

WALLA WALLA INNOVATION PARTNERSHIP ZONE

BUSINESS PLAN 2015 - 2020



Promoting innovative approaches to economic, environmental and cultural sustainability through talent, investment, and infrastructure.

Walla Walla Innovation Partnership Zone Business Plan 2015-2020

Vision: The Walla Walla IPZ vision is to foster a healthy economy and a healthy environment by creating living wage jobs, increasing per capita income, and improve the quality of life for all residents who live in the IPZ.

Mission: Our mission is to promote innovative approaches to economic, environmental and cultural sustainability through enhancing talent, investment, and infrastructure, and positively shape the development of our region's economy.

Leadership/Governance: The Innovation Partnership Zone governance structure is comprised of an Executive Leadership Team and an IPZ Executive Board. There are seven seats on the Leadership Team to be held by IPZ representatives from the City of Walla, the Port of Walla Walla, Walla Walla County, the Walla Walla Community College, Nelson Irrigation, ETS Labs, and the Confederated Tribes of the Umatilla Indian Reservation. The Executive Board is comprised of all partner organizations.

The Executive Leadership Team will meet as needed to discuss the implementation of our IPZ strategic plan initiatives. The purpose of the meetings will be to ensure all members of the Team are up-to-date on IPZ developments and are able to provide the necessary support to advance the implementation of strategic initiatives. The City of Walla Walla agrees to serve as IPZ administrator and fulfill the expectations of this administrative role. The Walla Walla Community College agrees to assist the City in planning, managing, and evaluating initiatives identified in the strategic plan. The Walla Walla Community College will also serve as the IPZ headquarters by providing office space, meeting space, staff resources to facilitate the IPZ Board, and IT infrastructure to facilitate communications throughout the IPZ.

The Executive Leadership Team will meet with the IPZ Board on an as needed basis. The purpose of those meetings is to share information pertaining to IPZ strategic plan initiatives, implementation strategies, new developments, and overall IPZ coordination.

In year one, the City of Walla Walla and the Walla Walla Community College will provide staff resources to ensure the attention is paid to the administration of the IPZ. The City of Walla Walla will allocate .15 FTE and the Walla Walla Community College will provide .10 FTE. Our intention is to establish a financial commitment from each IPZ partner so that the IPZ can support a new staff position of at least .5 FTE. The creation of a funded organization with a staff will help ensure the sustainability and endurance of the IPZ over time. IPZ leaders and members will also seek funds through grants, contracts, and the state legislature in order to support our organizational efforts.

Strengths of the IPZ: Over the past five years, the Walla Walla IPZ provided the means through which several initiatives were implemented that contribute to the overall economic and environmental health of the surrounding region. Those initiatives include but are not limited to increasing investments in what has become a globally recognized wine and hospitality cluster (WWCC intends to conduct a third study of the economic development and impact of that cluster in the upcoming year.), diversification of the Port of Walla Walla's wine incubators to include a brewery, the completion and opening of Blue Mountain Station in Columbia County, the expansion of the Energy Systems Technology workforce program at WWCC, the establishment of the Sea-Tech regional skills center on the WWCC campus, the installation of fiber optic cable, the installation of an renewable energy park on the WWCC campus, and

the hosting of Gentleman of the Road tour in the summer of 2015. Re-designating the Walla Walla IPZ will provide our partnership team with the organizational infrastructure to continue the collaborative process of strategic economic development planning, action, and advocacy over the next several years.

Our shared vision of economic development planning rests on targeting investments in three distinct, yet interdependent pillars of innovation: talent, investment and entrepreneurship, and infrastructure. Having focused on those components of economic development since 2007, the Walla Walla IPZ has established a foundation in innovation and technology, human capital and talent attraction and retention, and infrastructure development.

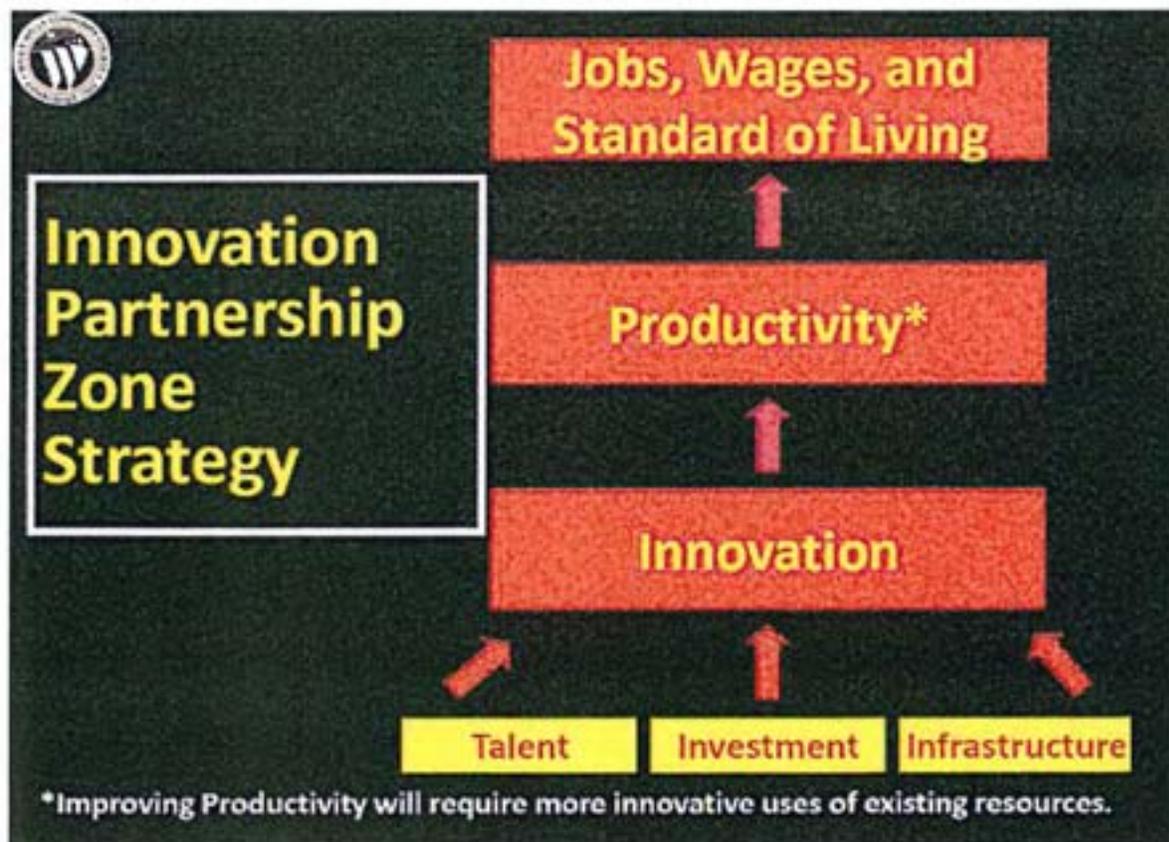
- **Technology:** The Walla Walla IPZ is the locational choice for privately held, globally competitive firms: Nelson Irrigation, ETS Laboratories, Reiff Manufacturing, and most recently, UNIBEST International. All four firms have experienced significant growth in the past several years with new markets opening up that provide opportunities for expansion. For example, ETS Laboratories, a direct beneficiary of our IPZ designation, experienced significant growth in their Walla Walla Community College facility after infrastructure improvements doubled their capacity to service the Washington wine industry. UNIBEST International is a highly innovative firm whose applied research partnerships produce patent protected technologies that are the source of its global competitive advantage. WWCC and UNIBEST established a partnership that provides UNIBEST laboratory space and state-of-the art infrastructure in the William A. Grant Water Center enabled UNIBEST to advance its commercial strategies in Walla Walla. Though UNIBEST remains co-located on the WWCC campus, it has expanded into several facilities within the IPZ.
- **Human Capital:** Human capital is a critical component of economic development where knowledge creation and application are crucial underpinnings to achieving and maintaining regional advantage. In regard to human capital development, Walla Walla Community College cultivates local talent through identifying high demand occupations where a skills gap exists. Achieving that alignment ensures the College responds effectively with appropriate workforce and technical education programs that also provide a pathway to family wage jobs for program completers. In addition to successful workforce education and training programs in health care and agriculture, programs in enology and viticulture, culinary arts, and alternative energy have successfully produced job market ready graduates who have successfully secured family wage jobs upon completion.
- **Infrastructure:** Infrastructure development and improvement is a high priority for the Walla Walla IPZ. Since receiving IPZ designation in 2007, the City of Walla Walla has continued to expand broadband infrastructure so that more IPZ businesses now have access to high speed internet. A regional focus on water quality, restoration, and conservation has been the centerpiece of the William A. Grant Water Center.

Entrepreneurial Climate in the Proposed Zone: Economic development in the proposed Walla Walla IPZ is driven by the entrepreneurial activity of small and medium sized firms. Our studies of the Walla Walla wine cluster, which includes related hospitality industries (lodging, dining, and the arts), is a motor force driving regional growth. The emergence and establishment of the wine cluster contributed diversity to the IPZ economy that was already characterized by a strong presence in agriculture, higher education, public sector activity, and manufacturing (wine and non-wine). Indeed, the addition of wine and

tourism to the industrial mix has enhanced the region's resiliency as was demonstrated by our 2011 study.

Commercialization Plan: The primary assumption leading to the creation of Innovation Partnership Zones is the importance of innovative activity as a source of creating new jobs and improving wages. Our IPZ planning model assumes there are three important components to innovation. These components are talent, investment, and infrastructure. Talent is assumed to be the primary driver of productivity and a source of regional competitive advantage. The challenge is to attract, develop, and retain a workforce that possesses the high and middle level skills essential to expand the economy while simultaneously increasing per capita income. Talent is necessary but not sufficient for enhancing productivity. Investment capital in the forms of research and development, technology, and plant and equipment are also essential. The third essential component of innovation is infrastructure. Productivity is dependent upon efficient and effective transportation systems, energy systems, water systems, and waste management systems. The three components of innovation and the relationship to productivity, jobs, and wages are shown in Figure 1.

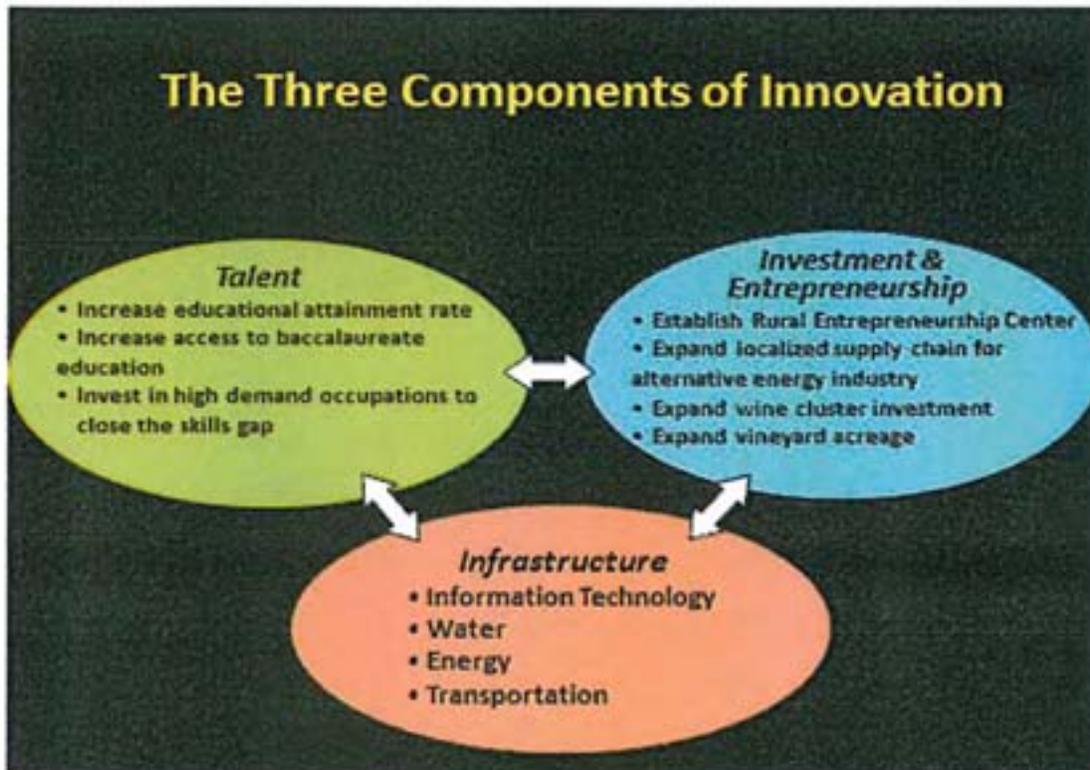
Figure 1: Walla Walla Innovation Partnership Zone Strategy



Our planning process is focused on identifying priority initiatives in each of the three areas of innovation. Planning will be an ongoing process of prioritizing these initiatives and developing

implementation strategies. Formative and summative evaluation of progress will be used to inform ongoing planning decisions. Of highest priority is to secure sufficient investment to retain the leadership talent to support the IPZ effort. Indeed the three components of innovation are distinct, yet interdependent with one another. In a stylized schematic, Figure 2 demonstrates those interdependencies, which are accompanied by a sample of IPZ initiatives.

Figure 2: Three Components of Innovation



For purposes of the planning process, innovation is defined as the implementation of “big” ideas. Our efforts are focused on “place” and seek to maximize the use of local resources in order to build an innovation ecosystem. Building relationships and fostering collaboration is central to this process.

Since the primary roles of the IPZ are advocacy, coordination, and measuring progress, the IPZ should influence the planning and budgeting of these organizations and then reflect their plans that support the IPZ’s strategic direction in the IPZ annual plan and budget document. Tables 1, 2 and 3 contain strategic initiatives that reflect the process of IPZ partners collectively identifying economic development priorities.

Table 1: Talent Initiatives

Initiative(s)	Responsible Organization(s)	Planned Outcomes	Investment (\$)	Time Frame	IPZ Role(s)
Increase educational attainment	<ul style="list-style-type: none"> • WWCC • WWU • Whitman College 	<ul style="list-style-type: none"> • Increase educational attainment in population ages 25-64 	TBD	Ongoing	Advocacy
Education and economic development initiative(s)	<ul style="list-style-type: none"> • Community Council 	<ul style="list-style-type: none"> • Increase investment in education; educ. attainment • Regional economic expansion 	TBD	Ongoing	Advocacy
Continue expansion of College Place High School	<ul style="list-style-type: none"> • College Place School District 	<ul style="list-style-type: none"> • Diversify HS options in IPZ 	TBD	Ongoing	Advocacy
Universal Health Care Worker	<ul style="list-style-type: none"> • School District 140 • WWCC 	<ul style="list-style-type: none"> • "X" number of health care Workers/year • Support WW State Vets Home 	TBD	2016-17	Advocacy
Expand baccalaureate degree opportunities for local residents	<ul style="list-style-type: none"> • Walla Walla Community College (WWCC) • WGUWA • WSU 	<ul style="list-style-type: none"> • Pathway to BA degrees on line • Expand 2+2 programs with WSU • Establish B.A.S. programs at WWCC 	TBD	TBD	Advocacy
Enhance education to work pathways in IPZ	<ul style="list-style-type: none"> • WWCC • Local and regional school districts 	<ul style="list-style-type: none"> • Close skills gap 	TBD	TBD	Advocacy
Establish Human Services workforce education program	<ul style="list-style-type: none"> • WWCC 	<ul style="list-style-type: none"> • Supply skilled workforce for high demand occupation 	TBD	Ongoing	Advocacy
Update Wine Cluster Study to include skills-gap analysis	<ul style="list-style-type: none"> • WWCC 	<ul style="list-style-type: none"> • Annual report to show workforce and technical education training needs 	TBD	Annual	Advocate

Table 2: Investment & Entrepreneurship Initiatives

Initiative(s)	Responsible Organization(s)	Planned Outcomes	Investment (\$)	Time Frame	IPZ Role(s)
Expand supply chain for alternative energy industry	<ul style="list-style-type: none"> Port of Walla Walla 	<ul style="list-style-type: none"> Job Creation 	TBD	TBD	Advocate
Expand VA Medical Center	<ul style="list-style-type: none"> Federal Veterans Affairs 	<ul style="list-style-type: none"> Improved service to Vets 	\$100 MM plus	Virtually complete	Advocate
Establish VA assisted living facility	<ul style="list-style-type: none"> State Dept. of Veterans Affairs 	<ul style="list-style-type: none"> Assisted Living for 80 indigent Vets 	Federal State Match \$33.5 MM	Occupy July 2016	Advocate
Sustain Salmon Recovery Research Center	<ul style="list-style-type: none"> Confederated Tribes of the Umatilla Indian Reservation WWCC 	<ul style="list-style-type: none"> Enhanced salmon runs in Walla Walla Watershed Job creation Fishing tourism 	TBD	TBD	Advocate
Continue expansion of vineyard acreage	<ul style="list-style-type: none"> Walla Walla Valley Wine Alliance 	<ul style="list-style-type: none"> Create jobs Increase output of WWAVA wine 	TBD	TBD	Advocate
Establish the Center for Agricultural and Rural Entrepreneurship	<ul style="list-style-type: none"> WWCC WSU Port of Walla Walla City of Walla Walla Walla Walla Chamber of Commerce 	<ul style="list-style-type: none"> Increase capacity of current and future small business owners Establish precision agricultural programs 	\$4 million estimate	2017-18	Advocate Coordinate
Expand Wine and Hospitality Cluster via Performing Arts	<ul style="list-style-type: none"> Gentleman of the Road, GESA Powerhouse Theater, Main Street Studios 	<ul style="list-style-type: none"> Increase tourism revenue 	TBD	2011– 2016	Advocate

Table 3: Infrastructure Initiatives

Initiative(s)	Responsible Organization(s)	Planned Outcomes	Investment (\$)	Time Frame	IPZ Role(s)
Maintain support for Water Quality Lab	<ul style="list-style-type: none"> • WWCC (lead) • Walla Walla County • City of Walla Walla • UNIBEST Intl 	<ul style="list-style-type: none"> • Regional water quality testing and monitoring capability • Instruction • Public-Private Partnership 		Functioning at Water Center since January 2012	Advocate
Continue to modernize US Highway 12	<ul style="list-style-type: none"> • Port of Walla Walla • City of Walla Walla • Walla Walla County 	<ul style="list-style-type: none"> • Decrease travel time to and from Walla Walla 	\$200 million	Ongoing	Advocate
Construct additional production space buildings within the IPZ	<ul style="list-style-type: none"> • Port of Walla Walla 	<ul style="list-style-type: none"> • Creation of new family wage jobs • Job diversification • New regional tax base 	TBD	Ongoing	Advocate
Expand travel at ALW	<ul style="list-style-type: none"> • Port of Walla Walla • City of Walla Walla 	<ul style="list-style-type: none"> • Increase flight access to and from Walla Walla Region 	\$10,000/year for City lobbying	Ongoing	Advocate
Improve city streets and sewers	<ul style="list-style-type: none"> • City of Walla Walla 	<ul style="list-style-type: none"> • Enhance key infrastructure 	\$7 MM/ Year + Major Projects e.g. \$28 MM Water Treatment Plant	Ongoing	Advocate

Clinton Street project	<ul style="list-style-type: none"> City of Walla Walla 	<ul style="list-style-type: none"> Transportation infrastructure to support commercial & residential development 	Estimated \$10 MM	TBD	Advocate
Renewable energy expansion	<ul style="list-style-type: none"> City of Walla Walla 	<ul style="list-style-type: none"> Increase proportional share of renewable energy production Diversify sources of power 	TBD	Ongoing	Advocate

Finally, it is important that the IPZ have a plan and budget to support its activities. The City of Walla Walla sponsors the IPZ and has assigned administrative responsibility. Walla Walla Community College will continue to collaborate with the city to acquire financial support and has assigned staff from the college’s operating budget consistent with one of its strategic planning goals, which is to play a leading role in economic and community development. Planning for additional financial support to ensure advocacy, collaboration, and measuring progress is of high importance. In addition to contributing resources from their own budgets, WWIPZ partners will seek additional funding through grants and the Legislature. The Legislature via the Department of Commerce should consider providing matching funds to support furthering the concept as an economic development strategy. Doing so can build local capacity and result in a state industrial policy that is built from the ground up and is a reflection of the distribution of regional assets across Washington’s diverse geography. The Walla Walla IPZ has been a smart investment for both the region and the state of Washington.

Plan for Measuring and Reporting: We will measure the effectiveness of WWIPZ efforts by tracking and analyzing initiative “inputs” (public and private investment) and “outputs” (job creation, increased wages, improvements to natural environment, and other key indicators that are contingent upon the initiative). Data not already collected by the Port, the WWCC, or other entities will have to be collected and maintained locally.

Since the creation of family wage jobs is a key goal of the WWIPZ, we will measure employment outcomes and changes in wages over time. Our intent is to conduct another regional impact study of the wine cluster in 2016, which will provide us with the evidence to inform regional economic development planning.

**Walla Walla IPZ
Executive Leadership Team**

ETS Labs

Nelson Irrigation

City of Walla Walla

Port of Walla Walla

Walla Walla County

Walla Walla Community College

**Confederated Tribes of Umatilla Indian
Reservation**

Biographies of Management Team

City of Walla Walla: Nabel Shawa

Nabel Shawa, City Manager of Walla Walla since October 2009, has over 25 years of senior management experience. Reporting directly to the City Council, he is responsible for oversight of a \$25 million annual budget and 250 employees. Mr. Shawa's expertise with agency, business, community, state and federal leaders is demonstrated by his many professional accomplishments including honorary appointment as Chairman of the Washington State Lewis & Clark Bicentennial Committee; American Association of Planning Award for the City of Long Beach Town Center Design Standards; and the completion of *Discover Trail*, a \$2 million, 8-mile trail retracing Lewis & Clark's arrival at the Pacific Shoreline. Mr. Shawa holds a Bachelor of Science in Agricultural Economics from Washington State University and is a past owner-operator of a twenty-four acre cranberry farm in Long Beach, WA.

City of Walla Walla: Tim McCarty

Mr. McCarty is IPZ Administrator and has served as Director of Support Services/Deputy City Manager for the City of Walla Walla since 2001. Tim directs the City's finance, technology services, human resources, City Clerk, and facilities maintenance divisions. He has a Master of Arts degree in Education from College of St. Thomas, St. Paul, Minnesota. Past positions include Director, Wilson Compton Union Building, Student Activities and Recreational Sports at Washington State University (1992-2001), Associate Director of Student Affairs, University of South Florida, Tampa (1986-92) and Assistant Director, St. Paul Student Center, University of Minnesota (1976-86). Tim is a member of the Government Finance Officers Association, the Washington Finance Officers Association, the WWCC General Workforce Advisory Committee, and member of the Board of Directors of Walla Walla United Way.

Confederated Tribes of the Umatilla Indian Reservation: Eric Quaempts

Eric Quaempts has served as the Director for the Confederated Tribes of the Umatilla Indian Reservation's (CTUIR) Department of Natural Resources (DNR) since 2004. Prior to that, Eric spent eight years as a Wildlife Biologist in the CTUIR DNR's Wildlife Program, where he was responsible for wildlife management projects. Eric also has eight years of professional experience in the US Department of Agriculture Forest Service, Umatilla National Forest. While in the employ of the Forest Service, Eric was part of a career development program that included inter-disciplinary rotations in Forestry, Wildlife, Range, Reforestation, Fisheries, and Fire Management Programs on the Walla Walla Ranger District. Eric's primary professional interest is in using the tribe's First Foods order to relate ecology to the culture of the CTUIR in a tangible manner that demonstrates the need for First Foods for continuity of tribal culture and to improve protection and fulfillment of the Tribes' Treaty-reserved Rights. To facilitate this, Eric draws on his personal, community and cultural experiences, as well as his professional background. Eric has presented the First Foods concept in a variety of state and federal natural and cultural resource forums, as well as local and state government planning forums. In 2008, Eric represented the CTUIR in presenting the First Foods concept at a National Science Foundation sustainability conference in Concepcion, Chile. Eric was

recently appointed as the Tribal representative for the Oregon Watershed Enhancement Board.

Eric earned his Bachelor's of Science in Wildlife Science from Oregon State University, and also completed graduate-level course work at Colorado State University in fire and land management as part of his professional development in the US Forest Service. An enrolled member of the Yakama Indian Nation, Eric has spent most of his life living on the Umatilla Indian Reservation, and his professional career has been focused in working on the reservation and in the Ceded Lands of the CTUIR. Eric's personal interests include fly-fishing, photography, traveling, cooking, reading, and dining, fine or otherwise.

ETS Labs: Gordon Burns

Gordon and his wife Marjorie founded ETS in 1978. From the beginning, ETS has grown hand in hand with the wine industry, providing new analytical services to the ever-changing needs of growers and vintners.

Gordon has been continuously involved in the wine industry through a number of associations and leadership roles. Both he and Marjorie are professional members of the American Society for Enology & Viticulture, Association of Official Analytical Chemists, the American Society of Microbiology, the American Chemical Society, the American Council of Independent Laboratories, and others.

Gordon is a past president of the Pacific Southwest Section of the Association of Official Analytical Chemists. This organization includes senior laboratory officials for the U.S. Food and Drug Administration, the California Department of Food and Agriculture, U.S. Customs, the U.S. Department of Agriculture, and the Alcohol and Tobacco Tax and Trade Bureau. Gordon is also a past chair of the American Society of Enology and Viticulture Technical Projects Enology Committee, a member of the American Society of Enology and Viticulture Technical Projects Analytical Quality Committee, and is a member of the Wine Institute Technical Projects Committee.

Nelson Irrigation: Barton Nelson

Barton Nelson is the chairman of the board and president of the privately held Nelson Irrigation Corporation of Walla Walla, Washington. The company has developed products that have revolutionized water usage through innovations that are displacing wasteful and inefficient conventional surface and sprinkler irrigation techniques. Nelson Irrigation products irrigate millions of acres of farmland worldwide.

Born in Peoria, Il, and raised on a farm near Brimfield, Ill., Nelson earned his bachelor of science degree at Purdue in 1961, taking courses in agricultural engineering and agronomy that stimulated his interest in irrigation. Following graduation, he went to work for the then-family business, L.R. Nelson Manufacturing Co., Inc., in Peoria, and helped expand the business into agricultural irrigation equipment. Nelson Irrigation Corporation was established in 1972 in Walla Walla. The company is dedicated to planning, designing, developing, manufacturing and selling proprietary products for the irrigation market. Barton Nelson has distinguished himself as an innovator in agricultural irrigation, product design, and manufacturing that play a significant role in water and energy conservation, contributing to an improved quality of life for many people around the globe.

Port of Walla Walla: Paul Gerola

Paul Gerola has served as the Economic Development Director at the Port of Walla Walla since November 1996. As Economic Development Director, Paul is responsible for implementing Walla Walla County's comprehensive economic development plan. Paul holds a Bachelor of Arts Degree in Urban Planning and Minor in Business Administration from California State University, Fullerton. Paul has experience specializing in economic development, redevelopment and municipal finance in both the private and public sectors.

Port of Walla Walla: Jim Kuntz

Jim has served as the Executive Director of the Port of Walla Walla since July 1990. He reports to a three member elected Port Commission. Under Jim's leadership the Port has become one of the most active economic development organizations in Eastern Washington: (1) the Port has a proven track record of recruiting new business and helping existing businesses expand. As a result, over 20% of Walla Walla County's employed workforce work at businesses assisted by the Port; (2) the Port was the recipient of the Governors "Best Practices Award" in economic development for its role in the Railex produce distribution center. Railex ships via rail some 8 million pounds of Washington State produce per week from their new Walla Walla distribution center to Albany, New York. Transit time across the country is less than 5 days; (3) the Port has received the Washington Public Ports Association Port of the Year Award. The Port completed the construction of five wine incubator buildings at the Walla Walla Regional Airport Business Park. Jim received a B.A. degree in economics from Eastern Washington University and a Masters degree in public administration from Evergreen State College.

Walla Walla Community College: Steven VanAusdle

An Eastern Washington native, Steven VanAusdle was named President of Walla Walla Community College in 1984, his vision has enabled the College to provide innovative education and training in a wide variety of programs, including the first two-year teaching commercial winery in the United States located at the Center for Enology and Viticulture and, more recently, the William A. Grant Water and Environmental Center, an on-campus regional partnership committed to conserving, managing, and enhancing water management and environmental restoration.

Dr. VanAusdle currently serves as Vice President of the Washington Economic Development Commission, is a member of the National Council on Competitiveness, Pacific Power Regional Advisory Board, Port of Walla Walla Economic Development Advisory Committee, American Association of Wine Economists, Executive Alliance, and numerous other regional, state, and national organizations. His community involvement includes Rotary Club, Walla Walla Valley Chamber of Commerce, Inquiry Club, United Way, Walla Walla Watershed Alliance, and others. He earned B.S. and M.A. degrees in Agriculture Economics from Washington State University and a Ph.D. in Education from The Ohio State University.

Representative Walla Walla IPZ Partners

Walla Walla Community College

- **Relevance**
- **Innovation**
- **Opportunity**
- **Outreach**
- **Partnerships**

Port of Walla Walla

- **Burwood Brewery**
- **Sudbury Business Park partnership with City of Walla Walla**
- **Walla Walla Airport Passenger Growth**

Port of Columbia's Blue Mountain Station

- **Successful Innovative Agribusiness Model with More Coming**

City of Walla Walla

- **City Infrastructure Repair and Replacement**
- **Host of Major Music Festival – Gentlemen of the Road Stopover**
- **Future Site of River Sands - Specialty Spirits Distillery Specialists**

Nelson Irrigation

- **A Mission and History of Innovation**

Walla Walla Wine Alliance

- **Creative Event Production**

WALLA WALLA COMMUNITY COLLEGE



Do you see what we see?

REPORT TO THE COMMUNITY

Do you see what we see?

A MESSAGE FROM THE PRESIDENT

A world of possibilities. That's the world as we view it from Walla Walla Community College.

We see it in the face of each student we serve—a student population that is increasingly diverse in age, purpose, and ultimate destination, and one that draws from the regions surrounding our campuses at Walla Walla and Clarkston.

From the landscape of this world of possibilities, I'd like to take a few moments to give you an insider's view of WWCC—to help you see what we see, perhaps as you've never seen it before.

We're your school. We belong to all the communities we serve, and play a vital role in their future. Even if you never set foot in a classroom, WWCC will impact your life.

That's the purpose of this *Report to the Community*—to show you how we're working to serve your needs, to maximize your investment and to deserve your trust.

WWCC is flourishing because of our commitment to five key principles—relevance, innovation, outreach, opportunity and partnership. These concepts hold the key to everything we do, and in this piece you will learn how they play out on our campuses.

While our foundation is strong, the next few years won't be without challenges. We are in an economic transition as a nation and region, and I believe the future is being significantly shaped by technological and entrepreneurial innovation—what I call the emerging "creative" or "new" economy. WWCC is

here to help students and businesses shift their thinking, learn to take calculated risks and adapt to the changing environment.

Now, more than ever before, success will depend on education.

Most of the jobs in America require what community colleges like ours offer.¹ Two respected authors said it well in a recent book about our country's economic future: "What business wants, community colleges teach." They assert that "The market has sent a clear signal to American workers: Education pays. Community colleges work."² I couldn't agree more, and I see the proof first hand at WWCC every day.

I'm proud of our dedicated faculty and staff and proud of our energetic and scholarly students, and I feel privileged to lead this institution. Undoubtedly, the future will bring enormous opportunities. But, I'm confident that WWCC is poised to meet those challenges, and that by working together with our communities we can create a bright future.

I want to thank those of you who regularly support our efforts. WWCC is a smart investment with measurable economic and social returns. Indeed, WWCC is creating opportunities for our students and the communities we serve. Remember, this is your college. We're headed to a bright future where the only limit will be our energy, commitment and imagination.

Sincerely,

Steven L. VanAusdler, Ph.D.

President

Walla Walla Community College



¹ *Opportunity, Education and Washington's Economic Future*. (Washington State Board for Community and Technical Colleges, May 2004)

² Bob Davis and David Wessel, *Prosperity: The Coming 21st Century Boom and What It Means to You* (New York: R-16 House, 1998), p. 166-170.

A Community and Its College

WALLA WALLA COMMUNITY COLLEGE IS THRIVING

Enrollment is nearing or at record levels, and classrooms are filled to capacity. We are expanding programs and embarking on new construction projects and ambitious collaborative initiatives. This is an exciting time at a vibrant educational institution.

So who are we, and why are we here?

Simply put, WWCC is here to promote opportunity, prosperity and lifelong learning within its community and region. To accomplish these goals, we provide:

- Rigorous two-year academic programs that prepare students for transfer to four-year institutions.
- A constantly evolving array of workforce preparation and retraining programs to provide employers with well-prepared employees.
- High school completion and GED courses, English as a Second Language (ESL) instruction and basic literacy skill training, so adults can succeed as breadwinners, citizens and parents.
- Extended learning opportunities that foster professional, cultural and personal enrichment for students of all ages, including avocational offerings, academic education, courses to develop or improve job skills and community service classes.

Beyond the positive impact on the more than 12,000 full- and part-time students who attend classes in a typical year, WWCC benefits our communities in some very tangible, perhaps even unexpected ways:

• An economic boost

WWCC spends about 91 percent of its operating budget, or almost \$33 million, in Walla Walla and other nearby counties. It employs 1,281 faculty and staff, paying \$21 million annually in direct wages. Taxpayers see a real money return of 27 percent on their investment in WWCC, and recover their investment in five years.¹ In other words, WWCC is a significant economic partner in this community.

• Education's social benefit

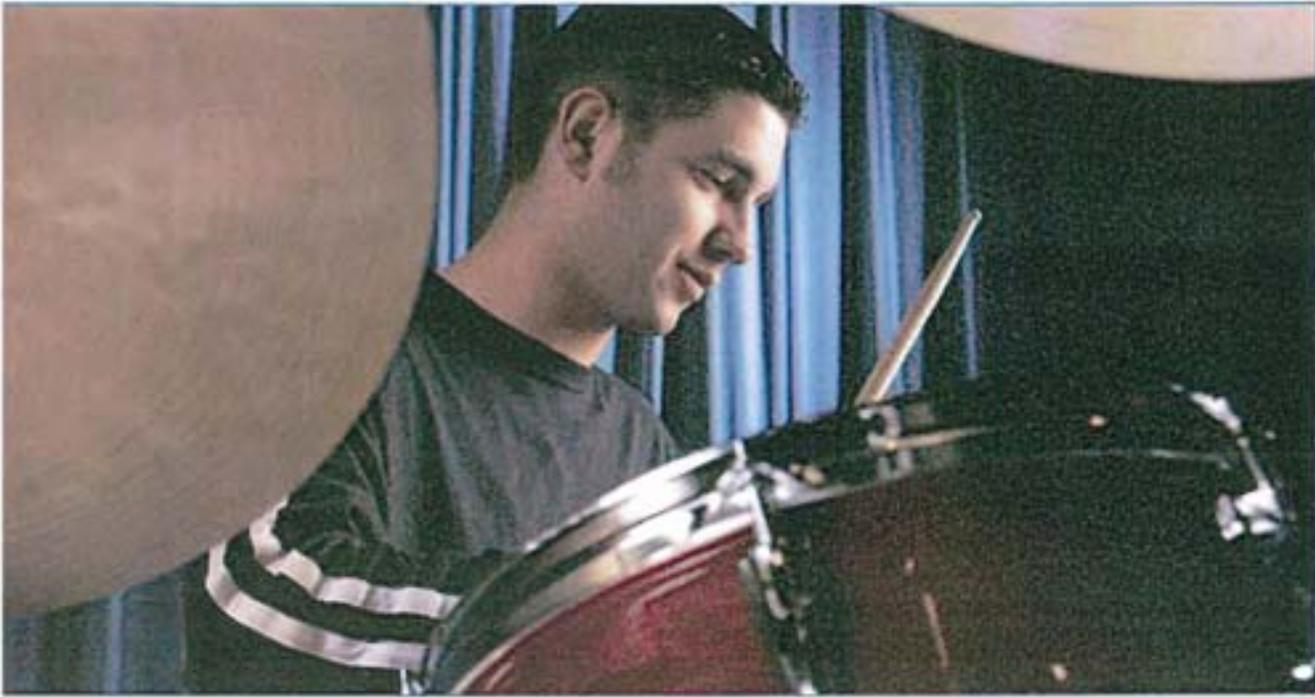
For every dollar invested in WWCC, the area sees a corresponding benefit in social savings due to reduced crime, lower health care costs and reduced expenditures on unemployment and welfare—saving Washington taxpayers close to \$8.1 million per year.²

• Increased earning potential

For every dollar a student invests in WWCC, he or she will receive a cumulative \$6.59 in higher future earnings over the next 30 years. That's a 25 percent annual return on investment of time and money.³

Numbers like these reveal a simple truth: This is an exciting place to learn, an exciting place to work and an institution of value to our communities and our state. Through relevance, innovation, outreach, partnerships and by providing opportunities for student success, WWCC is working—now and for the future.

^{1,2,3} M. Henry Robison and Kjell A. Christophersen, *The Socioeconomic Benefits Generated by Walla Walla Community College: Executive Summary* (State of Washington, June 2005)



Our Mission and Goals

Our vision is for Walla Walla Community College to be one of the most innovative, professional and successful service-oriented, rural community colleges in the United States based on its performance in meeting student needs and public expectations.

Walla Walla Community College's mission is to inspire students to discover their potential and to achieve goals by providing diverse and challenging learning opportunities.

To accomplish this, we will strive to:

- Encourage and support life-long learning
- Prepare students for transfer to four-year institutions
- Prepare students for the 21st century workforce
- Strengthen basic skills of students
- Serve as a leading partner in strengthening communities

Our process goals are to:

- Embrace relevant technologies
- Provide services that support student learning
- Hire, develop and retain highly qualified personnel
- Value and promote diversity and multiculturalism
- Collaborate with public and private partners
- Acquire and maintain high-quality facilities
- Pursue additional sources of funding

WWCC-at-a-Glance*

Date established 1967

Accreditation Northwest Commission on
Colleges and Universities

Total enrollment 12,378

Annual budget \$27.5 million

Funding from state 43 percent

Faculty and staff 1,281

Campuses Walla Walla, Wash., Clarkston, Wash.

Median age of students 28.9

Gender of students Female—57%, Male—43%

Programs

- **Academic transfer education**
Associate degrees in the arts
and sciences
- **Professional/technical education**
More than 135 associate, certificate or short
course options, including transfer and retrain-
ing opportunities
- **Distance learning** First two years
available through WWCC online, as tele-
courses or interactive TV; also four-year
and master's degrees available through
Washington State University Learning Center
via online, telecourses or interactive TV
- **Extended learning** Allied Health and
Safety Education, Business and Professional
Development, Walla Walla Area Small
Business Center, Community Education,
Lifelong Learning, Evening College, Quest,
Kids College, Kids Computer Camp
- **Transitional studies** Adult Basic Education
(ABE), General Education Diploma (GED),
Pre-College Courses, Occupational Support,
Transición, English as a Second Language
(ESL), Families That Work, Family Literacy
- **High school bridge programs**
Running Start, Tech Prep,
Alternative Education

Financial aid awarded: \$9.9 million**

A Distinguished Faculty

Our faculty and staff constantly demonstrate achievement in their chosen fields. Examples of their scholarship and leadership include:

- Books published in areas such as philoso-
phy, math, culinary arts and poetry
- Contributions to encyclopedias, antholo-
gies, professional publications and journals
- Musical compositions performed by local
and regional orchestras
- National awards from professional-
technical associations
- Technological innovations leading to
enhanced productivity
- Local and state service awards from
professional organizations
- Awards received for artistic works in
juried art competitions
- Leadership roles in local, state, regional
and national professional organizations
- Volunteer participation in community
service activities
- Service as advisors to local and state
student organizations
- Participation in international seminars
and travel groups as representatives of
the college and state
- Presentations at state, regional and
national conferences of professional
organizations
- Leadership programs and experiences for
college students and community leaders

*Data from 2004-05 school year

**2003-2004 school year

Nursing Graduate Finds Big Rewards

Rodrigo Pineda hadn't considered a health care career. Not even for a moment. He was preparing for another very different occupation, and was taking general associate degree courses at WWCC.

A casual conversation with one of his academic advisors changed all that.

She told him about the critical national shortage of health care workers. She told him about the attractive wages and recruitment bonuses. She told him how hospitals were competing for nurses, and how he would be virtually guaranteed a job wherever he went. It was an attractive scenario, enough to convince Rodrigo that nursing could be a career for him.

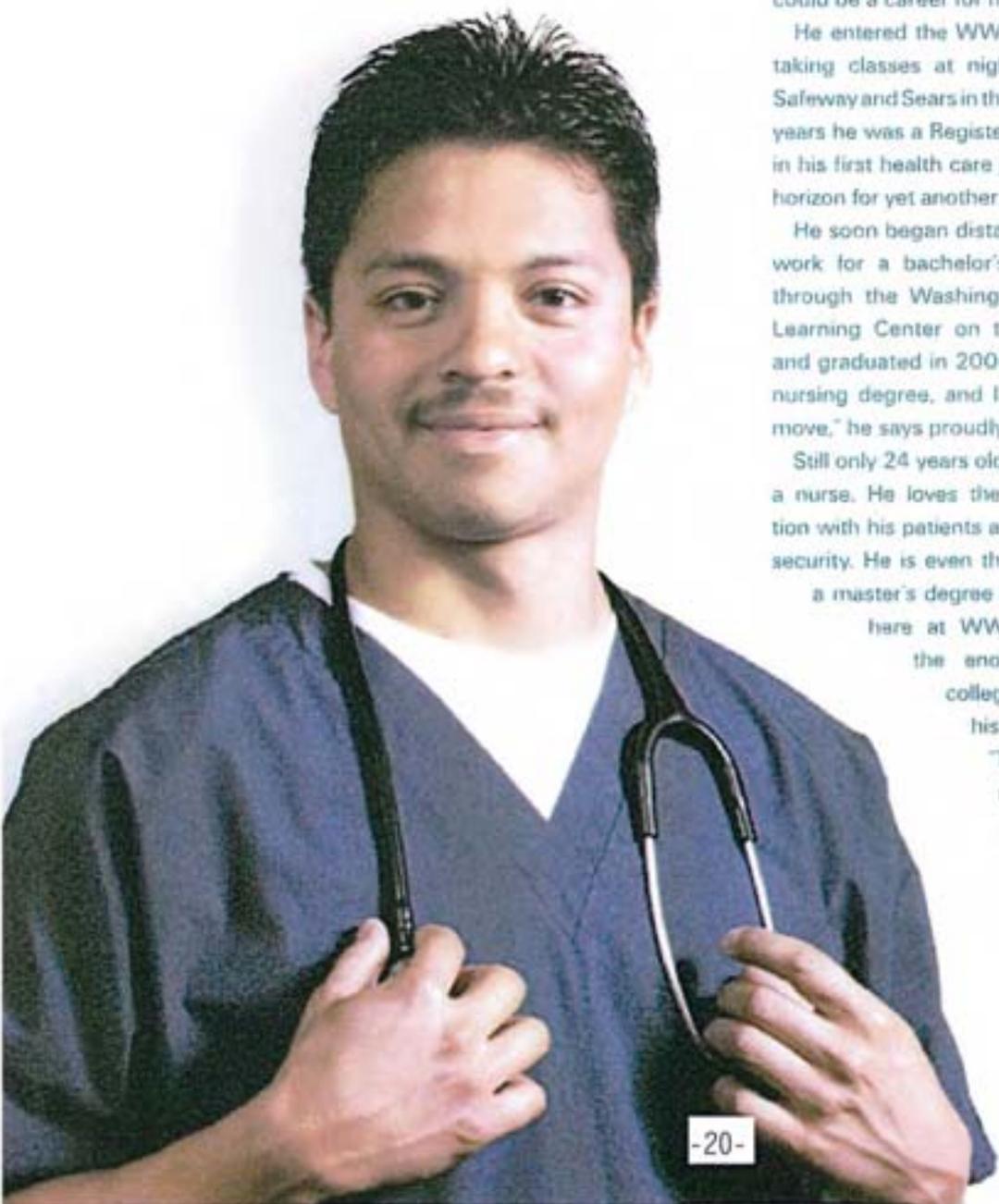
He entered the WWCC nursing program, taking classes at night while working at Safeway and Sears in the daytime. Within two years he was a Registered Nurse, employed in his first health care job and scanning the horizon for yet another challenge.

He soon began distance learning coursework for a bachelor's degree in nursing through the Washington State University Learning Center on the WWCC campus, and graduated in 2004. "I have a four-year nursing degree, and I didn't even have to move," he says proudly.

Still only 24 years old, Rodrigo loves being a nurse. He loves the variety, the interaction with his patients and, of course, the job security. He is even thinking about starting

a master's degree program—again right here at WWCC. He appreciates the enormous support the college gave him through his academic journey.

"The teachers saw my potential and really encouraged me," Rodrigo says. Because of this, his future is bright.



Relevance

Relevance is not about rocket science or lucky guesswork. It's about being tuned into the changing environment, seeing the big picture and being academically responsive to macro job market trends.

Through experience, research and careful planning, Walla Walla Community College has created cutting-edge programs designed to address emerging education and training needs, now and in the future.

- **Maintaining quality academics**
WWCC's reputation for a relevant and high-quality academic product is due in large part to our outstanding faculty, most of whom have earned their advanced degrees from prestigious institutions. By constantly expanding their knowledge and expertise through professional development activities, our faculty are uniquely qualified to prepare students for transfer to four-year institutions or success in a competitive job market.
- **Responding to workplace shortages**
In an effort to help address the health care workforce shortage, WWCC plans to build new health science instructional facilities in both Walla Walla and Clarkston. The 36,000-square-foot, \$8.6 million Health Science/Performing Arts Center in Walla Walla will add classroom, lab and support space for a projected enrollment of as many as 890 students in nursing and health occupation professions—an increase in capacity of 30 percent. In

Clarkston the new \$2.6 million 8,960-square-foot facility will allow enrollment expansion by 23 percent.

- **Preparing for the future**
WWCC has created four workforce training program clusters—agriculture, health sciences and education, business and computer technologies and related trades and technologies—designed to prepare students for emerging occupations in the new economy of the 21st century. A student interested in a career building or maintaining golf courses, for example, can choose from related courses in turf management, turf equipment repair, golf course management and urban water management.
- **Embracing technology**
Campus-wide and in all programs, from modern computer facilities to laboratories and field equipment, WWCC prepares students for cutting-edge careers by investing in the latest technology. Students involved in water management projects, for instance, become proficient in AutoCad design techniques, use GPS technology to create maps down to sub-centimeter accuracy and are exposed to the latest surveying technology.

WWCC's continued commitment to relevance perhaps explains why over the past decade it has been one of the nation's fastest growing rural community colleges.

Innovation

To survive and thrive in the challenging, ever-changing world of the 21st century, a successful organization must be nimble. Responsive. Quick on its feet. Walla Walla Community College works to foster an entrepreneurial spirit, preparing our students and our communities to compete and flourish in the emerging "creative" or "new" economy.

Our innovative approaches include:

- **Enology and viticulture**

With Walla Walla and Washington state becoming nationally recognized as burgeoning wine regions, WWCC wisely created the Institute for Enology and Viticulture. The academic program and the services it offers to wine grape growers and vintners will continue to pay enormous dividends, both for our students and region.

- **Water and the environment**

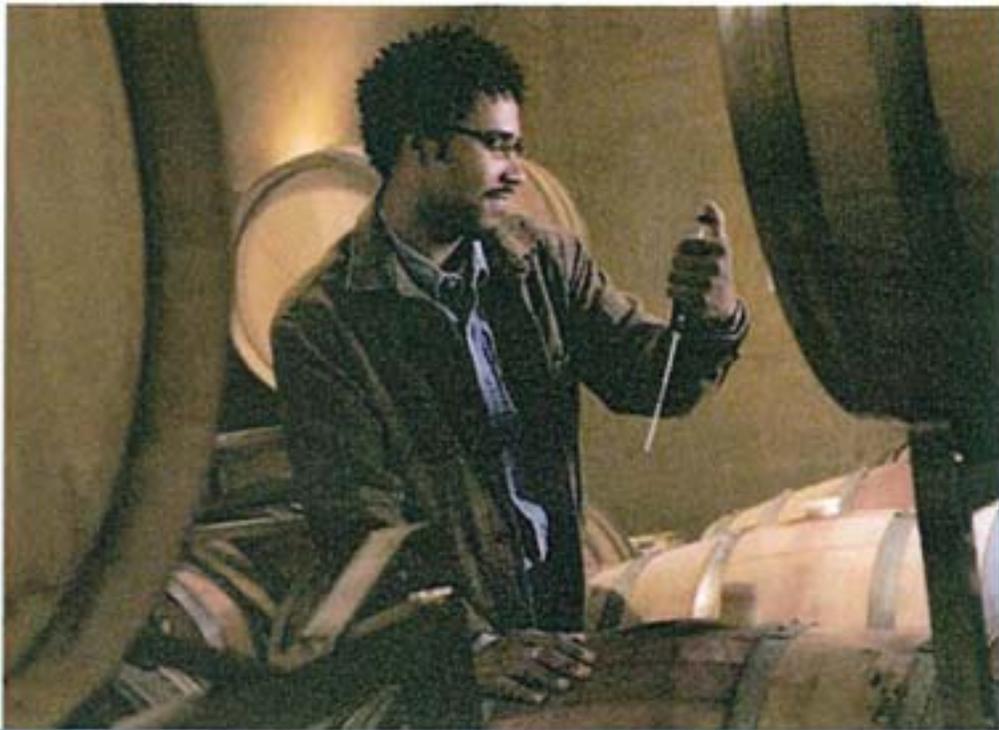
As the Walla Walla Valley experiences economic growth, water is becoming a crucial resource. WWCC has made water, environmental and related cultural studies a high academic priority on campus, and actively participates

with many other organizations involved in environmental restoration. In fact, WWCC's water management program is under contract to offer drought mitigation workshops and will also perform irrigation efficiency studies throughout the state. In addition, the college is now in the process of developing a \$2 million Water and Environmental Center.

- **Faculty in demand**

The spirit of innovation fostered at WWCC is making an impact in academia and is in high demand throughout the nation. Our faculty practice creatively within their disciplines, write influential books, contribute to academic journals and are frequently requested presenters at conferences and colloquiums nationwide.

WWCC is leveraging its resources in these and many other innovative ways, helping our students and communities prepare strategically for a bright future.



Institute Thrives as Wine Industry Explodes

Over the past decade, the Walla Walla wine industry has grown from a handful of small, family-owned wineries to 68 today. To support this rapidly expanding industry, WWCC acted quickly and boldly, creating the Institute for Enology and Viticulture in 2000. The intent was to not only provide state-of-the-art education and training, but to also partner with Washington state wine grape growers and vintners and promote the development of this growing industry.

The enology (study of wine) and viticulture (cultivation of wine grapes) program is a prime example of WWCC's progressive attitude. Beyond recognizing the need for workers with more sophisticated skills in this increasingly technical field, WWCC looked at the bigger regional economic picture. Knowing the average wine tourist spends at least double what other tourists spend at their destinations, the college believed this vibrant new program would also help attract tourism dollars to southeastern Washington.

During the current year, 56 students from around the country and world are enrolled in the program full time, and more than 300 take part-time courses. The centerpiece of the program is a vineyard and full-production teaching winery—the only one of its kind at any two-year college in the United States. Students experience winemaking from vine to bottle, and choose from one-year certificate, two-year associate degree or transfer options.

The program is further enhanced by an on-site partnership with ETS Laboratories of California, one of the most advanced wine analysis companies in the world. Students learn to help gather and interpret data that allows growers and wine makers to make the best decisions possible. The college has also integrated its culinary arts and artistic offerings, bringing wine, food and visual and performing arts together in a truly innovative and marketable combination.

Opportunity

Bridges of opportunity. For students like Bill (story on next page), that's what Walla Walla Community College provides. It can mean the difference between feeling trapped in a low paying job and increasing one's earning potential while tapping into a better life.

WWCC's flexible "learn while you earn" philosophy is the key for many individuals who wish to go to school while working and raising their families.

Andrea Kerr was one of those people. Although she worked full-time, she had heard about the college's distance learning program and thought it would fit her perfectly. She started taking classes online, and with the program's flexibility and her own self-motivation, she graduated from WWCC with her Associate in Arts degree.

Now married with an infant son and working two part-time jobs, Andrea has been pursuing a Bachelor of Arts in Social Sciences degree online through the Washington State University Distance Degree Program, to which her WWCC advisor referred her. She recently graduated and will be continuing distance learning with Master's-level classes.

"There's no way I could have attained my college education without distance learning at WWCC," she says. "It opened the door for me to achieve my goals, and has allowed me to mold my schooling around the many roles I fill."

Accommodating the schedules and conflicting responsibilities of students determined to improve their marketability in the workplace is also the reason many WWCC programs are built as career stepping stones. For example, in just a few weeks students can rapidly gain health care employment through the Certified Nurse

Assistant program, which for many becomes the foundation for advanced CNA training, a two-year nursing degree and eventually a Bachelor of Science in Nursing diploma.

From distance learning to more traditional academic offerings, our goal is to meet the diverse needs of our communities. Achievements like Andrea's are possible because of the numerous pathways to success available from WWCC:

- **Academic transfer education**

By earning Associate in Arts or Science degrees at WWCC, students can satisfy two years of baccalaureate program requirements before transferring to a four-year institution.

- **Professional/technical education**

More than 135 associate, certificate or short course options are available, providing instructional preparation for a wide variety of jobs.

- **Distance learning**

Whether online, in video or DVD telecourses or through real-time teleconference technology, students can earn degrees outside traditional classroom settings. Through the Washington State University Learning Center on the WWCC campus, four-year and master's degrees are also available.

- **Extended learning**

WWCC supplements traditional college offerings with wide-ranging courses under the categories of allied health and safety education, community education and lifelong learning, and business and professional development. Distance learning and evening college options offer flexible

opportunities to pursue extended learning goals along with family or job responsibilities. And, demonstrating that learning is a lifelong process, the Quest program for people 50 and older annually attracts more than 350 people for its classes and activities.

- **Transitional studies**

Programs focused on the basic educational needs of adults offer pathways to occupational success, literacy and citizenship. Adult Basic Education, General Education Diploma and

English as a Second Language are just a few of the options.

- **High school bridge programs**

Through programs like Running Start and Tech Prep, juniors and seniors can receive free college credit before graduating from high school.

By designing programs that are flexible and accessible to the widest possible cross-section of our communities, WWCC creates a world of opportunity and becomes a proud partner in the successes of our students.

Doors Open for Determined Student

Bill Dull knew where he wanted to go. He just didn't know how he was going to get there.

For as long as he could remember, Bill had wanted to be an engineer. As the son of missionary parents, his childhood was spent on the move—including time in India—and he reached college age with only six years of formal schooling.

Bill explored engineering programs at a number of four-year schools, but given his limited educational background, they simply didn't have the curriculum to help him meet entrance requirements.

Then he took his dream to Walla Walla Community College, and doors opened.

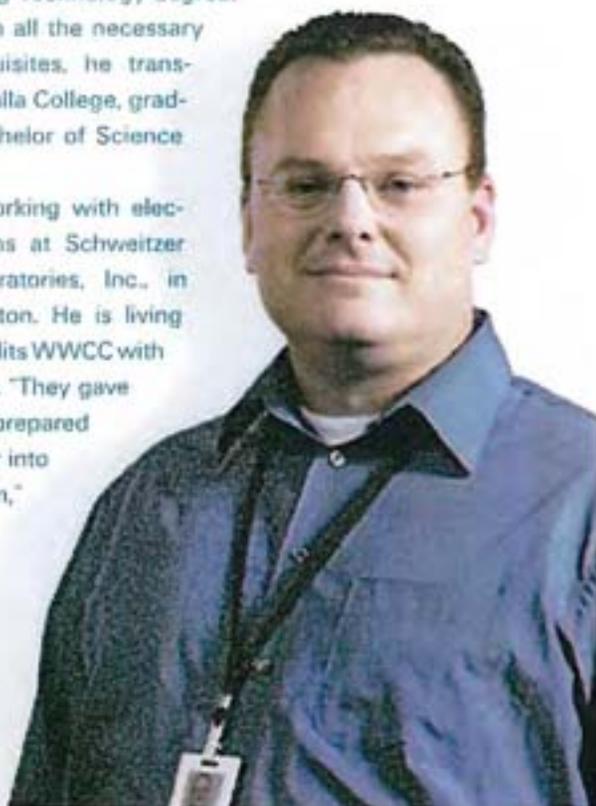
"The support was fantastic," he says. "They showed me the courses I would need to take, and went out of their way to help me." He fondly recalls the professor who would come in on weekends to open a computer lab, or another who would stay after class to assist him with calculus. "My success is a testament to their willingness

to help," he says gratefully.

With support from faculty and staff, and some hard work, he passed his GED and completed WWCC's Associate in Science in Civil Engineering Technology degree.

Finally armed with all the necessary academic prerequisites, he transferred to Walla Walla College, graduating with a Bachelor of Science in Engineering.

Today, Bill is working with electric power systems at Schweitzer Engineering Laboratories, Inc., in Pullman, Washington. He is living his dream, and credits WWCC with making it possible. "They gave me a chance and prepared me well to transfer into a four-year program," he says. "I don't think I would have found that anywhere else."



Outreach

By actively creating wide-ranging off-campus partnerships, Walla Walla Community College extends our impact through outreach for the betterment of our entire region.

- **The Clarkson Center**

More than 1,300 students annually benefit from the comprehensive programs available on our thriving branch campus in Clarkston, Wash. The largest program is nursing, and future plans call for the construction of a health science facility to meet the growing demand.

- **Environmental collaboration**

WWCC is celebrating recent legislative approval of the new Water and Environmental Center, an outreach effort created to encourage collaboration on water management and environmental restoration issues. Our new \$2 million building on the Walla Walla campus will serve as headquarters for diverse stakeholders.

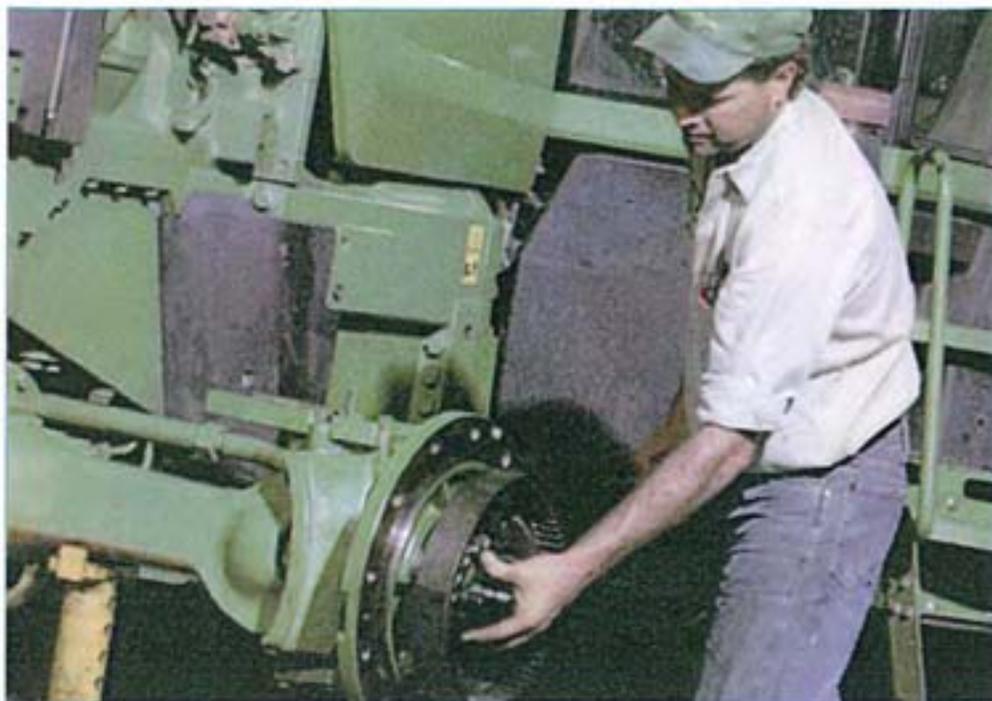
- **Correctional education partnerships**

WWCC continues to provide educational opportunities at the Department of Corrections facilities in Connell, Yakima and Walla Walla. More than 2,800 inmates each year obtain the workforce training and basic skills essential to successful rehabilitation.

- **Customized on-site training**

Responding to very specific employee needs, WWCC customized an on-site training program for Tyson Foods in Wallula, Wash. For many employees, the ESL and GED courses or technical training lead to promotions or a variety of other workplace opportunities. Plant managers report that the program has had a tremendous impact on workforce quality and stability.

As business and industry evolve and become more regional in nature, WWCC will continue to adapt and serve through the development of creative programs like these.



John Deere Collaboration Yields Results

For the John Deere Company, a partnership with Walla Walla Community College made great business sense. A worldwide leader in agricultural and industrial machinery and equipment manufacturing, the company requires an increasing supply of highly-skilled technicians qualified to repair and maintain the world's most sophisticated equipment. WWCC's reputation for excellence in its workforce programs made it a natural choice.

Since 1994, WWCC has nurtured this prestigious relationship, and today offers the only such program in 13 western states—the next closest being in North Dakota. Students are chosen and sponsored by John Deere dealers, and spend seven quarters alternating between instruction on the Walla Walla campus and hands-on training at dealer locations.

The college and company collaborate on program essentials, with WWCC providing experienced faculty and an academic setting, and John Deere supplying educational materials and equipment. With educational access to new and used tractors, combines and other agricultural and industrial technology, students are able to diagnose and repair the sophisticated equipment they are likely to encounter when working in the field.

Graduates emerge from the program ready to hit the ground running, meeting workplace demands as full-time technicians in dealerships throughout the western United States. The John Deere program exemplifies a productive business/academic partnership, and is just one of the reasons WWCC is thriving.

Partnerships

An attitude of teamwork and collaboration forms the centerpiece of everything Walla Walla Community College is and hopes to achieve. From academic and business partnerships, such as with the John Deere Company, to participation as a major player in planning our region's future, WWCC aims to bring people and organizations together as a stronger whole.

Some of our many important partnerships include:

- **Educational alliances**
WWCC partners with public and private high schools and colleges to benefit community members of all ages, backgrounds and goals. One example is the nationally recognized Garrison Night School program, offered in cooperation with Walla Walla Public Schools. More than 300 adults each year participate, with many taking ESL courses or fulfilling GED requirements, necessary milestones for continuing education and increased self-sufficiency.
- **Creative connections**
People throughout the region each year attend the WWCC Foundation Summer Musical, an important cultural gift to Walla Walla area residents and visitors. Through academic offerings and artistic partnerships, the college aims to connect the dots between the performing and visual arts, wine, hospitality, culinary arts and tourism, helping invigorate Walla Walla's growing "creative economy."
- **Business support**
WWCC partners with and supports local business through its Center for Business and Professional Development, the Small Business Development Center and the Partnership for Rural Improvement. Additionally, the Chamber of Commerce and WWCC collaborate on Leadership Walla Walla, a training partnership for community leaders.
- **Program planning and evaluation**
Nearly 300 advisory committee members from throughout the community volunteer to advise the college on needs and trends within their fields, and provide feedback on program effectiveness.
- **Experience through service**
WWCC maintains a wide range of formal relationships with area businesses to provide work experiences for students. Within the nursing program, for instance, more than 50 internship agreements with hospitals, nursing homes and other medical providers allow more than 250 students to perform service to their communities while learning in the Walla Walla and Lewis-Clark Valleys.

Beyond on-campus programs and activities, WWCC looks to constantly facilitate more extensive partnerships, collaborating with community leaders to create opportunities and enhance prosperity for all the citizens in southeastern Washington and neighboring communities in Oregon and Idaho.

Have you seen what we see?

In so many ways, Walla Walla Community College is vital. For many students, we provide the path to greater prosperity and personal fulfillment. For employers and our local economy, we are essential to continued vitality and expanding productivity.

We look forward to the challenges of tomorrow, and our commitment is strong.

We will relentlessly pursue academic and professional relevance in an ever-changing world. We will innovate, designing programs and services with the creativity we seek to inspire in our students. We will offer educational opportunity to all, providing diverse pathways to success, fulfillment and a better life. We will partner with our communities, reaching out to create opportunities and shape the future with collaboration and resolve.

Along the way, as now, we will pause to express appreciation to those who make

our positive contributions possible.

To our staff. Your energy and devotion to the countless needs of our students is legendary, and crucial to everything we do.

To our faculty. You have dedicated your minds, time and professional passions to enhancing the lives of all who enter your classrooms, and our communities are better for your commitment.

To our benefactors. Your support and influence is fundamental to our success, and we are inspired by your loyalty and trust.

To all who believe in the life-changing value of high-quality education and training, we offer our thanks for the critical role you have played, and will continue to play, in the future of this college.

Walla Walla Community College is yours. It's ours. We are making a very real difference together, and the future is bright.

YOU CAN BE PART OF THE LEGACY

To help ensure a bright future for the college, send your contribution to:

Walla Walla Community College Foundation
500 Tausick Way
Walla Walla, WA 99362-9267
(509) 527-4275

www.wwcc.edu



1-509-525-3100 | fax 509-525-3101

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New Addition to Incubator Complex

The Port of Walla Walla would like to welcome the Burwood Brewing Co. to the wine incubator complex at the Walla Walla Regional Airport. The Port recently had an incubator building become available and the Port Commission felt in the spirit of assisting new business start-ups that a micro-brewery business would be a great complement to the complex. Burwood Brewing Co. is open every Thursday at 4:30 pm. Welcome aboard.



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Port of Walla Walla
 310 A Street
 Walla Walla Regional Airport
 Walla Walla, WA (USA) 99382-2299
 Phone: 509-525-3100
 Fax: 509-525-3101



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WALLA WALLA, WA

ABOUT BURWOOD BREWING

Burwood Brewing Company opened in Walla Walla June 2014 as a local craft brewery in the heart of the Walla Walla wine region. The owners, David and Jennifer Marshall, bring with them a wealth of experience and knowledge regarding the operation of a brewery. David is a veteran brewer with 10 years of experience in professional brewing and Jennifer has 4 years of experience in office administration and marketing for a brewery. They have a passion to bring high quality craft beers to Walla Walla, WA.

Dave and Jennifer's goals are simple; produce great beer for the region in which they live and love so much as well as to offer a cozy and friendly space where their creations can be experienced and enjoyed.

BURWOOD BREWING AVAILABLE BEERS

Burwood offers a selection of year-round, seasonal and limited beers.

Year-Round beers include:

Pilsner, The Continental, Black Beer, American Pale Ale and IPA.

Seasonal beers include:

The Goat Lord (Spring), Witbier (Summer), Oktoberfest (Fall) and Punchy the Elf (Winter)

Limited Release beers include:

Barley Pop (Spring/Summer), Weissbier (Summer), Sticke (Fall), Dunkelweiss (Winter)

** the current list above is always subject to change

BURWOOD TAPROOM

Our taproom is a great place to meet friends, try our freshly brewed beer and to pick up a growler to enjoy elsewhere. We are located at the Walla Walla Airport District in the Incubators. During the summer months we have local food trucks at the taproom and an outdoor patio area to enjoy the views. We are family friendly but unfortunately we are not animal friendly. We do have limited hours due to our production schedule but no worries as our beers can be found around Walla Walla and NOW outside the area as well.

For more information or questions please email burwoodbrewing@gmail.com or check out our website www.burwoodbrewing.com.

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pourhouse
CRAFT BEER TAVERN & BOTTLE SHOP

First Visit to Burwood Brewing in Walla Walla

June 24, 2014 by [David Jones](#)

reddit total

Tweet 129

Likes 137

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Wine tourists are familiar with Walla Walla's "airport wine district." The remains of a World War II Air Force training base surround the Walla Walla Regional Airport. Today, more than 20 wineries, many within walking distance of each other, call the retired Air Force base home. Some wineries occupy old hangars, barracks, and other fossilized outbuildings, while some are located in newer buildings.

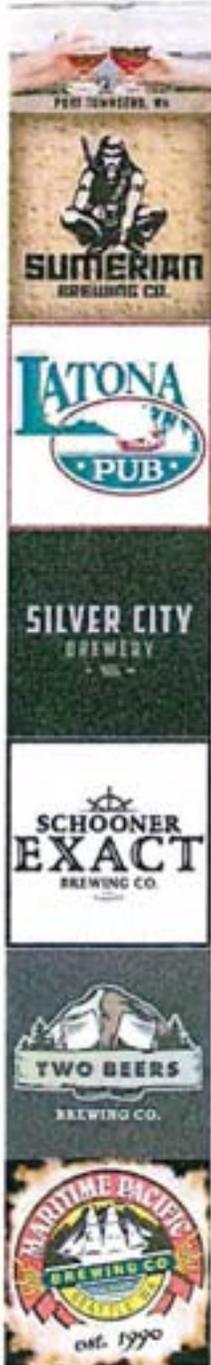


Amidst all of these wineries, **Burwood Brewing** opened to the public last Saturday near the airport in Walla Walla. We were there. On a hot and sunny day, Burwood's beers refreshed an enthusiastic crowd of mostly local folks who were obviously excited to see a new brewery open in wine country.



To say that wineries surround Burwood Brewing is an understatement. The brewery and tasting room occupy one of the buildings in the Walla Walla Wine Incubators: five adjacent building constructed specifically to accommodate boutique wineries (and now a brewery).

I have a feeling this is going to work out just fine. Having done my share of wine tasting, I know how quickly even the most ardent wine lover's palate begins to think about a nice, cool, refreshing glass of beer. It is a welcome diversion in the middle of a long day of wine tasting. No more judging or analyzing or contemplating, just beer. It is a cherished reward that perfectly punctuates the end of a wine-filled afternoon.





The owners at Burwood Brewing are Dave and Jennifer Marshall. On opening day, the beers already tasted polished and professional: clean, refined, and accomplished. There is a reason. Dave spent 10 years working as a professional brewer, mostly with Pyramid Brewery. More recently, he spent some years working as a winemaker. He has gobs of experience working with the fermentation sciences.

The plan is to focus on German-style beers. On opening day, Burwood served Blonde Ale, Pale Ale, IPA and *Waldch* (a Kolsch). As the grand opening approached, Dave admits he didn't have time to brew any proper lagers because he didn't want to take any shortcuts. In the future, expect a couple of ales to compliment a larger lineup of lagers brewed on Burwood's five-barrel system.

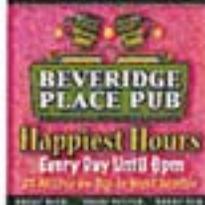
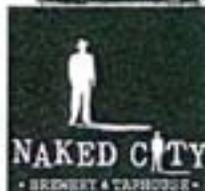


In the winery tasting rooms next door, people inspect small samples of wine. They swirl, they sip, they spit, and they dump. This is all bizarre behavior to the beer drinker. At Burwood Brewing, people sit around communal tables, talk, laugh, and consume full pints (half-liters, actually). Now that's more like it!

602 Piper Ave
 Walla Walla, WA 99362
 (509) 876-6220
burwoodbrewing.com

Wednesday, Thursday: 4:30 - 7:00
 Fri: 4:30 - 8:00
 Sat: noon - 8:00
 Sun - noon - 5:00
 (food available on Friday and Saturday)

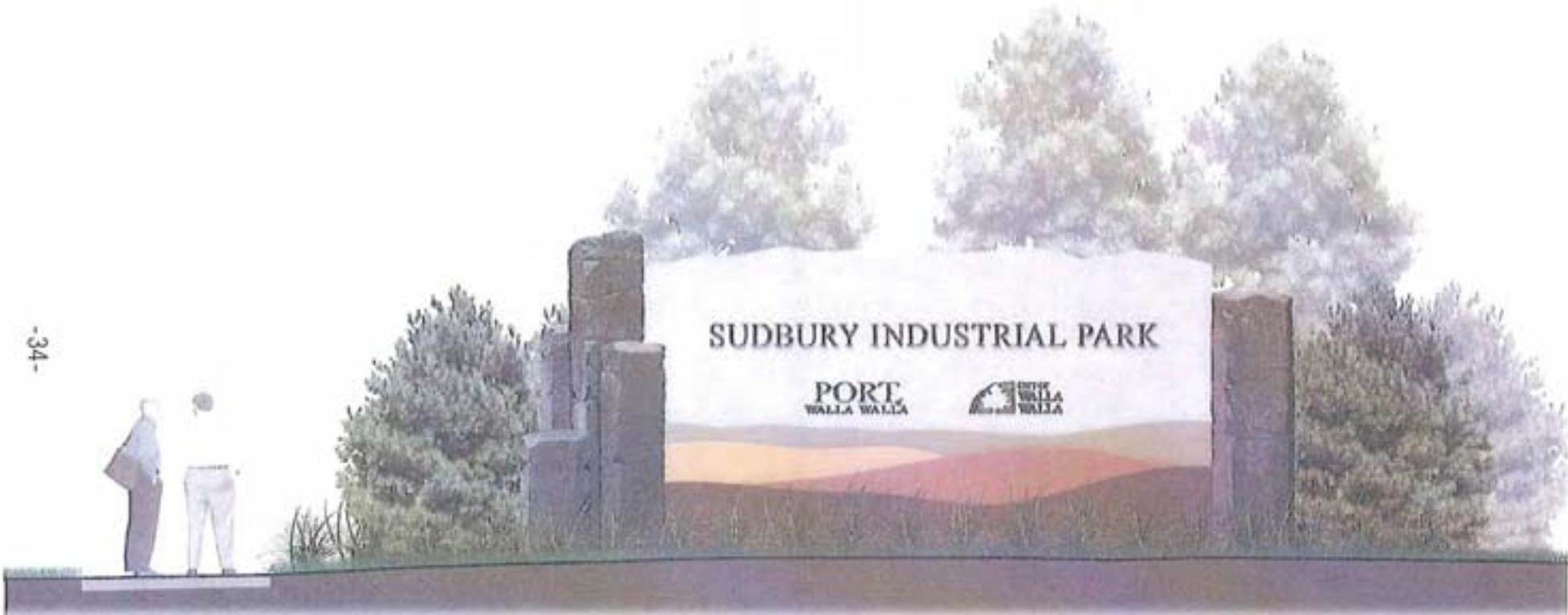
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PORT OF WALLA WALLA

SUDBURY INDUSTRIAL PARK - ENTRY SIGN

10' x 18' - CONCRETE AND PAINTED STEEL PANELS - OPTION 2B



Walla Walla Regional Airport reaches all time highs for passengers



By Vicki Hillhouse

Published by Walla Walla Union Bulletin

- As of Monday, January 12, 2015

The all-time busiest month on record at the Walla Walla Regional Airport closed the all-time busiest year.

Air travel continued its ascent in Walla Walla, bolstered by a December that had the most passengers ever coming in and out of the airport, according to the latest figures.

Numbers generated through Alaska Airlines in its headquarters report tallied the number of passengers coming into Walla Walla at 36,313 for 2014. That's up from 2013's inbound passenger count of 33,454. It also exceeds the highest number on record in 2009, when 33,898 people flew into the community.

Correspondingly, the airport had its highest number of people flying out, too. For all of 2014, 36,272 people flew out from the airport. That was up from 33,050 in 2013, and from 33,430 during a record-setting 2009.

The growth provides some assurance of continued — possibly even enhanced — service after the community lost one flight and had been in danger of losing more several years ago.

"That trend — that line — is just continually going up from where we were at," said airport Manager Jennifer Skoglund.

"Just a few short years ago we were a marginal market for Alaska Airlines, and we have changed that."

She said the spike is likely attributable to a number of factors, including a recovering economy with more people traveling again, and focused marketing efforts with help over the last two years from a \$250,000 federal Small Community Development Grant from the U.S. Department of Transportation.

With a \$50,000 local match, a total of \$300,000 has been spent over the last two years promoting Walla Walla air service from Seattle to the Bay Area of California.

Historically the airport and Port of Walla Walla hadn't designated concentrated funds to market much outside of the community, Skoglund said.

But that is changing.

Now that the federal money is gone, she said the airport is budgeting \$15,000; the Port is budgeting \$20,000; and Tourism Walla Walla has agreed to dedicate \$15,000 for combined marketing of Walla Walla's air service in 2015. Handled by Tourism, the funds will be focused on digital marketing campaigns in both the northern and southern California markets, she said.

December typically is the busiest month of the year for air travel. But last month was particularly busy, according to the figures.

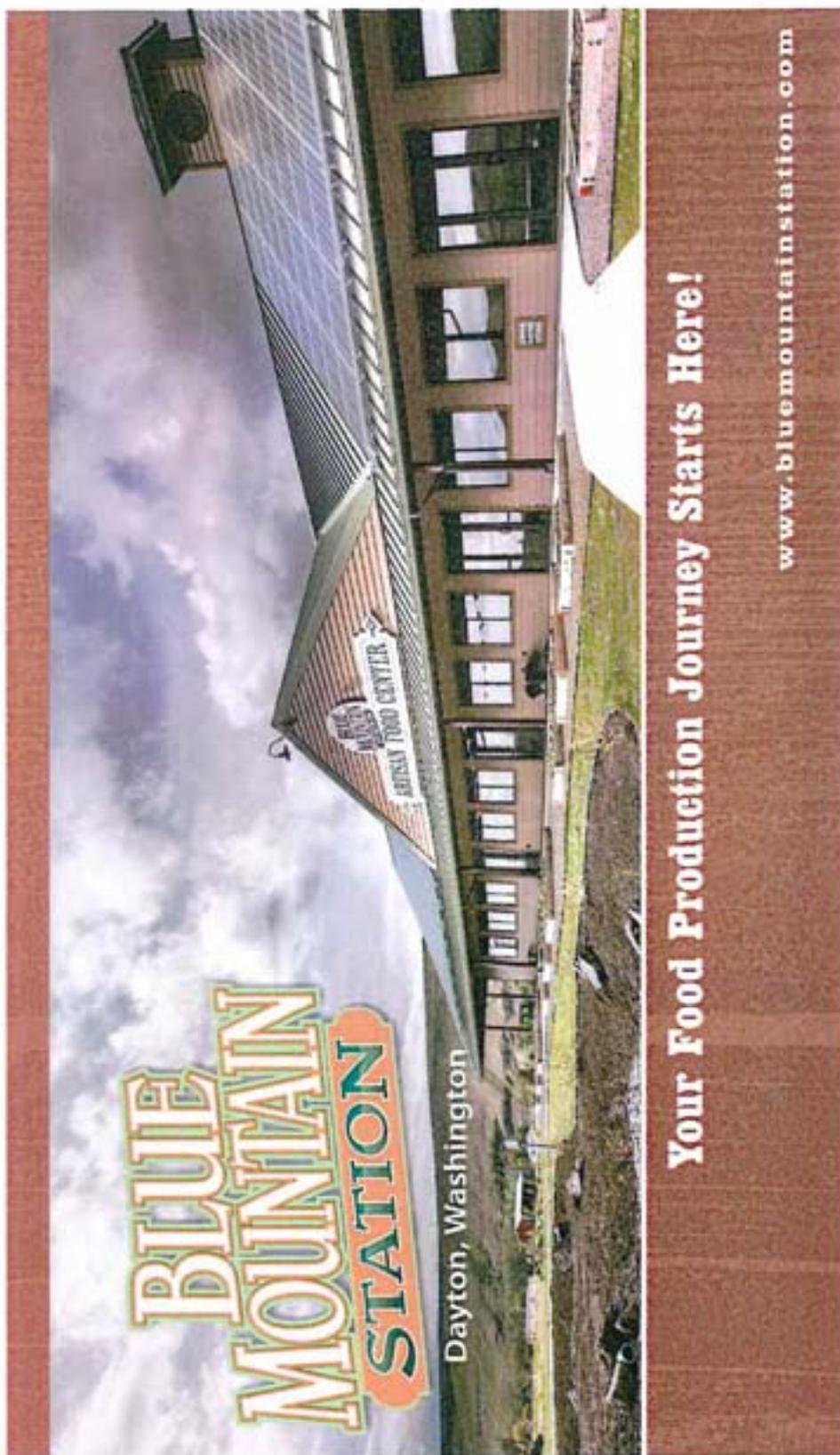
In the last month of 2014, 3,501 people flew out of the airport. Another 3,252 flew in. The next closest December was in 2009, when 3,106 people flew into Walla Walla and 3,466 people flew out.

Skoglund said Alaska will likely be looking more specifically at the load factors. That's the percentage of seats filled on the planes. The combined inbound and outbound average for 2014 was 74.48 percent, up from 70.01 percent in 2013.

In addition to marketing efforts, Skoglund said additional tourism activities in the community — ranging from food and wine events to college events — likely contribute to Walla Walla's lure.

She hopes to be able to survey more passengers in 2015 to better quantify the numbers.

"We'll just keep moving forward," she said. "Upward and forward."



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 To see for your self visit to the
 Blue Mountain Station and
 Dayton, WA

39-
 skman
 Rural Columbia
 2577
 jensell@portofcolumbia.org



From Vision to Reality!

Open since December 2013, the Artisan Food Center is Phase I of the Blue Mountain Station Project. It is home to four food production businesses, a commercial kitchen, a commercial garden and a Co-Op market.

We Are Ready for You!

- No till & no trowel only, no pesticides using manure cover. Take your own fish or any kind of fish.
- This is a unique opportunity to be part of an eco-friendly, well-located business opportunity in a beautiful area. Includes Blueberry, peach, sweet corn, herbs, landscaping and more to come.

The Port of Columbia WA is a public utility and a business station. In addition, you get your own private business lot.

The Port of Columbia offers:

- 200,000 sq ft of space for business or residential use.
- Free landscaping.
- 200,000 sq ft of space for business or residential use.
- 200,000 sq ft of space for business or residential use.
- 200,000 sq ft of space for business or residential use.
- 200,000 sq ft of space for business or residential use.

Why An Eco-Friendly Food Park?

"It's our Culture!"

Located just outside the picturesque Walla Walla Valley is scenic Dayton, Washington. This is an area rich in agricultural history and entrepreneurialism. Located at the base of the Blue Mountains directly adjacent to Highway 12, Blue Mountain Station is nestled near the tracks of the historic Blue Mountain Railroad.

Blue Mountain Station is:

- A 20-acre Eco-friendly Food Park and market area and market garden.
- A 20-acre Eco-friendly Food Park and market area and market garden.
- A 20-acre Eco-friendly Food Park and market area and market garden.
- A 20-acre Eco-friendly Food Park and market area and market garden.



Architect's Drawing of Current Landscaping and 1st Building



Master Plan and Floorplan of 20-Acre

BLUE MOUNTAIN STATION

Blue Mountain Station is home to over 20 local food companies. Our first building, the Artisan Food Center, is full. Now we are taking the next step and developing the new Blue Mountain Station. We are home to over 20 more artisan food businesses. If you'd like to see what we could do for your business, give us a call and schedule your tour of our food processing cluster.

Jennie Dickinson
Manager, Port of Columbia
(509) 383-2577
www.portofcolumbia.org



Little Dipper Dairy, owned by Terria Churchill, produces cheddar, feta, and Gouda cheeses at the Artisan Food Center from milk produced on her goat dairy outside of Dayton. They distribute their product to regional stores, restaurants, and sell directly at farmer's markets and the Blue Mountain Station Coop Market. Terria had always dreamed of producing cheese, but found the expense of building her own facility to USDA standards to be a barrier to success. "We were so excited when we heard about Blue Mountain Station," stated Terria Churchill. "The processing facility is perfect for our business and has allowed us to expand much faster than we could have on our own."



Aardvark Granola, owned by Susi and Duane Tanker, produces Vegan, Gluten-Free, Dairy-Free and Clean-evo granola products. Susi's creative food ideas come from the need to address her son's food allergies and the desire to feed her family in a healthy way. After growing large custom kitted centers, Susi moved her small processing line to the station and is happy with which allows for greater output. "We are grateful to the Port of Columbia for helping make our dream kitchen come true," stated Susi.



Ray's Roast is a startup business producing microbatched coffees. Owned by Roy Wilkins, Ray's Roast started in a garage and is now producing coffee for whole sale distribution to area restaurants and retail sales to consumers. "This was a big step for us," says Roy Wilkins of their decision to locate a processing line at Blue Mountain Station. "The facility is built for food processing, which made the permitting process simple. We moved right in and got down to business."



Landscap Ladies Gardens is a company of growing landscape plants based on the Blue Mountain Station property. Owned by Patricia Hill and Kirsten Vaniper-Soyers, all her produce is local restaurant and at the Blue Mountain Station Coop Market. In addition, they offer CSA shares to our community.

"The Market at Blue Mountain Station is a great outlet for regional products," stated Patricia. "We're excited to be a part of it."



Grossroot Gourmet is a food production and catering company which operates out of the Blue Mountain Station. Core social kitchen at an hourly rate. Owner Melissa Winklerford was the subcontractor facility to produce food for consumption during the twice-weekly Artisan Market, so looks forward to sale in the Coop Market and for off-site catering preparation.

"I love the commercial kitchen," said Melissa. "Especially the large mixer. It makes breadmaking easy!"



Mary's Candies began as a vendor at our beloved Artisan Market but soon moved into Suite B to begin producing their delectable caramels and other confections, many based on family recipes. Owners Nathaniel and Erin Murphy sell their product directly from their space as well as through the Coop Market and other area businesses.

"This business is our future," stated Mary's owner Erin Murphy. "Blue Mountain Station is helping us realize our dreams."



XO Alambic - Owner Rusty Figgins had his eye on the Blue Mountain Station even before its construction as a place for his distilling business. "When the time came, a processing space available to his needs of his business became available. Great facility and was an incredibly accessible workshop for his whiskey and brandy products.

"The processing space available at BMS will work for every aspect of my business, everything from distilling to tasting room to classroom. I am very grateful to the Port of Columbia for providing this type of facility for entrepreneurs," said Rusty.

FOR MORE INFORMATION ABOUT BLUE MOUNTAIN STATION CONTACT: JENNIE DICKINSON, MANAGER
PORT OF COLUMBIA, 1 PORT WALK, DAYTON, WASHINGTON 99128
509.383.2577
EMAIL: JENNIE@PORTOF COLUMBIA.ORG

WWW.PORTOFCOLUMBIA.ORG

www.bluemountainstation.com

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www.bluemountainstation.com

**BLUE
MOUNTAIN
STATION**





What's next? Here is what we're envisioning for the development of a regional FOOD SYSTEM:

The *Greater Walla Walla Valley Food Coalition* would be an ad hoc organization serving the region including the communities of Touchet, Lowden, Walla Walla, Milton-Freewater, Waitsburg, Dayton & Pomeroy. This region is connected through its functional economy, transportation and ideal, yet varying growing season. This coalition would benefit this proposed "food shed" in the following ways:

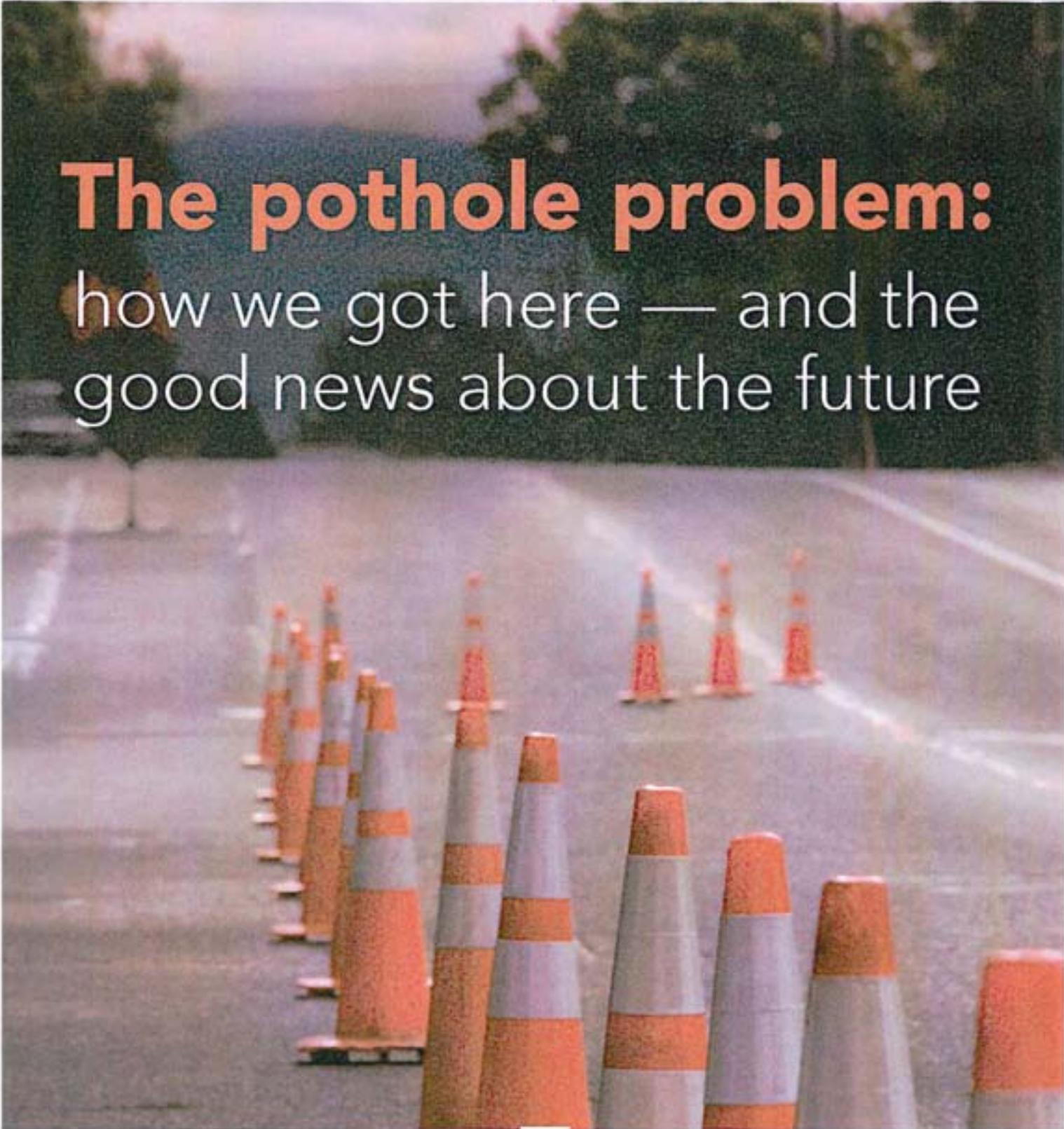
- Organize a collaborative network of producers, consumers, distributors, waste management systems, economic developers, et al
- Fostering communication and collaboration among individuals, businesses and organizations working in the food and agriculture sector.
- Developing and sharing information about model projects, programs and funding revenue services.
- Providing feedback and insight to private and public entrepreneurs exploring programs and enterprise development.
- Informing policy development and decisions.
- Identifying and communicating ways in which organizations and policies could provide opportunities for enhancing the Palouse-Clearwater food and agriculture community.
- Networking and outreach to wider local food community, public food coalitions
- Strengthening the local food economy as a means of economic development.

Additional ideas and/or programs to pursue would be:

- Integration into school system
- Peer-to-peer financing
- Collaborative marketing
- Networking opportunities
- Food Summit
- Lobbying opportunities

The pothole problem:

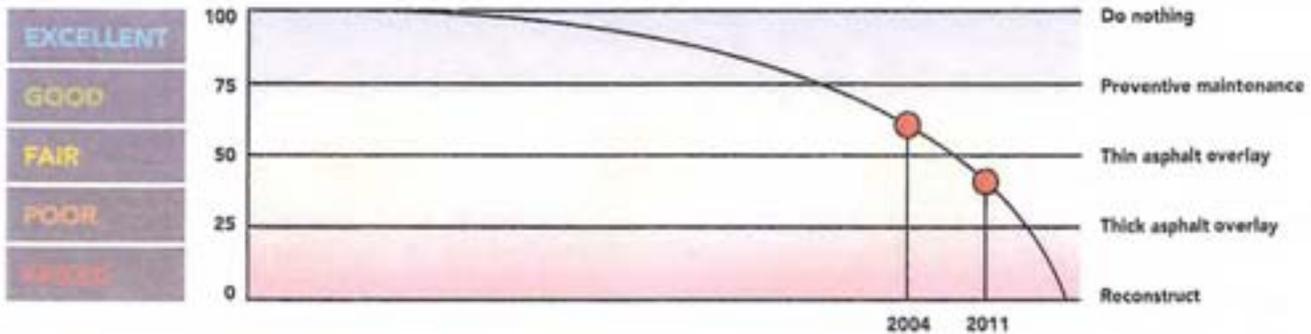
how we got here — and the good news about the future



Pavement Life Cycle

PAVEMENT
CONDITION
SCORE

MAINTENANCE
APPROACH



A Pavement Management report gave Walla Walla an overall rating of 59 (between Fair and Good) in 2004 (see above).

However, the report predicted that if the City could not secure funding for sweeping resurfacing projects, the rating would drop to 29 by 2014, due to the steep deterioration curve expected with asphalt pavement. (An unofficial projection was added in 2011.)

Despite continuous rebuilding projects and repair efforts, this remains a battle that many American cities face, including Walla Walla.

POTHOLE FACTS vs FICTION

To dispel some common rumors about street work in Walla Walla, here are a few clarifications:

Walla Walla is worse than everywhere else.

Former U.S. Secretary of Transportation Ray LaHood says that public spending on infrastructure has fallen to its lowest level since 1947, according to a CBS News report from November 2014. It's clearly a national crisis.

There seems to be some kind of favoritism in picking which streets to repair.

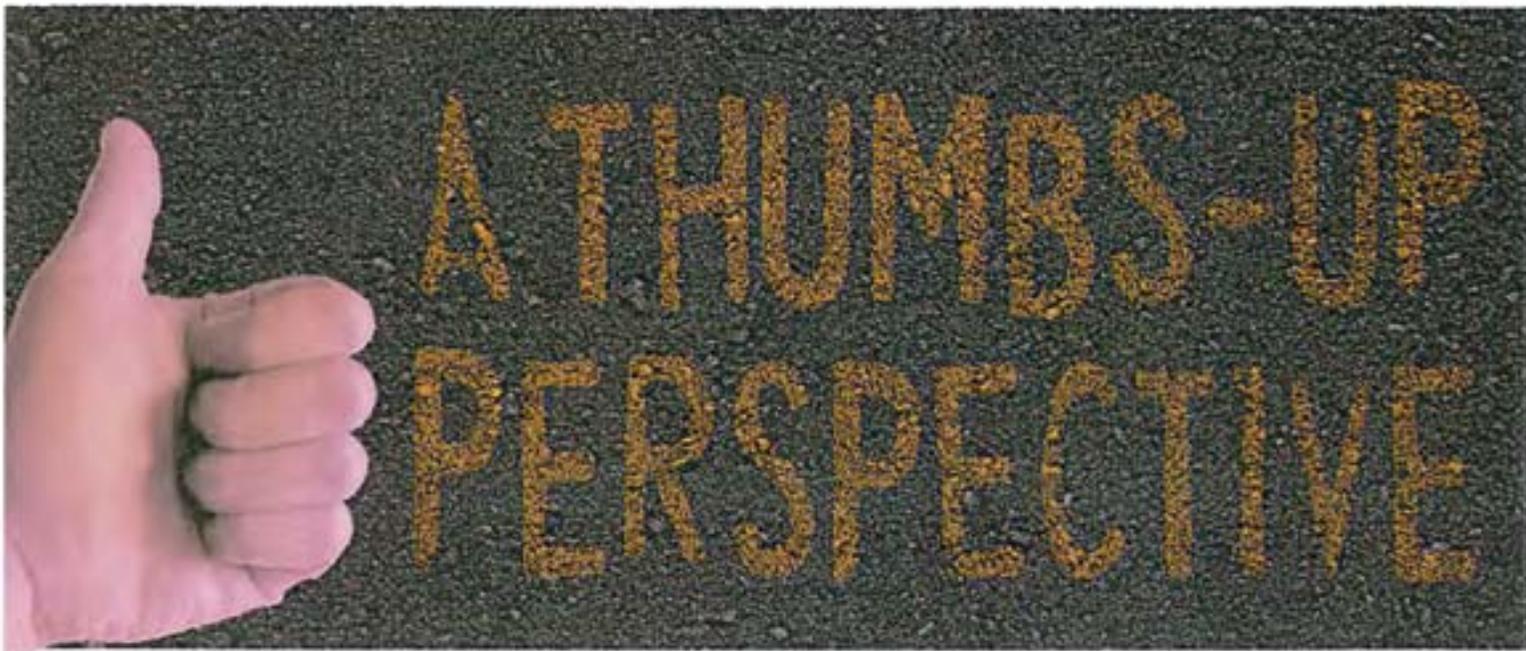
The three primary factors are 1) the condition of the street, 2) traffic load, and 3) citizen survey results.

My property tax and sales tax dollars are being wasted on random street repairs.

Only two-tenths of one percent of what Walla Wallans and visitors contribute via sales tax is used for efforts like the Rose Street project.

The budgets are sky-high because the City is careless about money.

The City aggressively pursues cost-effective solutions, and there's plenty of oversight to make sure they do. People don't realize, for instance, that 20% of the Street Operations budget goes to the electric utilities to power our street lights.



We haven't been talking long when he turns to me and says, "Sometimes I wish I had time to say, 'Hey, have you got a minute? Let me just show you what we're doing here.'"

The man I'm speaking with works on the street maintenance crews of Walla Walla. It's work that can only be done properly within a warmer range of temperatures, and both the materials and the equipment that they use are always much hotter than that. The days are surprisingly long, and just about anyone would describe this line of work as grueling.

But he doesn't mind.

The only part that he doesn't like has more to do with tempers than with temperatures.

Would it surprise you to learn, when we are being directed to slow down—or form a single lane, or drive one block out of our way—how often Walla Walla drivers shout disparaging remarks and make rude gestures at the road crews?

"Some people smile and thank us, but I'm always surprised how many see it the other way," he says, shaking his head.

Taking care of the streets is a complex task.

Viewers of the History Channel's "The Crumbling of America" saw dramatic proof that the street maintenance issues facing Walla Wallans are not unique to our corner of the world. It's clearly a crisis affecting our whole country, and the City of Walla Walla has been proactive in its approach.

But first, it's important to cover some street-maintenance basics:



The costs associated with pavement deterioration over time rise dramatically; the longer you wait to fix them, the worse the problems get. Almost all issues with asphalt stem from water; once water finds a way in, expansion and contraction will start occurring across the seasons as the water freezes and unfreezes.

The movement creates more cracks, and the movement of traffic on cracked asphalt causes it to detach and separate from the pavement around it, until *voilà*: potholes.

For that reason, every street is considered simultaneously from two perspectives: long-term planning and short-term problem-solving. The long-term

monitoring of pavement's life expectancy involves both keeping an eye on the calendar (counting off the years since the last complete rebuilding of the road) and on the availability of funding sources.

The recession of 2008 capped off a decline in traditional funding sources that began in the 1980s, and America's re-paving calendar ground to a halt. This slow-down, in turn, meant that the cost of those repairs—due to the bell-curve of deterioration over time—would increase dramatically.

Completely separate from the acceleration of repair costs due to the predictable decline of roads once they've already been built is the fact that the price of rebar, concrete and asphalt has doubled in the last ten years.

The short-term perspective acknowledges that streets will always need superficial repairs before the next major road re-building is required. Cities are obliged to upgrade the utilities that are buried underneath the street once they have the road open, which becomes another substantial cost factor—and that in turn affects how long it takes to secure funding.

Short-term solutions will always be necessary, given the rapid rate at which asphalt deteriorates versus the length of time it takes to fund the rebuilding of roads from scratch. Long-term planning must always be in play as well, as you have to plan years in advance in order to secure funding for the inevitable road-rebuilding projects.

The City of Walla Walla has worked diligently to



The Zipper scoops a shallow trench at a consistent depth.

nurture not only external sources of funding for road repairs but also the City's own reserves.

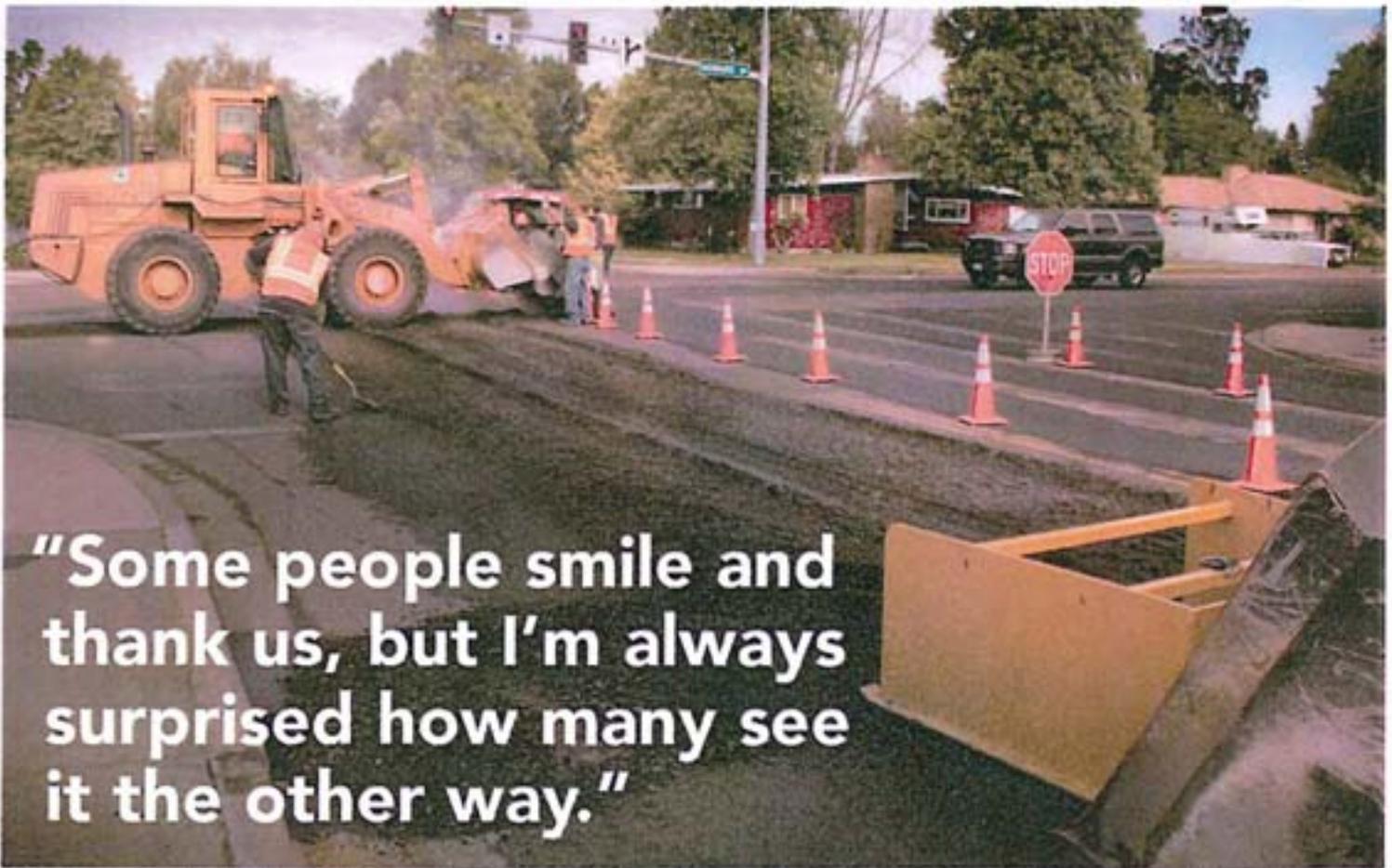
2015 will see a big change in the City's ability to respond to the short-term repairs that can result in smoother rides for Walla Wallans. It has to do with the Zipper, the Road Runner, and the newest piece of the puzzle: Wile E. Coyote. At least, these are the nicknames the street crews have given these particular pieces of equipment.

Now the City is able to use their street crews to repair four-foot-wide strips of damaged pavement, without waiting for funding, without designating each effort as a "project," and without lengthy street closures.

The 1-2-3 punch involves removing the top inch-and-a-half to two inches of asphalt where the deterioration is worst (the Zipper), scooping up the



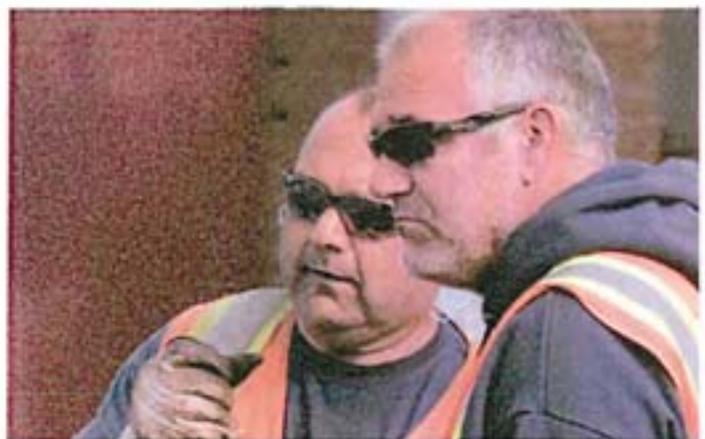
**The longer you wait to fix them,
the worse the problems get.**



Many passersby don't realize that the most complex part of making street improvements is controlling an intersection safely.



The custom-made "Wile E. Coyote" is ready to roll.



The crew is prepared to cover a lot of ground this summer.

reusable ground asphalt (the Road Runner), and laying down new, smooth asphalt moments later (Wile E. Coyote).

"I call it the 'Ride Along' program," says the fellow I'm speaking with. I ask him to explain.

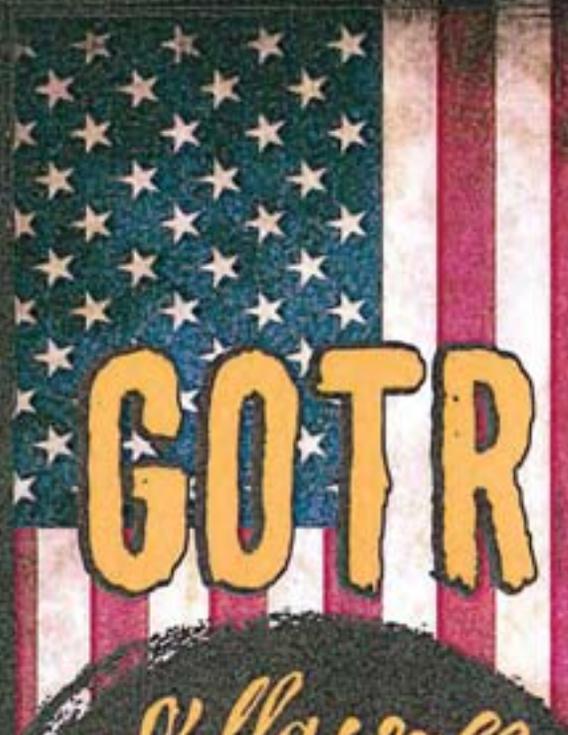
"We're making everyone's ride so much smoother as we move along," he answers with a smile.

Community members can come up with programs of their own, it occurs to me. I ask what he thinks of my brand-new Thumbs Up program.

What if, when Walla Wallans drive by a construction site—or when a detour sign makes us drive a block out of our way, or when we have to slow down or change lanes—we roll down our windows and give a thumbs up to the people on the street crew? A quick thank-you for making our ride smoother? How would that be?

He nods and smiles. "That would change a lot."

Consider joining the Thumbs Up program, won't you? A smile wouldn't hurt, either.



GOTR

Walla Walla
WA
STOPOVER

GENTLEMEN



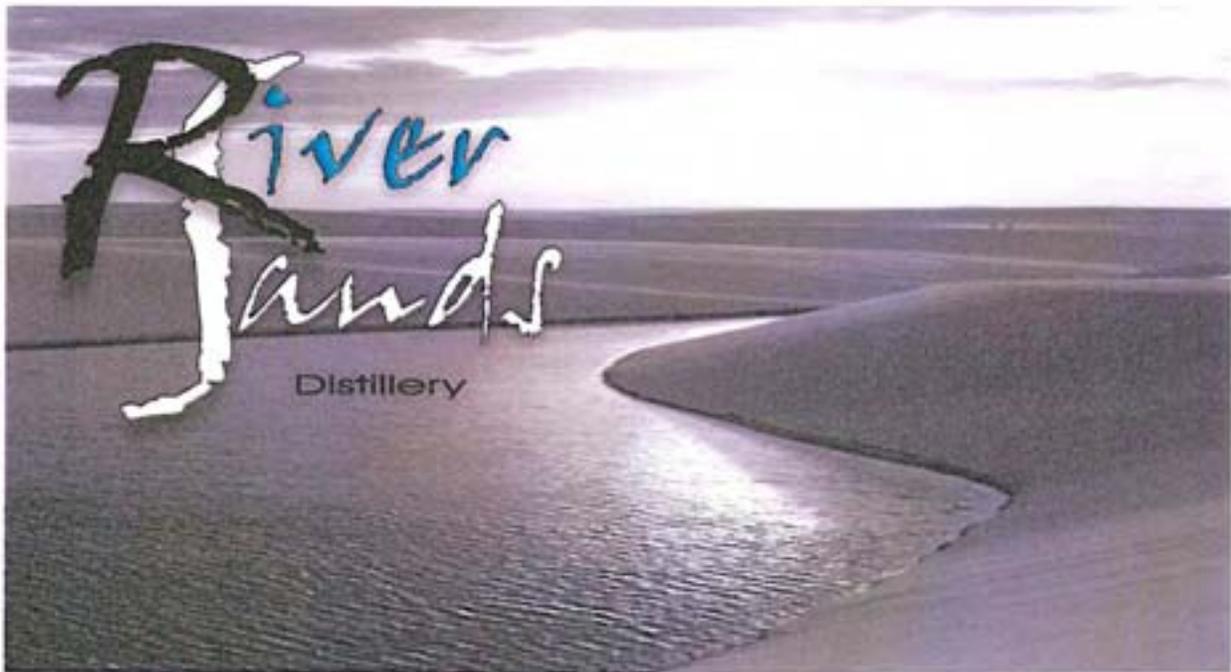
OF THE ROAD

2015

Walla Walla Hospitality in the IPZ's Wine Cluster

Most recently national media covered the City of Walla Walla's hosting of the 2015 Gentlemen of the Road Stopover, a three-day music festival with an audience of 23,000. The hospitality of Walla Walla's wineries, restaurants, hotels and retailers earned much attention and praise in that coverage and by the festival goers themselves. The event was enjoyed and appreciated by residents as well, many of whom have suggested hosting similar events. The Wine Cluster triumphed!





**COMING SOON
TO
DOWNTOWN WALLA WALLA!**



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Read SIP NYC Review



KennLueur Liqueur is wrapped up, Spending more than a year in Development and Crafting we offer up this Elegant, Soft, Quiet Time Spirit. Perfectly Hand Crafted using Kennewick Brandy and slowly aged with Wildflower Honey and Rosemary, our gift to you.

We believe that Kennewick KennLueur Liqueur should have an authenticity derived from where it is distilled and where it is matured... From the philosophies of those who distill it. A sense of place, of climate that speaks of the land, the Washington Grapes and Cascade Spring Water from which it was made, and of the human soul that gave it life. Discover for yourself and come visit us for samples, warm conversations and friendship.

Purchase Now

KENNEWICK
Liqueur



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Originally manufactured by Franciscus de la Boe (a.k.a. Dr. Sylvius) in the 1600s at Holland's famed University of Leyden, this spirit was intended to be for medicinal purposes due to the juniper berry's reputation as a diuretic. Oh, it started being medicinal in no time, to be sure.

Our Kennewick Fine Gin is not recommended for medicinal use however, it is elegant, refined and crafted from distilled Washington Columbia Valley Grapes. This Gin has a smooth, refreshing taste with a pleasant clean finish.

Purchase Now

Gin



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Vodka

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According to some sources, first production of vodka took place in the area of today's Russia in the late 9th century; however, some argue that it may have happened even earlier in Poland in the 8th century.

Kennewick Vodka is crafted using Washington Columbia Valley Grapes which is distilled three times to 192 proof. Then our craft distillers blend the Kennewick Vodka to a pleasant drinkable 80 proof using Cascade Mountain Spring Water. This process creates a distinct Vodka that is great if you like it neat, on the rocks, or use to mix your favorite cocktail!

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Starting with our perfected Vodka distilled from Washington Columbia Valley Chardonnay grapes, we infuse a blend of green and red jalapenos and then add a touch of garlic to create a balance of flavor and spice. Naturally, we discovered this makes the perfect Bloody Mary Vodka needing only tomato juice and your favorite garnish. However, it has demonstrated to mixing well with a variety of other natural fruits and spices such as pineapple or mango, just let your imagination go with this Vodka.

The nose detects a blend of peppers, including the hotter red jalapeno and the more subtle green jalapeno. The pepper character typically hits you right up front, which is very quickly followed by the smoothness of the garlic which coats any offensive heat leaving a great end to the experience.

[Purchase Now](#)




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Pepper & Spice Vodka

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Perfect for those hot lazy summer days and especially nights. Fresh Kennewick Cucumber Vodka that delivers a cucumber top note with an lingering refreshing note on taste with excellent smooth delivery. You will notice it is crisp but without excessive bite and a very clean finish.




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Cucumber Vodka

		<p>Made with all natural cucumbers and infused with Kennebec Vodka which is a high quality spirit distilled from Washington Columbia Valley Chardonnay grapes.</p> <p>Purchase Now</p>		 Follow us on  Follow us on 
<ul style="list-style-type: none">About UsSpiritsGift ShopWhere To BuyRecipesOak ClubContact UsPurchase Online 		<p><i>Barrel Finished Gin is the perfect combination that will ultimately surprise your palate! We finish our Fine Gin recipe using New American Charred Oak Barrels for just the right time. This creates flavor that is a cross between a very smooth whiskey and a Gin with attitude. The perfect sipping Spirit after that long day.</i></p> <p><i>As always, it's hand crafted from Washington Columbia Valley Grapes and Cascade Mountain Spring Water.</i></p> <p>Purchase Now</p>	<p><i>Gin Barrel Finished</i></p> 	  Follow us on  Follow us on 

Riversands Distillery © 2013 / 2014 / 2015



Innovation in Irrigation

Technology at Work

Nelson Irrigation Corporation takes innovation seriously.

Since the company's inception in 1972 there have been numerous patents issued — today there are more than 70 active patents — and additional applications have been filed awaiting recognition. The ASABE (American Society of Agricultural and Biological Engineers) has recognized a number of Nelson products with their AE50 Award. "The products winning the ... AE50 awards ... represent the best and the brightest developed around the globe for the agricultural, food, and biological systems industries. Award winners include companies of all sizes and varying inventive focus." – asabe.org

AE50 Awards:

- 1992 - Rotator®
- 1995 - R2000 Rotator®
- 1996 - 3000 Series Pivot Products
- 1998 - ACV200 Air Control Valve, N3000 Pivot Nutator, R5 Rotator®
- 1999 - PC-S3000 Sprinkler, R2000 WF Wind-Fighter Rotator® Sprinkler
- 2001 - Grab-On Drip Fittings, 800P + SR75A valve/gun, MRDC Mini-Regulator Drain Check
- 2005 - PC-R3000 Rotator®
- 2006 - 5FC Flow Control Nozzle
- 2011 - 8200DC Irrigation Controller System, O3000 Orbitor Pivot Sprinkler
- 2014 - TWIG Wireless Control System
- 2016 - 3030 Series with 3NV



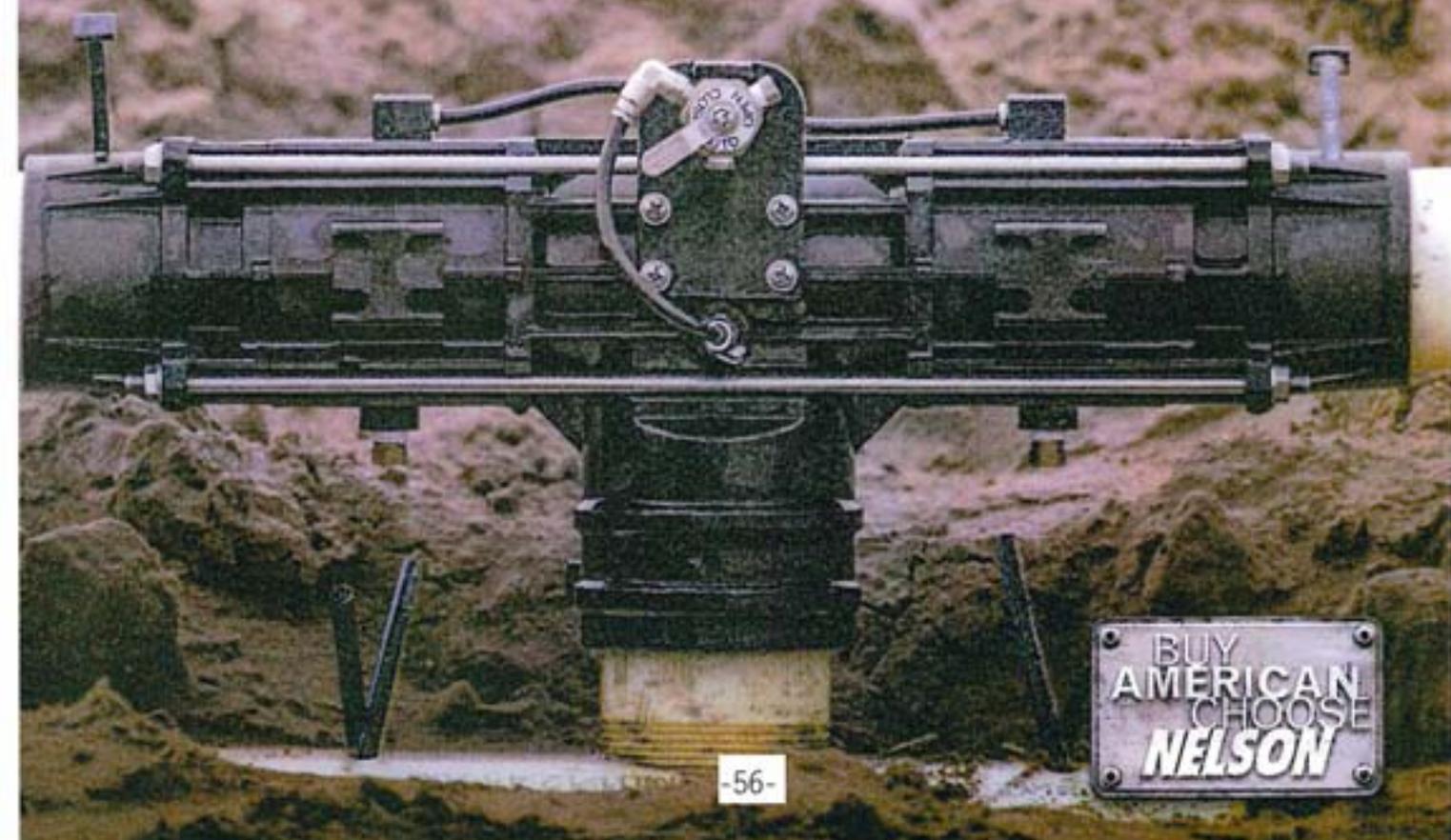
In addition, the Irrigation Association has recognized four members of Nelson Irrigation's team with the Industry Achievement Award. Bart Nelson, President, received this award in 1988. Larry Meyer, previous Vice President of Engineering, received the award in 1997. Bob Rugar, Vice President of Marketing, received the award in 2003 and George Sesser, Project Engineer, received the award in 2011.

On January 29, 2014 Bart Nelson received the Industry Leadership Award from the Washington Potato Foundation.

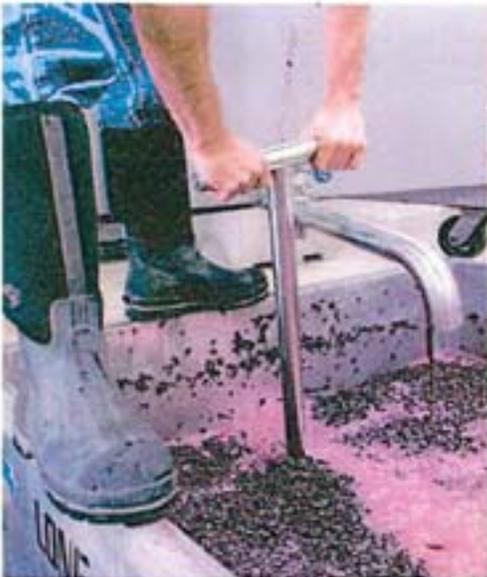


High Efficiency Water Management

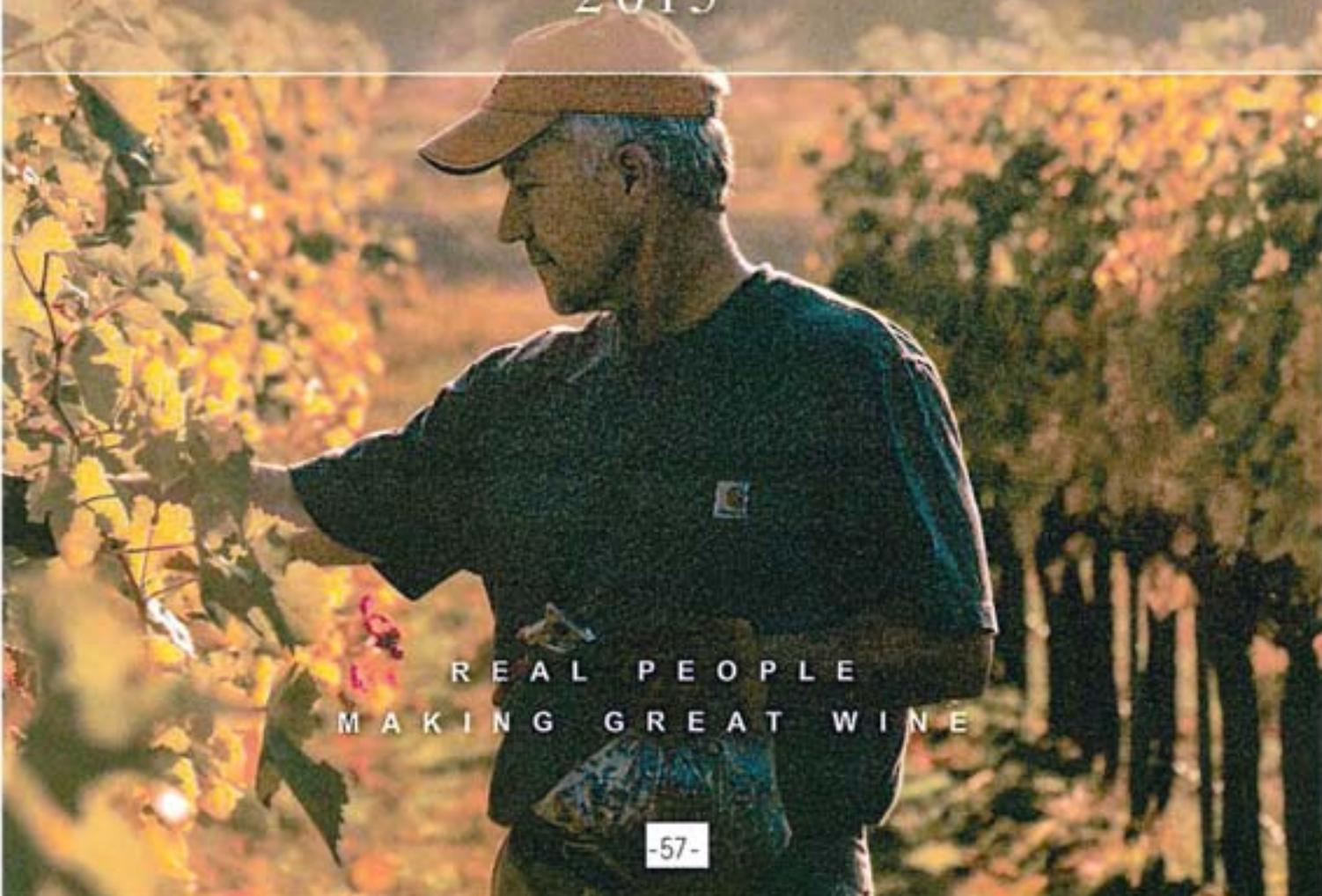
1000 SERIES CONTROL VALVES



BUY
AMERICAN
CHOOSE
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WINERIES
OF THE
WALLA WALLA VALLEY
2015



REAL PEOPLE
MAKING GREAT WINE

Celebrate Walla Walla Valley Wine

Celebrate Walla Walla Valley Wine is an annual event that takes place over a 3-day period (June 16-18, 2016). The weekend starts Thursday evening with a Vintage Wine Pour and consists of multiple sessions on Friday and Saturday. Each year the event has a focus on one of the three most widely produced varieties of wine that the Walla Walla Valley is known for (Cabernet Sauvignon, Merlot or Syrah). The highlight of the event is a winemaker panel on Friday afternoon that consists of three Walla Walla winemakers known for producing the highlighted variety and three guest winemakers and their wines from three other leading international wine regions. Having these guests join our winemakers for this comparison of wines is a draw both for attendees as well as media representatives. Each year we host up to 20 writers during the week of Celebrate from publications around the U.S. The past several years this media coverage has resulted in over 35 articles on the event and the Walla Walla Valley. Thus, the impact of Celebrate is felt well beyond the weekend of the event itself. This coming year will be the fourth year for Celebrate. Attendance at Celebrate has continued to grow each year, with the 2015 event drawing 540 individuals who purchased 1,351 total tickets to the various events. Seventy-one percent of the attendees were from beyond 50 miles of Walla Walla, and twenty-three percent of all attendees were from outside of the State of Washington. The Celebrate event resulted in an estimated 621 overnight stays in paid accommodations.

The 2016 Celebrate weekend is projected to draw an estimated 640 attendees, of which 454 are expected to be from beyond 50 miles of Walla Walla. The overall goal of Celebrate is to create a signature event that will be widely recognized regionally, nationally, and ultimately, internationally. The belief is that by creating a one-of-a-kind signature event that catches the attention of wine and travel media, we can also expand the media coverage Walla Walla receives as a wine, culinary and tourism destination. In addition, with a focus on Cabernet Sauvignon in 2016, the Celebrate event will be structured to place the Walla Walla Valley wine region alongside three of the world's other leading wine regions, e.g., the Bordeaux region of France, Napa Valley, and another region in either Chile or Australia. The 2016 Celebrate event schedule is as follows:

Thursday, June 16

VINTAGE POUR

4:30pm – 6:30pm

Canoe | 1102 W. Cherry St., Walla Walla

Special opportunity to sample vintage wines (2009 and earlier) from over 30 Walla Walla Valley wineries.

Friday, June 17

WELCOME KICKOFF

8:30am – 10:00am

GESA PowerHouse Theatre | 111 North 6th Avenue, Walla Walla

Official kickoff to the Celebrate Walla Walla Valley wine weekend.

WINEMAKER PANEL PRESENTATIONS AND TASTINGS

3:30pm – 5:30pm

Marcus Whitman Hotel | 6 West Rose St., Walla Walla

A rare opportunity to compare and celebrate the Walla Walla Valley and three other internationally acclaimed Cabernet Sauvignon growing regions.

CABERNET SAUVIGNON WINE TASTING & DINNER

6:00pm – 8:30pm

Reid Center, Whitman College Campus | 280 Boyer Ave., Walla Walla

Taste Cabernet Sauvignon from more than 40 Walla Walla Valley wineries while enjoying dinner from three acclaimed chefs.

Saturday, June 18

WINEMAKER DINNERS

6:00pm-9:00pm

Eight locations throughout the Walla Walla Valley.

Reveal Walla Walla Valley

The 2016 Reveal Walla Walla Valley event will be the first year of this annual event. The purpose of the event is to raise the long-term awareness and wholesale sales of Walla Walla Valley wines through wine distribution outlets throughout the U.S. and also raise funds for the Walla Walla Valley Wine Alliance to more broadly market the Walla Walla Valley wine region. Reveal will consist of a wine auction for licensed members of the wine trade (i.e., wholesalers, wine shops, or restaurants) to purchase special one-of-a-kind 5 to 20 case wine lots donated by Walla Walla Valley Wine Alliance member wineries.

The Wine Alliance expects to attract up to 150 members of the wine trade. The event will be by invitation only and invites will be sent to over 700 highly targeted and vetted wine buyers. In addition, 10 members of the wine media will be hosted during the event. While the primary focus of the event will be the auction on Monday afternoon, April 18, 2016, attendees will be arriving on Sunday, April 17 to participate in a welcome reception and likely departing on Tuesday, April 19. The event schedule is as follows:

Sunday, April 17

RESERVE TASTING & RECEPTION

4:30pm – 6:30pm

Foundry Vineyards | 1111 Abadie St., Walla Walla

Walla Walla Valley Wine Alliance member wineries will be pouring small lot, special selections from their libraries.

Monday, April 18

BARREL TASTING OF WINE LOTS

11:00am – 1:00pm

Marcus Whitman Hotel | 6 W Rose St., Walla Walla

Sample all 35 unique wine lots, and meet the winemakers behind them.

LUNCH

12:30pm – 2:30pm

Whitehouse-Crawford Restaurant | 55 W Cherry St., Walla Walla

Enjoy a casual lunch with auction lot winemakers at the historic Whitehouse-Crawford Restaurant in downtown Walla Walla.

REVEAL WALLA WALLA VALLEY WINE AUCTION

3:00pm – 5:00pm

Gesa Power House Theatre | 111 N 6th Ave., Walla Walla

DINNER & FESTIVITIES

5:00pm-6:00pm Social Hour

6:00pm Dinner

Dunham Cellars | 150 E Boeing Ave

A lively night full of amazing wine, delicious food and engaging conversation with Walla Walla Valley winemakers.

Recent article in Wine Alliance membership newsletter

Everyvine.com: A great tool to help us tell our story

– A Message from the Executive Director

A key part of our mission is to “Tell our Story.” As simple as it sounds, telling our story can often be perplexing. There is not a week that goes by that I don’t hear the very basic questions “how many acres of vineyard and how many wineries are there in the Walla Walla Valley?” When it comes to the number of wineries, that figure all depends on your definition of a winery. Does a winery equate simply to the number of licensed wineries, which does not necessarily equal wineries actively producing or selling wine. Or, does winery mean actively producing wineries with a brick and mortar facility? Or, is it simply the number of wine label brands? There are wineries operating with multiple wine brands. And finally, people often are interested in merely the number of tasting rooms and don’t always realize that not every winery has a tasting room. Regardless of how you define it, there is no one reliable source for this information.

Vineyard acreage also has its’ challenges. Like wineries, there is no simple, publicly accessible source for determining vineyard acreage by varietal for the entire Walla Walla Valley. Remember, our Valley lies in two states and actually has vineyard acreage lying outside of the Walla Walla Valley AVA.

Nearly two years ago, I was approached by Jordan Thomas of Everyvine.com about possible developing a complete inventory of vineyard acreage in our AVA. If we could complete such an inventory through Everyvine.com, there were some great maps and data profiles we could obtain to help tell our story. Seems like a no brainer, doesn’t it? However, with 115 vineyards identified, over 80 individual owners, some of whom are absentee owners, multiple vineyard management companies, the task became somewhat daunting.

After nearly one and one-half years, we were only able to accumulate 40 percent of the vineyard information for the Walla Walla Valley in to Everyvine.com. That’s when a Whitman College student, Quin Nelson, approached us about a summer internship. With his internship at

the Wine Alliance being underwritten by the Whitman College Foundation, Quin was able to spend the two months it took to gather the remaining vineyard information necessary to complete the inventory. Although there are still some minor gaps to be filled, we now know there are 2,836 acres of wine grapes planted in the Walla Walla Valley AVA and that the top three varieties are Cabernet Sauvignon (36.6%), Syrah (17.3%), and Merlot (17.1%). Both of these facts were somewhat surprising. We have for the past several years known that we had over 2,000 acres planted in the Valley; however, over 2,800 acres was well beyond most everyone's expectations. We also knew that Syrah's popularity had grown significantly, but no one knew that the planted acreage had actually surpassed Merlot.

Another somewhat surprising finding was that a majority of the acreage was on the Washington (57%) side of the Valley, with the remainder in Oregon (43%). Most had thought that these numbers were actually reversed.

We're now working closely with Everyvine.com to create a series of high resolution maps that only our members will have access to. These maps of the Valley's vineyards will be available in printed and digital formats. Wine Alliance members will be able to purchase the printed maps at a wholesale price for resale, and the digital format will be available for use on web sites or for presentation purposes. These maps are scheduled to be available starting October 1, 2015.



FOR IMMEDIATE RELEASE:

August 24, 2015

Syrah Climbs to Second Most Widely Planted Wine Grape Variety in the Walla Walla Valley

More than 2,800 total acres of vineyards reported in Walla Walla Valley AVA

WALLA WALLA, WA – The Walla Walla Valley Wine Alliance has completed a full assessment of operating vineyards in the Walla Walla Valley American Viticulture Area (AVA). The assessment was completed in conjunction with Everyvine.com, a website through which the AVA's vineyards are mapped and analyzed (www.everyvine.com/wine-regions/region/Walla-Walla-Valley/). Among several noteworthy findings revealed by the inventory was that Syrah overtook Merlot as the second most prevalent wine grape variety in the Walla Walla Valley. The top five varieties were Cabernet Sauvignon (36.6 percent), Syrah (17.3 percent), Merlot (17.1 percent), Cabernet Franc (5.7 percent), and Malbec (4.4 percent). The wine grape inventory was the first full vineyard acreage assessment completed in the past twenty years, a period in which the AVA has experienced significant growth.

Duane Wollmuth, executive director of the Walla Walla Valley Wine Alliance, says, "the Everyvine.com inventory clearly substantiates what we have known for some time – the vineyard acreage in our Valley has grown extensively over the past two decades. It is nice to finally have an accurate count of acreage for the first time, and the data and maps to assist us in telling our story."

As of August 2015, there were 2,836 acres of planted vineyards in the Walla Walla Valley AVA, the majority of which are mapped on Everyvine.com. In addition to the total vineyard acreage and growth of Syrah in the Valley, the inventory also somewhat surprisingly revealed that a majority (57 percent) of the vineyard acreage lies on the Washington side of the Walla Walla Valley, with 43 percent on the Oregon side. As Wollmuth says, however, "much of the vineyard growth is taking place on the Oregon side of the Walla Walla Valley near Milton-Freewater. We expect these percentages to change over the next few years as more vineyard acres are planted in the new Rocks District of Milton-Freewater AVA and in the SeVein Vineyards project at the far sound end of the Valley."

The Everyvine.com site also provides a breakdown of various growing conditions, showing that the average temperature in the AVA's vineyards during the growing season is 62.7 degrees Fahrenheit and the average rainfall during the growing season is 7.82 inches. These figures compare to annual figures of 52.7 degrees Fahrenheit and 17.89 inches for the same locations.

The Wine Alliance and its members will use this information in a variety of ways. This assessment will allow the Alliance to monitor the continued growth of the vineyards in the

AVA, and to communicate that growth to inquiring media and those in the wine industry. The Wine Alliance will have complete vineyard maps of the Walla Walla Valley AVA and The Rocks District of Milton-Freewater AVA through Everyvine.com, and members will have access to high-resolution maps of the Valley's vineyards to use for marketing and presentation purposes. In addition, Wine Alliance members will have access to data on their vineyard profile pages on Everyvine.com, which provides up-to-date information on the vineyard's climate, topography, and soil.

According to Wollmuth, "Our members will now have the tools they need to accurately tell both their personal story, as well as the story of the AVA. Maps of soils, climate and topography will be available for use on web sites and in presentations. We are extremely pleased with the products Everyvine.com provides and look forward to continuing to work closely with the company."

About the Walla Walla Valley Wine Alliance

The Walla Walla Valley Wine Alliance is a non-profit wine industry membership organization whose mission is the marketing of the Walla Walla Valley's American Viticulture Area (AVA). The Wine Alliance functions as the leading informational resource for consumers, media and trade interested in learning more about the Valley's wine industry.

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About Us

Our Future

ETS will support future development of the global wine industry by continuing to ensure our industry leading position as the first, best, and, in many cases, only provider of valuable analytical services.

New Methods

ETS conducts continuous development and evaluation of new analytical tools for our winery clients. Two full time PhD chemists / enologists are currently dedicated to developing these tools.

Global Collaborations

ETS enjoys close relationships with wine laboratories and Universities throughout the world. Collaboration with these partners provides ETS with a global view of wine industry problems and challenges while demonstrating our accuracy and reliability to the world wine markets.

Applied Research

ETS has expanded the industry's knowledge base by performing applied research projects for a number of client partners. ETS has worked with the California Wine Institute to satisfy U.S. Food and Drug Administration needs for data on ethyl carbonate levels in wines. Results have been instrumental in the formation of industry positions with regulatory bodies. ETS has conducted studies on behalf of the Cork Quality Council on TCA behavior in corks and wine. These findings have formed the basis for a cork monitoring procedure that is now being applied by primary suppliers in Europe, their U.S. agents, and many consumers of corks.



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- Vision
- Our Location
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