WA 99204
360-726-2659

theknickerbockerspokane.com



The Glover Mansion Welcoming the Community In

When Bob Adolfson purchased the Glover Mansion in 2004, he knew he was purchasing a treasured piece of history, and he set out to create an event center that would welcome the Spokane community.

The mansion—owned by James Glover, so-called father of Spokane, and designed by Kirtland Cutter, architect of the Monroe Street Bridge and other local landmarks—still has the reputation of being one of Spokane’s most rarefied locations. But Bob’s mission is to bring people in and help them find out how accessible it is, despite its lofty reputation.

“People know the mansion and its history—and they assume we’re too expensive for them because of it,” Bob says wryly. “Any time we can reach out into the community, bring people inside, and introduce them to the location and how approachable we are, it’s a win. We want events that bring people in the doors.”

Bob and Glover Mansion are committed to supporting a wide variety of causes throughout the Spokane community. SIMBA members will recall Glover Mansion as the venue for our July 2018 kickoff event—just the type of diverse, community-focused event that Bob and his staff enjoy. Glover Mansion also hosted a campaign event for David Green, also a SIMBA member, in David’s fall 2018 electoral bid for Spokane County treasurer.

In fact, Glover Mansion Events, LLC, hosts events at three different locations, each with their own charms and assets, depending on the size and style of event. The Glover Mansion, with its beautiful granite and solid-wood construction, has weekends filled with weddings and also caters to business events that need large-group, breakouts, and meal spaces at one location. Chateau Rive at the Flour Mill, located on the historic Flour Mill’s ground floor, opens onto a secluded meadow beside the Spokane River. Spokane Valley Event Center is the largest and



Photo Credits: Accatur millest, niminti busdaeptus ea inulliqui quae quatibus.

most modern venue, fitted with high-tech audio-visual equipment suitable for conferences and corporate events.

For 2019, Bob explains, Glover Mansion is hyper-focused on local success.

“We want to be connecting with organizations, especially nonprofits and mission-driven organizations who are working to make our community a better place. Nonprofits are so diverse in the causes they support and the people they serve.”

Support is a valuable thread in the relationships that Bob hopes to build with more and more nonprofit organizations in the upcoming year—particularly the support that Glover Mansion Events can offer to the organizations they work with.

“We’re very good at planning meetings!”

Bob says. And those specialized event functions—meeting planning, facilitation, and all the pieces of event coordination—are capabilities

that nonprofits may not have on their regular staff. The Glover Mansion venues want to become a partner to the events they host. **“We do everything we can to make working with us extraordinarily easy, and to fill any gaps with our services.”**

“The meeting and event support we give to nonprofits is one of the best ways we’ve found to give back to the community. We may not be able to write a lot of big checks to the causes we support, but we can bring twenty-five thousand dollars of value to someone’s event, and to their organization—all with a much lower price tag for them—just by doing what we do.”

Glover Mansion Events serve catering provided by Red Rock Catering, a catering company founded by Bob and his team. Red Rock Catering a sustaining member of SIMBA, is also featured for a profile in this magazine.

NW

Local Shout Out

Event Rents – Brad and Julie Orenstein of Event Rents are wonderful to work with. We can, and have, rented anything from them!

www.event-rents.com

Member Info

Bob Adolfson

Glover Mansion Events, LLC
321 W. 8th Ave.
Spokane, WA 99204
509-459-0100

www.glovermansion.com



Share Farm

Share Farm

Hyperlocal Food Disruptors

Using everyday technology, Share Farm founders Vince Peak, Eric Kobe, and Chef Adam Hegsted are making hyperlocal food available 365 days a year, with a few swipes on your cell phone. Since the Share Farm beta app was released on app stores in February 2018, they have had more than 137 sellers and 1,000 customers sign up, have partnered with Vets on a Farm, Ace of Spades, Charlie's Produce, Spokane Produce, and all 10 of Adam's restaurants, and are gaining traction in Wenatchee and Yakima, as well as in Spokane and outlying areas. **"With Airbnb for lodging and Lyft for ride-hailing, we're seeing peer-to-peer economic relationships disrupt every sector of the economy and give both consumers and producers more choice and flexibility,"** Vince says. **"We want Share Farm to do that for food distribution."**

After selling wildcrafted items at farmers markets and experiencing firsthand the difficulties of trying to commercialize wholesale

products, Vince wanted to create a system of entrepreneurship that would help sellers thrive.

"I want to help people to be successful in ways I wasn't able to be," Vince says. With farmers spending time on their craft, it's difficult for them to market, network, and create a market with low overhead. **"Share Farm is an online marketplace for sellers to connect with customers, for customers to become involved and educated, and to create a farm-to-fork economy that exists year-round, not just during the farmers market season,"** Vince explains.

Within their first year of business, Vince and Eric learned that the expectations of instant gratification that are built into our society would not allow for Share Farm to target residential customers solely, as they had originally intended. As Vince and Eric found out through varied market tests, while customers seemed to want the option to purchase hyperlocal food, they weren't willing to travel



across town or through the Palouse to get it directly from the farm. Early users didn't even seem willing to meet halfway. **"No matter how convenient you make it, it's not enough. So, we want to get away from this and support the movement of devolution,"** says Vince.

They joined SIMBA to connect with like-minded people that already value our local resources. **"We can't connect and educate everyone, but SIMBA can,"** Vince says. **"We want to connect with people who already understand the hyperlocal food movement."** Hyperlocal food is sourced within your immediate geographic location and serves the people within that boundary. Local products, on the other hand, can come from up to 400 miles away. **"Everyone one says they want to use local food, but we still have some consciousness-raising to do about what local or hyperlocal food truly means, the kind of time it takes, and the quality of relationships between consumers and producers we should strive for along the way,"** Vince says.

To reach market segments beyond just the peer-to-peer interactions supported by the app they had designed, Share Farm changed their strategy to connect with commercial partners to bring fresh, healthy, hyperlocal produce to Spokane foodies through other channels. Now, restaurants and larger institutions, such as hotels and schools, can find hyperlocal foods labeled with their original source location and travel distance through Charlie's Produce and Spokane Produce. Charlie's Produce has other locations in Anchorage, Seattle, Portland, and Boise, providing a support system for these cities' hyperlocal food network. These distribution warehouses allow customers to pick up products directly and vendors to get paid immediately. Who says you can't have your carrot and eat it too?

NW

Local Shout Out

Little Garden Cafe - I really like Little Garden Cafe. Go and get their coffee some time!

2901 W. Northwest Blvd.

littlegardencafe.com

Member Info:

Vince Peak

Share Farm

share.farm



RĒL Spokane

Bringing Real Ideas to Life

RĒL Spokane (pronounced “Real Spokane”) is a multifaceted venture focused on living a life true to self that adapts with the ever-changing zeitgeist, and makes the world a better place. Ryann Louie, a nonbinary Chinese American, who *is* RĒL Spokane, is a visionary and creator who plans to #reimaginespokane as a city of the future that thrives on the love, trust, and cooperation of the people who live here. They retired as Spokane Planner’s Best Real Estate Agent 2018-19, their arch-nemesis is Amazon, and big box stores make them cringe. Their previous jobs vary from corporations like UPS and SolarCity, to franchises such as Windermere Real Estate and Veraci Pizza, but they’re rooted in local, independently owned businesses like Hermosa Cyclery, University Bicycles, and River and Woods. Outside of designing with South Henry Studios, they dream about building businesses to benefit the world, starting with Spokane.

They first came to Spokane as a native Angeleno in 2009 and saw it as a place with endless amounts of potential. After writing a thesis on how to combat anthropocene for a life-changing landscape architecture philosophy class at Washington State University, they discovered their calling to create change through building community. A RĒL Spokane community holds each other accountable for our actions and promotes intentional and responsible lifestyles. Its amenities are easily accessible through human-powered or public transportation, and energy is harnessed from renewable resources and an electricity-generating gym. RĒL Spokane has a hyperlocal food grocer in *at least* every business district and gender neutral bathrooms in all places of business.

Joining SIMBA and getting involved was a no brainer for Ryann. **“SIMBA is advocating for the type of community I’ve dreamed about in school,**



Photo Credits: Accatur millest, niminti busdaeptus ea inulliqui quae quatibus.

one that's inclusive, environmentally aware, and levels the economic playing field," says Ryann.

Aside from daydreaming about integrating features that already exist in our world into the Spokane community, Ryann has imagined business ideas that educate and empower people to have their fair chance. **"I want to give people a chance that has lower barriers to entry and allows them to explore what they do and don't want to do for work, because I've been through that for the last 11 years."** Since 2018, Ryann has had at least 16 jobs and voluntarily left each one. **"I thought I was going to be an architect and design eco-friendly homes for underprivileged communities,"** they said. While the proliferation of sustainably designed buildings for all is still on Ryann's radar, they have plans for a food truck enterprise, a local transportation concept, and a media co-op, among other things. Each venture is planned to be a Certified B Corporation and cooperatively owned.

Ideas of an inclusive, intentional, and cooperative society might sound foreign and downright impossible to some people. **"Most of us have been running in the hamster wheel called life, and it's time we hopped out. The corporate world has made it too easy for us to be content and mindless to their benefit, and for some reason it's acceptable,"** Ryann says. **"These stories of communities working together to create change are real. Let's make it happen in Spokane."** As Spokane grows, we as citizens need to consider what it will look like in the next 5 to 20 years. How can we contribute to the change? It's imperative that we start questioning everything, speaking up, and thinking for ourselves about how we can help reshape our society.

"In a world where our current systems are failing our society as a whole, there's no other way to be doing things, except differently and locally."

NW

Local Shout Out

The Community Building - The Community Building stands for everything I believe in and is a great example for Spokane real estate development to aspire to. It reuses old buildings, incorporates sustainable technology, and provides the community with safe and inclusive gathering spaces.

community-building.org

Member Info

Ryann Louie
RĒL Spokane
310-634-4189

relspokane.com



The Grain Shed: Business Built to Last

For the last year, The Grain Shed, South Perry's newest bakery and brewery has been conducting business in ways that share ownership and wealth, care for the environment, and make delicious, locally sourced food and beer, all at the same time. Founded by Joel Williamson, Shaun Duffy of Culture Breads, Don Scheuerman of Palouse Heritage Grains, and Teddy Benson, a brewer at The Grain Shed, The Grain Shed is one of Spokane's only employee-owned business cooperatives (see p. 22 for more on co-ops), along with LINC Foods, a worker- and farmer-owned co-op founded by Joel Williamson and Beth Robinette of Lazy R Ranch.

Shaun, who started Culture Breads in 2015, brought locally sourced, traditionally milled, wood-fired bread to the co-op. **"We do it for the kids and for the next generation. People who eat commercial wheat are getting sick,"** Shaun says. **"Commercial wheat is totally transformed, and we want to reintroduce people to what real**

bread should be like." Shaun explains that it all has to do with the seed, its variety, and how it is planted, milled, and fermented. The Grain Shed stone mills their wheat, so all parts of the grain get emulsified together, and uses natural fermentation, unlike the mainstream commercial grain industry, which cuts corners to produce the highest yield at the cheapest price. **"You can't maximize everything. We do everything the hard way,"** Joel says with a laugh. **"It takes longer, but it's actually digestible."**

There here are four owners of The Grain Shed currently, but, because of their cooperative business model, they are looking to increase ownership with each employee they hire. **"We want to hire people with an ownership mindset, because they are willing to take more responsibility and take initiative. Hiring people as potential owners changes how they think and act in the workplace. It makes them part of the bigger picture and they engage in a different way,"** says Joel.



Photo Credits: Accatur millest, niminti busdaeptus ea inulliqui quae quatibus.

Joel also explains that co-op businesses are designed for the long run. While some businesses are created only to be sold for a cash out, co-ops are built with no end date in mind. Their growth tends to be slower than businesses of other ownership structures, but it also tends to be more stable, exemplifying an inclusive and community-friendly business strategy.

The Grain Shed's focus on local sourcing and working with small-batch growers within our region tie directly in to why they joined SIMBA. Just as SIMBA advocates for coopetition among the local independent business community, The Grain Shed wants to help foster a healthy and successful regional and domestic marketplace that supports local grain growers through their business practices. **"We want all businesses to think to buy local,"** says Joel. **"It can be a risky strategy, but if you do it, sometimes the right people come along, and we're looking for the right people to connect with."**

In terms of environmental impact, The Grain Shed deeply aligns with SIMBA on preserving our unique place. As a business that relies on the health of the land, it's only natural that they also do their part as environmental stewards.

"The baked goods we don't sell go to the family shelter across the street, and leftover breads are mashed to make beer," says Shaun. While redistributing and repurposing resources that may otherwise go in the trash is one way they go green, they also send their compost, oven ashes, and cardboard to Garden of Eden. To keep their carbon footprint to a minimum, they also have a small but diverse menu that uses as many hyperlocal ingredients as possible. To make their products more accessible to all, they are also working on accepting food stamps.

The Grain Shed is raising the standard for business and great food. It's time we step up to the plate.

NW

Local Shout Out

Rocket Market - We've gotten to know Alan and Shanda of Rocket Market through LINC Foods. They're the epitome of localownership.

726 E. 43rd Ave.

rocketmarket.com

Member Info

Joel Williamson

The Grain Shed
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Spokane, WA 99202
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thegrainshed.coop

Concepts for a New Economy

Tidbits from member interviews really made us think. We hope they do the same for you.



The Velocity of Money

The velocity of money is an actual economic equation that measures how quickly the same dollar changes hands. In Washington, every transaction generates more tax.

David Green (p. 32) gave us an example about how various factors can foster or hinder transactions: If snow doesn't get cleared, **how many local transactions have we foregone because people aren't getting out to shop and patronize**

businesses in bad weather?

What transactions have been pushed online to businesses who don't pay into our local tax base or spend in our local economy, all because we (the city, property, or business owners) chose not to shoulder the direct cost of clearing the snow?

Until we change Washington's tax structure, we need to be mindful of actions we can take to maximize these local transactions.



Co-ops

Cooperatives are revolutionary business structures that distribute and decentralize ownership and profit—the opposite of traditional business models that tend to concentrate both in the hands of very few owners. Whether **cooperative owners are employees** (The Grain Shed, p. 20), **members or customers** (Main Street Market, or credit unions like Numerica, p. 30, or SCCU, p. 33), or **producers** (LINC Foods), depends on the specific business, product, and model.



The Built Environment

An inclusive term for **all human-made creations that compose the physical world we live in**, including everything from houses, parks and gardens, sidewalks, and streets to transit systems, skyscrapers, and street trees. Built environments have different effects on the health, well-being, community, and environmental impact of the people who live in them.



Local Taxes, Out of Town

Spokane is a regional hub, and people come here to shop from smaller outlying communities like Kettle Falls, Newport, and Republic. **30% of sales tax revenue in the City of Spokane is paid by people who live more than 50 miles away**, explains Mark Pond of Spokane Public Library (p. 34). The city's general fund, supporting the public library and other critical city programs, has a lot to thank them for!



Let Business Be the CHANGE

Could Values-Driven Businesses Be the Heroes We've Been Waiting for All Along?

It's been a tough year in business. We've witnessed "brand" crises ranging from asbestos in Johnson & Johnson's baby powder to Facebook improperly sharing user data in ways that may have impacted the 2016 elections. Against a backdrop of social and environmental turmoil, where business often seems to have a hand in making things worse, consider a welcome counterpoint: **what if business could be a force for good?**



The B Corp Movement

There have always been businesses motivated by doing good and building their brands on values. In the Spokane and Coeur d'Alene area, we've known these businesses over the years—or *been* them, in the case of business owners. But in 2006, the genesis of Certified B Corporations (or "B Corps," for short) took 'doing business for good' and made it a certifiable standard.

B Corp certification is similar to Certified Organic or Fair Trade Certified, in that it's a voluntary standard, verified by a third party. But it's different because the whole business is certified, not a particular product or activity. A Certified B Corporation becomes certified by undergoing a rigorous assessment that measures the many ways a company can choose to do good—in their products and services, their environmental impact, their community engagements, and their governance practices.

Consumer Preferences

B Lab hails the growing numbers of Certified B Corps as a “global movement for change.” And if business owners have been seeking something other than business as usual, consumers certainly have, too.

In 2015, the market-data giant Nielsen released its Global Sustainability Report, a survey on the role of values like sustainability and social responsibility in consumer habits. The study reported that socially conscious values are motivating consumer choices more and more, with the number of consumers willing to pay more for sustainable brands increasing in a steady, multiyear trend—from 50 percent in 2013 to 66 percent in 2015. This trend was present across age groups and strongest among millennials. Although Nielsen hasn’t conducted a large-scale study since then, its recent research releases confirm that these trends continue.

Values and Cents

In the same study, Nielsen found that consumers’ value-driven preferences had a demonstrable benefit for business bottom lines. In 2015, sales of consumer goods from brands with a commitment to sustainability grew more than 4 percent globally, while those without that commitment grew less than 1 percent.

B Corp advocates explain that articulating and documenting a corporate values commitment makes sense from both a values perspective and a business perspective—a way to do good while doing well. For businesses that already have a strong values commitment, B Corp assessment and certification process can document how they live out their values, using objective data and metrics. But there’s more: In a consumer and media environment fraught with risk, using demonstrated corporate values to build brand loyalty is a way to bank trust for when the unexpected brand crisis happens to you.



The B Corp Journey of Mutu Coffee Roasters

Russell and Tammy Fleming planned to start a small business in Spokane with a positive impact—they decided on that before they even chose what kind of business it would be.

Picking coffee roasting, Russ began researching other companies, looking for like-mindedness. **“Whenever I found a company with a values match, it was a B Corp,”** Russ says. **“That was the common denominator.”** As he learned more about B Corp certification, Russ felt his sense of alignment grow. **“The values of B Corps were what I wanted to be like and grow toward,”** he says.

As they dug further into the coffee industry, Russ and Tammy also learned about the massive gender inequality there: women in coffee-growing regions did the farming, yet the exporting businesses, the farmland, and the profits stayed firmly under men’s control. Then they discovered Café Femenino, a worldwide association of women coffee growers working to empower women farmers and enrich their communities and businesses. **“My wife and I loved that,”** Russ says. **“We realized we could make a global impact through Café Femenino coffee, even though we were a very small business.”**

Today, Mutu Coffee Roasters roasts Café Femenino coffee and returns a portion of its sales to the Café Femenino Foundation. Certified in early 2018, with incredibly high assessment scores because of the values embedded in their supply chain, Mutu Coffee Roasters has the distinction of being Spokane’s first Certified B Corporation.

Your business values aren't only a feel-good PR gesture, they're a solid risk-mitigation strategy.

A Growing Movement

Today, there are 2,778 Certified B Corps in 60 countries, representing 150 industries. As with many trends, B Corps haven't made quite the same inroads our region as they have other places. There are two Certified B Corporations in Spokane, and the concept has generally low name recognition here. But, in encouraging contrast, the City of Spokane passed an ordinance in 2018 recognizing Certified B Corps and social purpose corporations and offering them nominal tax and fee incentives.

SIMBA and its member businesses are working to educate our community and increase awareness about B Corp Certification and other ways that businesses can contribute to positive social change. For those of us who take up the B Corp standard, maybe it's a way to show ourselves to be the heroes we've always thought we could be.

Know Your Terms

Certified B Corporation

Certified B Corporation is a status that a business applies for, and then is independently verified for—similar to Fair Trade coffee or Certified Organic food. B Corp is a certification, not a legal business structure. B Corps pay annual certification fees and must recertify every 3 years.

Social Purpose Corporation

A social purpose corporation is a **legal business structure in Washington state** that identifies one or more social or environmental purposes in its articles of incorporation. Social purpose corporations are **not required** to assess or report on any social and environmental outcomes beyond the social purposes they initially designate.

Benefit Corporation

A benefit corporation is a legal business structure in 37 states—**but not in Washington**. They report each year on their social and environmental performance, as measured against a third-party standard (such as the B Impact Assessment)

B Impact Assessment

SIMBA has partnered with B Lab to offer a portal to the B Impact Assessment. When you assess your business impacts using this portal, you get counted among our regional businesses that are committed to doing good and measuring their social and environmental impact.

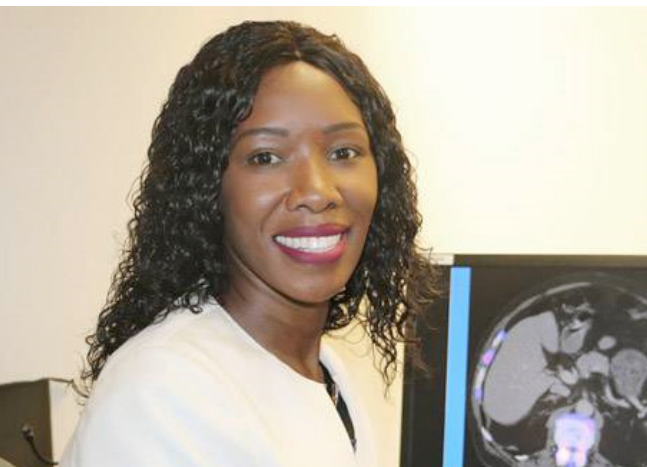
SIMBA's B Impact Assessment Portal – spokaneindependent.org/impact-local-inw

(Regional data is amalgamated—no identifying details about your business's assessment results are ever shared.)

Spokane Incentives

In 2018, the City of Spokane passed an ordinance (SMC 08.02.0206) providing incentives to social purpose corporations and to Certified B Corps:

- Social purpose corporations and Certified B Corps qualify for reduced business registration fees.
- Certified B Corps do not have to pay personnel fees ("the head tax," based on number of employees).



Inland Imaging®

Healthy People, Healthy Communities

Inland Imaging has roots in Spokane that stretch back to 1937, and they've always been central to Spokane's status as a regional hub for medical services. They were at the cutting edge of introducing a number of new imaging technologies in the 1970s and 80s, such as Ultrasound, Computed Tomography (CT), and Magnetic Resonance Imaging (MRI).

Today, member ownership keeps their focus local. Doctors who join the practice work toward becoming part-owners, much like lawyers or accountants can become partners in a firm. Ed Renouard, Inland Imaging's Director of Marketing, describes why Inland Imaging's ownership model matters: **"There's massive uncertainty in the health care environment, and being locally owned means you have a greater degree of control over your future. As a company, we can act, instead of only reacting to a volatile environment."**

Today, Inland Imaging has a growing regional network of imaging resources, primarily in eastern Washington, and with outposts as far as Seattle and Missoula. Their doctors have subspecialties in thirteen kinds of radiology, including pediatric radiology and women's imaging, and they have more than 400 staff members.

In 2016, the company underwent a process of articulating their corporate values, which included interviews with employees at all levels, from staff to doctors to executive team members. The goal was to uncover what values were already alive in the company's activities, instead of imposing values from the outside. This process resulted in the articulation of Inland Imaging's core values: Do the Right Thing, Show We Care, Maximize Individual Potential, and Always Aim High.

Inland Imaging staff live out these values in the work they do every day, but also in the ways the company becomes involved in our regional community. **“We are involved in so many community activities and causes, and that’s because we understand that we’re part of an interconnected local ecosystem,”** Ed says. Inland Imaging’s ecosystem is made up of hospitals, referring doctors, and patients who receive care, but also organizations beyond the healthcare industry that support community health and vibrancy, such as YWCA and its Women of Achievement awards, and organizations that support victims of domestic violence.

Inland Imaging finds a connection with SIMBA’s values in recognizing how our local economy impacts the well-being of everyone who lives here. **“The local economy has a profound effect on people’s health,”** Ed says. **“Stress and uncertainty have negative health impacts, but a thriving economy gives people opportunities to be healthy in all kinds of ways. Economic resources allow people to pursue preventative health care, to eat healthy, and to exercise. Just as important, a healthy economy means greater cultural opportunities, more arts, entertainment, music, great restaurants, and recreational activities that feed the soul and create fun, happy, more satisfying lives.”**

In the coming year, Inland Imaging wants to see SIMBA continue educating people in our region about the impact of spending our dollars locally. **“The circulation of local dollars lifts everyone up and helps us thrive,”** Ed says. **“That matters when our goal is to help people be their healthiest selves.”**

Inland Imaging is the Primary Sponsor of Independent Northwest

“Inland Imaging is part of the Spokane community, and we want to support organizations and activities that are healthy for our region. In the long run, that’s good for us, as well.”

Many thanks to Inland Imaging for their support of SIMBA.



Member Info

**Ed Renouard,
Director of Marketing**

Inland Imaging Business Center
801 S. Stevens St.
Spokane, WA 99204

inlandimaging.com



maker + made



Maker + Made

Independent Together

Independence and nontraditional work arrangements are a hallmark of today's economy, but, as Brittany Stodgell and Millicent Schnebly have discovered, the journey to creative independence isn't a path you have to take alone.

"I've been working independently since forever!" Millie exclaims. Born and raised in Coeur d'Alene, she started her first business at 17 and has been self-employed as a graphic designer since the day she graduated from Eastern Washington University. She spent her first 2 years after college doing independent design work as Millicent Maker. **"I have always viewed being a graphic designer as being an artist,"** she says. **"I like the term 'maker,' because it puts an umbrella over many creative pursuits and makes us all peers."**

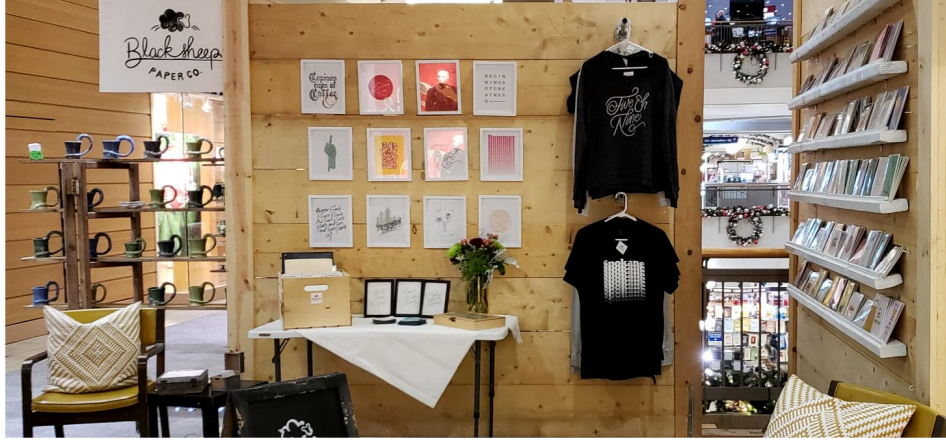
Brittany, on the other hand, has 4 years of experience working with a design agency and

started her companies, Brittany Made This and Blacksheep Paper Co., as a side hustle while she continued full-time work—another increasingly common arrangement in today's workforce.

The pair met in 2016, began collaborating on some joint efforts, and became Maker + Made on January 3, 2019, when Brittany left her design firm job and joined Millie as co-owner in their new company.

"I've always valued establishing meaningful connections and surrounding myself with people who have the tenacity to make things happen," Brittany says. **"We've been running Maker + Made for 30-some days now, and we're finding out that, together, we're truly a greater force than we could have ever been alone."**

They enjoy the fact that they get to work with the clients they choose and express their own values and design sensibilities as they help



build clients' brands. Maker + Made's work touches all aspects of brand identity, from web design and packaging to events and social media, and they create branding that is grounded in an understanding of design theory and marketing toward a target audience.

They also look forward to getting more involved in the local business community as a team. "There's much more to learn about the economy, and I look forward to SIMBA helping all of us become more educated about that," Millie says. "As we solidify Maker + Made, we're able to turn outward more and think about the broader community we're part of. I've been part of many creative communities along the way, and it has taught me that your own success is anchored to the people you surround yourself with."

And Maker + Made will certainly continue to leave their creative mark on the Spokane community in all kinds of ways: Their works appear in venues like Terrain's Pop Up Shop, restaurants (including Zona Blanca,

Steel Barrel, and High Tide to name a few), businesses, and murals around town.

Millie also designed the Live Local INW brand that was the face of SIMBA's 2018 buy local poster campaign (see p. [xref-7](#)). "We all know we should buy local, and we do our best, in a vague way," Millie says. "But we can get more committed than that. The friends and family I have who are business owners have poured their hearts and souls into their businesses. And a campaign with a strong brand puts an even firmer backbone to the idea of supporting local makers and business owners. When you put something visual in front of people, the message sticks in a more memorable way."

NW

Local Shout Out

Terrain's Pop Up Shop – Everything you find there is the creation of a Spokane-based maker, so you know you're buying local.

terrainspokane.com/popupshop

Member Info

Millicent Schnebly & Brittany Stodgell

Maker + Made
304 W. Pacific Ave., #210
Spokane, WA 99201
208-215-4077

maker--made.com



Numerica Credit Union

Living the Credit Union Difference

Numerica Credit Union was founded in 1937 as Spokane Railway Credit Union, when railway workers pooled their financial resources to support one another. Today, Numerica has 21 branches serving more than 145,000 members in Spokane and Spokane Valley, eastern Washington, central Washington including Wenatchee and the Tri-Cities, and northern Idaho.

The biggest idea Numerica has to share is *the credit union difference*, a difference that comes through member ownership, not-for-profit status, a commitment to financial education, and a long history of reinvesting in communities. **“Credit unions are people helping people,”** Jake Krummel, Numerica’s Business Development Manager, says, **“In contrast to traditional banks, which are driven by their bottom line and the need to bring profits to their stockholders.”** Numerica members are owners of the credit union, and they have a voice in

how it operates. **“When I worked as a branch manager, I was glad when members talked to me and gave me suggestions,”** Jake recalls. **“I looked for the next steps to take, so their input would make a difference.”**

Numerica is committed to enhancing lives, fulfilling dreams, and building communities—among its members, its employees, and the towns and cities in our region. A pillar of the credit union difference is spreading financial literacy to empower individuals, and Numerica emphasizes financial education for adults, through the CU @ Work program, and for kids, in education programs offered in schools. The CU @ Work program is administered by branch managers who connect with businesses in their area. The program can be tailored to employer and employee needs and interests. In 2018, Numerica’s financial literacy department clocked 700 hours of education to 57 schools and organizations. Their other investments



in community continued as well, including charitable contributions totaling \$1.7 million and more than 18,000 employee volunteer hours in 2018. **“Numerica is a genuine group of people,”** Jake says. **“We get to know the communities we are in. We want to see those people and businesses succeed, and we want to contribute to that success.”**

Numerica’s commitment to empowerment and community building is active on the inside, too, with a workplace culture that encourages education, development, and leadership for employees. For 2 of the last 3 years, Numerica was recognized as one of the best places to work in the Inland Northwest in the annual survey conducted by Spokane’s *Journal of Business*.

Throughout 2019, Numerica is looking forward to more collaboration with the Spokane metro community, and more opportunities

for conversation among community members and organizations. **“We see that people have become very engaged around tough issues—like homelessness in Spokane,”** Jake says. **“We hope that engagement continues, along with an openness to having real conversations. So many of us have the same goals. I don’t have the answer to these difficult questions, but I know that finding the answer starts with conversation.”**

Conversation begets relationship, and relationship is the starting place for almost everything else. **“The Spokane region is a community built on relationships—we’re a big small town,”** Jake explains. **“Numerica’s best advice for succeeding in our regional economy is to focus on relationships above all else. The bottom line is important, but giving back to our community and finding ways you can help improve it are more important.”**

Local Shout Out

Any Numerica member! – Our partnership is with the people and businesses of this region. We want to see them fulfilling their dreams and building our community.

Member Info

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Numerica Headquarters
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numericacu.com

NW



Member Info

David Green, CPA, PLLC

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davidgreencpa.com

David Green, CPA, PLLC

The Courage of Our Convictions

After 35 years in accounting, David Green has developed an acute sensitivity to how money moves and the impacts it has along its journey. He uses that knowledge to serve the clients of David Green, CPA, PLLC, who are primarily high net-worth individuals with complex tax situations, his area of specialty.

An awareness of what our dollars do matters, David explains. For better or worse, the Washington economy is built on transactions, because of our state's sales-tax-based tax code. The "velocity of money" is an economic equation that measures the speed of these transactions, or how quickly the same dollar changes hands (see p. [xref] for more on the velocity of money and other economic concepts). David keeps these realities in mind as he manages his business. **"When I have a bill to a local vendor," David says, "I pay it immediately—the next day, if possible—because I want to put that money in their hands, so they can put it into someone else's hands."**

Spokane residents may recognize David's name from his 2018 run for Spokane County treasurer. **"Someone had to do it,"** David says. He and several other potential candidates met with the state chair of the Democratic Party to decide who would be a strong candidate to oppose Michael Baumgartner, and the group picked him. David lost the election, with Baumgartner winning 57 percent of the vote

county-wide. **"But I won the majority vote within the city,"** David clarifies. **"I'm pretty proud of that. And I would do the same thing again, knowing the outcome, to offer the voters a choice."**

David says that he became emboldened by running for public office. **"I hope to give people the courage to speak up for their convictions,"** he says. **"I have grown in that courage myself, and I hope to see more people vocally encourage good behavior in our community, even if that means having the courage to complain about bad behavior."**

Right now, David is in the process of applying the newly revised tax code in its first year in effect, but he looks forward to continuing his involvement with the state Democratic party. He served as the chair of Washington's 3rd Legislative District from 2015 to 2017 and will run for vice chair of the state party this year.

David's accounting firm is a SIMBA business member because he's intrigued by the idea of a business organization that gives a voice to smaller locally owned businesses. Most other business organizing in Spokane has focused on larger businesses, and smaller local businesses need representation and support, too.

Local Shout Out

"My favorite business? Anyone local!"

Spokane City Credit Union

Small But Mighty

Spokane City Credit Union was founded in 1934 as a credit union for Spokane city employees. Gene Fitzpatrick, SCCU's president, describes the 1930s as the heyday of credit unions—most credit unions that exist today were created in the decade or so after FDR passed enabling legislation 1934. In later years, membership was expanded to an "open charter," meaning that anyone who lives, works, worships, or goes to school in Washington can join.

As a relatively small credit union—with assets closer to a half-billion dollars than the billions, or tens of billions, that some area credit unions command—SCCU is focused on positioning itself in a market of Goliath-sized financial institutions and communicating the ways in which it remains resilient and relevant. **"We want our members to understand that we are different from the big guys out there,"** Gene says. **"We are small but mighty."**

SCCU serves individual financial needs, like car, home, and personal loans and financial counseling for individuals and families. They see their exclusive focus, their excellent member service, and their values-driven community engagement as the way they will stay strong, viable, and distinctive in a market that is characterized by consolidation, where credit unions are merging and the remaining ones are getting bigger and bigger.

An example of their commitment to distinction is the Resiliency Action Plan they executed last year. Like every business on north Monroe Street, SCCU was impacted by the North Monroe Corridor project. But, as portions of the street were closed throughout 2018, SCCU used the downtime to schedule their own major remodel, with substantial upgrades to landscaping and energy efficiency. (Measure Meant, p. xref, helped SCCU design and implement the plan.)

With these changes, SCCU became the first Spokane business to redesign its landscaping to meet to reduce outdoor irrigation. They removed 3000 square feet of turf—their entire front lawn—and replaced it with drought-tolerant plantings and drought-wise landscaping materials. They also upgraded their 1970s building to meet current energy efficiency standards, and now pay 50 percent less in monthly utility bills because of improvements to insulation, HVAC systems, and windows, and upgrading all lighting to LED. Gene says, **"We are particularly proud of this project, because it sets us apart. We demonstrated the ways SCCU is willing to do more than a lot of other businesses in terms of our environmental commitment."**

Local Shout Out

All Spokane-based credit unions



Member Info

Gene Fitzpatrick, President
Spokane City Credit Union
1930 N. Monroe St.
Spokane, WA 99205
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sccu.net



Spokane Tribe
of Indians

Member Info

Spokane Tribal Business Council

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Wellpinit, WA 99040
509-458-6500

spokanetribe.com/government

Spokane Tribal Council Culture, Tradition, and Economy

Combining the old and the new is a complicated dance, no matter who you are.

“We used to feel we would have to give up our culture and values to participate in the economy, but now we know that’s not true and not necessary,” explains Maria Cullooyah, Spokane tribal member and Assistant Director of Planning and Economic Development for Spokane Tribe of Indians. **“Instead, we’re bringing economics into conversation with our cultural and traditional values to build for our future generations.”**

Maria, who is also a SIMBA board member (profiled on pg. [xref-4]), discussed why Spokane Tribe decided to become a member of SIMBA. **“We want to become involved in local economic organizations like SIMBA that will help our businesses help each other. Indian Country is full of small, small businesses. Business development for us is helping people realize it’s not just a fundraiser they’re doing, when they sell jewelry or food. It’s a business—or it can become one.”**

As the highest governmental body of the tribe, the Tribal Business Council oversees every tribal program—business and economic

development, yes, but also community and social services, law enforcement, fish and wildlife, real estate, youth and elder services, and everything else. The tribe is building a local economy for its citizens, who live both on and off the reservation, and they have goals similar to anyone else involved in the regional economy. **“We’re just starting from a slightly different place,”** Maria says. **“We are working to rebuild our lives and livelihoods after the effects of colonization.”**

Moving forward, Spokane Tribal Council hopes that SIMBA will help expand awareness of the tribe’s identity throughout the Spokane region. **“SIMBA should remind everyone that we’re here!”** Maria exclaims. **“People forget. We hope Spokane’s small business community will get to know who we are, and that we can all collaborate and share resources on business development in our region.”**

Local Shout Out

Sister Sky – sistersky.com

Spokane Public Library

Turning the Telescope Around

Sometimes it's the local gems, right under our noses, that have a difficult time being discovered. Mark Pond, Spokane Public Library's business reference librarian, can relate.

"The biggest obstacle to sharing Spokane Public Library's business resources is that people don't know we are here," Mark says. "And once they learn, they have a hard time believing that they don't have to pay to work with us. You've already paid for it with your tax dollars!"

The online resources at spokanebusiness.org, a collaborative effort between Spokane Public Library and Spokane County Library District, include powerhouse business and financial databases, like a Bloomberg terminal. These tools help young businesses perform critical early-phase research on competitors, industry trends, demographics, and market characteristics. Spokane County Library District has its own set of business-supporting resources, but if you want to meet with someone in the city for business research, you sign up to have a one-on-one consultation with Mark.

Mark is also the spokesperson for Spokane Public Library's interest in being a SIMBA member. **"SIMBA's goal is to be local, inclusive, and broad-based. Those have always been the goals of libraries. Also, it's in the library's interest to have strong local businesses, because that's where our revenue comes from—sales tax revenue is what funds the libraries, powered by the strength of our local economy."**

Libraries also have a special role to play in today's local economy. **"Libraries used to bring the outside world in to our local communities. Today, we're awash in a tremendous volume of national media all the time, and local information is far less accessible, and local news and voices get drowned out," Mark said. "Today, libraries turn the telescope around, showcasing local communities and what they have to offer to the people who already live here."**

Local Shout Out

Lilac City Live! – Spokane's own "late-night" talk show

Photo Credits: Accatur millest, niminti busdaeptus ea inulliqui quae quatibus.



Member Info

Spokane Public Library
906 West Main Avenue
Spokane, WA 99201
509-444-5300

spokanelibrary.org





Member Info

Josh King, Partner

Tinderbox Marketing
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tinderbox.marketing

Tinderbox Marketing The Spokane Scene, Ignited

"I bounced around through several different jobs after college, and I only realized later that the instability I experienced was a reflection of the economy and the recession," Josh King recounts.

Like many people seeking a place in an increasingly uncertain economy, Josh found himself working outside of the traditional workforce almost by surprise. **"On the last bounce, while I was still hoping to find 'a real job,' I ended up starting my own company instead,"** he says.

That was 2013. Today, Josh and his wife Natalie are partners in Tinderbox Marketing, a company designed to be a firestarter for small businesses in marketing activities and strategy. In Tinderbox, Josh put his faith front and center, pledging to serve God by serving others, and to leave his clients better than he found them. **"So far, it hasn't been a problem that I highlight my faith,"** he says. **"I find that when you're willing to own it, it's far less offensive."**

SIMBA stood out to Josh because he found it welcoming, gathering people of all faiths, political beliefs, and backgrounds who were united by a desire to improve our local economy. There are many types of business owners in SIMBA, but Josh finds his fit among the new ones, founders who are charting their path in the world of business for the first time.

"There's so much energy in Spokane's entrepreneurial scene today that wasn't there 6 or 7 years ago," Josh says. Spokane is now home to a young business community with growing momentum. Josh is excited about the resources available, like a diversity of coworking spaces and business mentorship through organizations like SCORE.

He has immersed himself in this community, first as a new owner and then as a volunteer, a leader, and someone focused on giving back. He runs Business Brew, a monthly coffee hour facilitating conversation with an expert on a new topic each month, and he volunteers with SCORE and Startup Spokane, presenting on social media and other marketing topics.

And he finds that this is another way he can support his community. **"I want to patronize local businesses, and I can't always afford to buy more things,"** he says, **"So this is the way I support our local economy. This is how I give back."**

Local Shout Out

Fellow Coworking - workatfellow.com

Power 2 the Poetry Sharing the Love

In 2017, Bethany Montgomery wrote a poem about the Black Lives Matter movement and her place in it. **"That poem changed my life,"** she says. **"I performed it everywhere, because I felt like I had to."** The poem started her exploration of the Spokane poetry scene, and she founded Power 2 The Poetry, a spoken word poetry movement, soon after. In the year since, Bethany has performed at TEDxSpokane 2018 and Terrain, hosted Lisa Brown's Election Night watch party, and recently partnered with Spokane Public Schools to create an after-school program for kids. SIMBA members will recall Power 2 The Poetry's performance at our July 2018 launch event (p. [xref-7]).

After a career-ending basketball injury when she was a student athlete at Eastern Washington University, Bethany returned to writing, which has always been a part of her life. Bethany can see Power 2 The Poetry going anywhere, but she is staying in town for now because she believes Spokane needs a movement. Power 2 The Poetry is empowering people to be the solution: to express, expose, and ignite. **"Spokane is being ignited right now. I want to expose people to the Spokane I know and believe is possible. Poetry can ignite the flame inside us,"** Bethany says.

Her poetry programs with Spokane Public Schools allows her to help shape the people of the future. She understands that change starts with the individual and wants to elevate society through love. As a black lesbian who struggled with mental health issues growing up, she is able to share a marginalized perspective that empowers others to be who they are meant to be through poetry. **"Kids are just kids, they're human beings dealing with adversity, too. Kids are an image of their environment,"** Bethany says. A positive and safe environment that promotes self-love and helps kids (and adults) use their vulnerabilities to find their voices and identities allows us to move toward a better world.

Bethany joined SIMBA because she sees the young organization doing what she does with poetry. She says, **"SIMBA promotes marginalized groups and elevates the voice of the little guy. We align in every aspect and promote growth within our city."**

Local Shout Out

Black Lens News - blacklensnews.com



Member Info

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Power 2 The Poetry
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Member Info

Bob Adolfson, Owner

Brandon Dallara, Executive Chef
Red Rock Catering
509-327-8000

redrockspokane.com

Red Rock Catering A Taste of Spokane

Bob Adolfson and his team, including Executive Chef Brandon Dallara, founded Red Rock Catering in 2009 as an add-on to Glover Mansion Events (profiled on page [xref-14]), and a way to make the services offered at their event venues even more wrap-around. Red Rock is the catering provider at all Glover Mansion venues and the exclusive caterer for events at the Northwest Museum of Arts and Culture. Red Rock also provides offsite catering. **“Meaning they bring the party to you,”** Bob says. Red Rock’s offsite catering is fully scalable to fit any size event, from tiny to large and from casual to very formal: **“We can deliver dinner to your house for you and your family, prepare a formal four-course plated meal for hundreds of guests, or anything in between.”**

Red Rock aims to keep their cuisine local, focusing on casual Northwest flavors and comfort food. **“We serve very approachable food—dishes that are easy to enjoy. We make it all fresh and source as many of our ingredients locally as we possibly can,”** Bob says. **“We want it to taste special and home-cooked, and not institutional, which is a risk that large-scale catering can sometimes run.”** Guests exploring the Red Rock menu will notice a particularly

robust barbeque section, with selections ranging from Italian rope sausage all the way up to a whole barbequed pig. **“Personally, we love barbeque,”** Bob says, **“And it’s very popular here, so it’s a good fit.”**

Red Rock Catering was recognized with the gold award for Best Caterer in the 2018 Best of The City survey by *Spokane Coeur d’Alene Living*.

“A piece of advice I have for business owners in our region is to spend money on the professional services outside of your own area of specialization—particularly in accounting, marketing, and human resources. Everyone believes they know how to run a business, but, believe me, there’s so much you need to know that isn’t common knowledge,” Bob reflects. **“As a business owner, I have made every mistake at least once—but never more than once, if I can help it!”**

Local Shout Out

Just American Desserts –
justamericandesserts.net

Revival Lighting

Anchoring the Neighborhood

Janine Vaughn, owner of Revival Lighting, has learned a thing or two over the years about what it takes to survive and thrive in our local economy.

Her store, Revival Lighting, has been in business for 20 years, and in its present location as an anchor store on the east end of West Main Avenue for 16. One of its mainstay services is the restoration and reproduction of vintage and antique lighting—that's where 'Revival' comes from. They are one of the largest restoration lighting stores in the country, drawing people from Seattle, Oregon, and Montana. As the local experts in period fixtures, they did all the lighting for restorations of the Fox Theater building and the Historic Davenport Hotel.

But it's hardly been smooth sailing. **"When flat screen TVs became common, everyone's style changed. Living rooms suddenly needed to look very modern, and antique became passé. Then the market crash happened, around the same time,"** Janine recounts. **"We've had a very long, slow recovery since then."**

Revival Lighting has focused on diversity and flexibility in their offerings to build the strength of their business. They started selling online, which now accounts for about 10% of

sales. They have added more furniture lines to their showroom, and they seek out lines of lighting that no one else in town carries. A new member of the business offers complete interior design services. **"We've seen a lot of local colleagues in the lighting industry go out of business in the last several years,"** Janine says. **"The more diverse your retail offerings, the easier it is to hang in there during the tough times."**

Working in local retail for her whole career, Janine has been an advocate for local business and economic justice for years, including involvement and leadership in business and advocacy organizations like Washington CAN (washingtoncan.org) and Main Street Alliance (mainstreetalliance.org).

She expects SIMBA to continue educating consumers about the realities of online commerce—that 'cheaper online' isn't always true when you actually compare prices, for instance—and about the fundamental importance of buying local. **"This year's Small Business Saturday was good,"** Janine says, **"So, maybe people are starting to learn."**

Local Shout Out

Main Market Co-op – mainmarket.coop

Photo Credits: Accatur millest, niminti busdaeptus ea inulliqui quae quatibus.



Revival Lighting

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Member Info

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Solution Resources EAP Dimensions of Health

Holger Caban, a licensed marriage and family therapist, is proud to be the founder of Solution Resources, Spokane's only local employee assistance program, but he certainly believes more people should know what an EAP is.

"More people should know—especially business owners. If businesses are serious that employees are their most valuable asset, then businesses need to invest in the well-being of their employees and ensure they have resources available to manage personal and family crises," Holger says. **"All Fortune 500 companies offer EAPs to their employees. There's no reason smaller companies can't, as well."**

And that's where Solution Resources comes in, making it realistic and affordable for small and mid-sized businesses in Spokane and eastern Washington to do just that.

An EAP is a benefit that employers purchase, similar to purchasing health insurance or subscribing to other employee benefit programs. An employee, or an employee's family member, can use the EAP to access counseling sessions, get referrals to community resources, and find help on a very broad range of health and wellness issues. EAPs aim to fill the gaps left by other benefits, and they can assist with outpatient counseling needs, like substance abuse, eating disorders, or

other non-emergency mental and behavioral health issues. They also cover individual and family wellness issues more broadly, and offer support for child and elder care, family conflict resolution, and legal and financial counseling. Solution Resources offers resources for organizational health, as well, including management coaching, facilitation, team-building, and critical incident response.

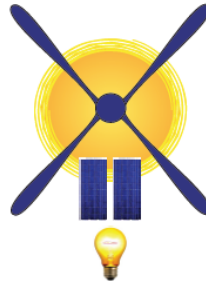
Being small and local is an advantage for Solution Resources because Holger and his team know our region, understand the environment that people and businesses face, and maintain a strong local network of providers and organizations for quick, quality referrals. **"If someone needs to visit a provider, we get them in within a week, and sometimes as soon as the next day,"** Holger says. **"Compared to a wait time of up to 6 weeks for a new patient visit through your health insurance, that's an advantage."**

Holger appreciates SIMBA's focus on health: environmental health, organizational health, and the health of our businesses and community. He explains, **"All these multifaceted dimensions of health ultimately influence personal health. Because I am serious about promoting individual health, it's important that I invest in the environmental, organizational, and community health of our region."**

SIMBA's Supporting Members



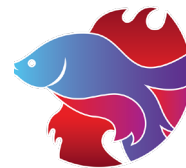
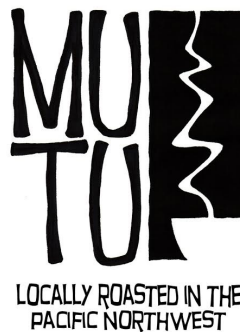
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Community Building Profile

Community Building Profile

Volunteer of the Year: Emily Himmelright

Charting A Different Course for Spokane

Add another economic trend to the list: Spokane natives who moved away in their twenties and are now coming back to town. Reasons are varied, but Spokane's urban livability and reasonable cost of living often show up on the list somewhere.

"I am representative of a larger demographic—the elder millennials who are moving back," Emily Himmelright says.

Emily grew up in a Spokane small business-family—her father's parents owned Lorien Herbs, in the windmill building in South Perry. But she spent years on the west side—first in Olympia, small business friendly and full of tightly knit neighborhoods, and then in Ballard, a northwest neighborhood in Seattle.

"Over 5 years of in living in Seattle, I felt like I watched the city being overtaken by condo overlords. I saw so many small businesses close or relocate. If anything good managed to stay, it was so busy you could



"We are having conversations that build a community and shape our region's economy. Volunteering with SIMBA is how I participate in nonelectoral democracy."

—Emily Himmelright,
SIMBA's Volunteer of the Year

never go," Emily recalls. She saw the interaction of the job market and real estate, and how it played out on the street, in the housing and shopping choices that were left after several years of rapid urban development. **"Businesses with a long history of family support in neighborhoods ended up on shaky ground, because the families that had supported them all those years were moving out, mostly because they couldn't afford rent,"** she says.

When she, her spouse, and their young son moved back, she got involved with SIMBA as a way to creatively influence the course of economic development in Spokane. **"I don't want to see the economic bulldozer of 'development for development's sake' level Spokane, like I saw in Seattle,"** Emily says. **"We're on the brink, but we still have time to choose a different path."**

Emily contributes to SIMBA in all kinds of ways, but one main role is as co-leader of the Consumer Council (see p. 6 for more information on SIMBA's consumer activities). **"SIMBA has as much of a value proposition for consumers as it does for businesses,"** Emily explains, eagerly taking up the critical role of consumer advocates in a small business organization. **"The actions you take as a consumer support the economy and the community you want to live in. Consumers use so many diverse strategies to pursue the goals we have. We can literally spread the wealth with our spending choices and intentionally feed alternative visions of economic development."**

Magazine Sponsors

These are the businesses and community members who contributed to cover our printing costs, extending the magazine's reach and increasing the visibility of SIMBA, our values, and our work in the Spokane-Coeur d'Alene community. Many thanks to each of them!

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Credits



Ryann Louie **Project Direction, Graphic Design & Layout, Writing**

Ryann is an accomplished jack-of-all-trades whose talents let them see the world as a canvas, a playground, and a test tube. When they aren't designing for South Henry Studios or advocating for SIMBA, B Corps, and queer rights, they are outside, eating, or devising their next world-saving business plan. Their involvement with SIMBA inspired them to propose an accomplishment-highlighting magazine, which became a reality because Sarah was also stoked for it. Get real at relspokane.com.

Sarah Peterson **Project Direction, Writing & Editing, Content Design**

Sarah has been writing and editing professionally for 15 years. She specializes in deep listening—to specialists on complex topics, and to regular people telling their stories and talking about what's important to them. Sarah is an independent writer and editor at S Peterson Consulting (sarahmpeterson.com) and collaborates with Anna Morgan to create accessible websites, ebooks, e-newsletters, and other communications products at thinkaccessibilityfirst.com. She got involved in creating the first issue of *Independent Northwest* because she agreed with Ryann that SIMBA ought to have a magazine.



Anna Morgan **Graphic Design & Layout**

Anna Morgan is an award-winning graphic designer who has been working in the field for 13 years. She specializes in accessible designs for print and electronic information—readable fonts for people with dyslexia, color combinations for people with colorblindness and low vision, and websites and electronic documents tagged for compatibility with screen readers. You can explore her work at amaccessibledesigns.com and learn more about the important work of accessibility at thinkaccessibilityfirst.com.

Renn Francis **Photography**

Renn Francis is an interdisciplinary artist who works in film, photography, abstract painting, dance, and conceptual and performance art. Her photography specializes in portraiture, and she captures her subjects with a warm, sensitive eye, helping them feel natural in front of the camera. She often served as SIMBA's documentary photographer during our first year and was staff photographer for *Independent Northwest*. Discover her collected works on Instagram ([@rennstagram](#)) and contact her for professional photography on Facebook ([@RennFrancisPhotography](#)).



SIMBA's First Year, At A Glance



56

paid and in-kind
business and
individual members



390

people attending
SIMBA community
and board meetings
and events



1,516

people reading
SIMBA's Roar e-newsletter

Community Action

- 300 Live Local posters distributed to local businesses
- Advocating for Initiative 1631, a Washington state carbon emissions fee measure
- Supporting the release of Environment Washington Research and Policy Center report on Washington's leadership in renewable energy

Business Against Bigotry

Supporting downtown Spokane businesses in organizing against local hate group activity by:

- Distributing several hundred "All Are Welcome" window clings to businesses
- Convening two community planning meetings in response to hate group activity
- Planning, fundraising for, and hosting Bystander Intervention Training



Live a Little More Local

- Do most of your grocery shopping at a locally owned store or co-op
- Shop at a Farmer's Market at least once a month
- Visit a different park and explore the neighborhood around it
- Shop locally for big-ticket items: furniture, electronics, appliances. Local stores tend to have better warranties and service, and it's faster
- Try to find items at thrift or second-hand stores before buying new—it could save you a lot!
- Volunteer in the community doing something you love or have always wanted to do: help clean up a trail, plant trees, serve meals, tutor
- Get involved with your Neighborhood Council: meet your neighbors, find out what's going on, and learn how you can influence community leaders
- Vote locally! Don't skip the small local elections and initiatives
- Volunteer to canvas for campaigns you believe in; you'll make friends and change
- Bring a reused plastic bag with you on walks to pick up trash.
- Help businesses you want to thrive by commenting, reviewing, and sharing their information with family, friends, and on social media
- Try shopping in a new neighborhood when you have a special-occasion that requires a special gift
- Plant a garden or join a community garden. Donate extra food to local food banks
- Use public transportation when possible; see if you can commute without driving every day!



Spokane Independent Metro Business Alliance

Inland Imaging ad