

## Table of Contents

- 1) EDC and SBDC to host Export Workshop
- 2) Spotlighting an SBDC Client
- 3) SBDC Client Cont.
- 4) PNAA Annual Conference
- 4) 2015 EDC Annual Banquet
- 5) Partners & Investors

## Recent Happenings

Participated in video presentation about data centers and the economic impact in Central Washington

Began coordination with Inland Northwest Aerospace Coalition for more visibility to Grant County

Met with City of Mattawa on potential SIP road project for Government way

Reserved booth space and attendee badges for RECon 2015

Held bi-annual Grant County Ports Meeting at the Port of Ephrata

Toured Grant County with Brian Young, Washington State's Cleantech Sector Lead

Attended WEDA Legislative Conference in Olympia, WA

## EDC and SBDC to host Export Workshop March 19 and 20



Small to medium Washington business enterprises looking to generate sales to new markets will benefit from a seminar offered by the Washington Small Business Development Center and the Grant County EDC. The seminar will be held on March 19 & 20 from 8 a.m. to 4:30 p.m. each day at the Columbia Basin Technical Skills Center, 900 E Yonezawa Blvd.

Vern Jenkins, WSBDC International Trade Specialist, will be teaching the seminar. . Assisting is Allan Peterson CGBP. Statewide the WSBDC has two Export Readiness Centers that focus on training and advising new-to market and new-to export companies interested in expanding their international sales or entering international

markets.

The seminar will cover: The basics of export readiness and market fit analysis using market research; Keys to market selection; Financing tools and available resources with reliable methods of payment; Best Practices in shipping and logistics; Basics of an Export Business Plan; Intellectual property and trademarks; SWOT Analysis of your market position (strengths, weaknesses, opportunities and threats).

The cost of this two day seminar is only \$50.00 per person. Please register online at <http://wsbdc.org/event/export-readiness-seminar/>

### Contact Us:

Physical Address: Grant County EDC, 6594 Patton Blvd NE, Moses Lake, WA 98837

Billing Address: PO Box 2359, Moses Lake WA 98837

Phone: 509-764-6579 Fax: 509-762-5161

Email: [jonathan@grantedc.com](mailto:jonathan@grantedc.com) [emily@grantedc.com](mailto:emily@grantedc.com) [allan.peterson@wsbdc.org](mailto:allan.peterson@wsbdc.org)





## Board of Directors

Juanita Richards, Horizon Credit Union, President

Tom Thompson, Samaritan Healthcare, Vice President

Char McDowell, TEAM, Secretary

LeAnne Parton, BBCC Foundation, Treasure

Gary Ash, National Frozen Foods, Past President

Chuck Berrie, Grant County PUD

Juliann Dodds, Umpqua Bank

Rick Heiberg, City of Coulee City

Kent Jones, Port of Moses Lake

Brian Kuest, Port of Quincy

Jon Lane, City of Moses Lake

Jon Lane, City of Moses Lake

Eric LaFontaine, Columbia Basin Herald

Pat Millard, Port of Warden

Alice Parker, Columbia Basin Development League

Irene Plenefisch, Microsoft

Dale Pomeroy, Pomeroy Farms

Marvin Price, LambWeston/BSW

Reed Raymond, Hayden Homes

Chris Romm, BBSI

Carolann Swartz, Grant County

Ray Towry, City of Ephrata

## Spotlighting a Small Business Development Client



SOAP LAKE, Wash. – If a movie is ever made of Mary Lou Langley’s life, her Washington Small Business Development Center (SBDC) business advisor just might have a crack at best supporting actor.

OK ... the actor playing husband Travis Langley might have the edge there, but the SBDC will get some serious screen time, too. Langley has created Washington’s first state-approved vocational college especially for equine massage, and she did it while battling blindness, cancer, debilitating back pain and Lyme disease.

To no one’s surprise, there’s a horse at the center of this story – Okie Dokie Colonel.

### Remarkable accomplishment

Langley’s journey – from becoming an equine massage therapist to earning a human massage therapy license to opening Langley Equine Studies – has been a long one. But it has brought her where she wants to be: owning a home-based business with growth potential that she can pass on to her daughters ... and loving what she does. Equine massage college owner Langley, center, works with a miniature pony. She is quick to say she had help along the way, including her husband and friends who helped her set up an accounting system, edit her website and learn to manage Excel documents. But others are just as quick to say that what she has accomplished is

remarkable.

“There was no model for what Mary Lou wanted to create,” said Allan Peterson, a certified business advisor with the SBDC in Moses Lake. “She had to create it all from scratch.” Peterson, though, was both advisor and advocate from the beginning. “I don’t know if I would have been able to do this without Allan,” Langley said.

### Comrades in suffering, recovery

Langley was a 31-year-old mother of three young children when Okie Dokie Colonel came into her life. At the time she was coping well with macular degeneration in her right eye, and riding the high-spirited quarter horse was a welcome break from other responsibilities. But when her left eye started to fail in 1997, the future suddenly seemed bleak.

“I felt isolated, alone, trapped,” she said. “I was angry.”

But she made time to get back on her horse, if only for a few minutes at a time: “Riding gave me moments when I felt freedom,” she said.

But it was freedom coupled with fear. Colonel was a “hot rod,” she said, and the sight of a fluttering butterfly could cause him to bolt from one side of the road to the other in a millisecond. Langley could no longer see the butterfly; in fact, she could no longer see the road.

At first she simply rode around the driveway, but gradually she was able to once again head out on trails near her home.

“Being on Colonel took me to a different place,” she said. “It gave me confidence and made me feel I could get my life back.”

Continued on page 3



Continued from page 2

### Working through the pain

A few years later Colonel came up lame. Experts told Langley he would be crippled within five years, but she refused to accept that prognosis either. She began investigating alternative therapies, and that's when she discovered equine massage.

"It's so empowering to realize that you can be part of helping an animal feel better," she said. "They behave dramatically differently when they are no longer in pain. Their personalities can change completely."

Langley knows about pain. The blindness, she said, is "old news" and she has learned to deal with it. More recent health issues have included a bout with cancer, back surgery for debilitating pain that made walking nearly impossible and a 2014 diagnosis of Lyme disease.

"When you don't feel good it is hard to keep putting one foot in front of the other emotionally, mentally and physically," she said. "Doing all this work to start the school while being so sick doesn't make sense, but I just kept plugging away and, with support, it finally materialized."

### Open for business since September

Langley Equine Studies received state approval in September and immediately began accepting students at the family's 20-acre ranch. While the focus is on educating students to become state certified equine massage practitioners, students can also take classes in alternative therapies or enrichment such as rodeo pageant competition, dressage and general equitation.

Langley's daughters, Catrina and Ruby, and daughter-in-law Danielle – all accomplished equestrians and former rodeo competitors – are instructors as

well.

### Help to wade through paperwork

Langley first began meeting with the Washington SBDC's Peterson in 2011 to discuss issues related to her own equine therapy practice and another home business creating custom rodeo wear. When she started thinking about creating a school, Peterson was one of the first people she contacted.

The Washington SBDC provides no-cost, confidential, one-to-one advising for small business owners who want to start, grow or transition their businesses. It is supported by the U.S. Small Business Administration, Washington State University and other institutions of higher education and economic development. Peterson's work is also supported by the Economic Development Council of Grant County.

Even with ongoing support, Langley's task was enormous. Washington State is the first state in the country to require 300 hours of training at a state-approved vocational school for people who want to become equine massage practitioners. (People who already possess a license for human massage need only complete 100 hours.) Because she was the first to create such a school, there was no road map to follow.

She worked for more than two years with the Washington agencies on health, massage, services for the blind, education and workforce training to get the necessary paperwork filed and approved. Early on, she said, she got an email from the workforce board with 14 separate attachments on how to start a school. "It was overwhelming," she said, "and that was just the beginning. I had mountains of paperwork from all of the agencies I had to work with." Many times, she said, she was close to

giving up.

"When I would get like that, I would call Allan," she said. "He'd prop me back up and I'd take another go at it."

### From one horse to dreams fulfilled

Together, Langley and Peterson worked on her business plan, financial statements and business systems. They discussed how she could cast a wide net for students, knowing she'd have to draw from outside Grant County to keep her business viable. When Langley had doubts, Peterson urged her to stay the course: "He told me to do what was in my own heart and make my own way," she said.

What's in Langley's heart is to help people learn how to help their horses through touch. Last fall, she said, two students were working on Colonel when suddenly they saw the connection between what they were doing with their hands and Colonel's obvious, dramatic response. "It was like a light bulb went off in their eyes," Langley said. "It was an 'Aha' moment for them. They were grinning from ear to ear."

Nearly 15 years after he was given a grim prognosis, Okie Dokie Colonel is still going strong. And so is Langley.

"I hope my story will encourage others to go for their dreams, try hard and not give up," she said. "I never intended to be a massage therapist or open an equine studies school. That's the direction my life went because of one horse."

For more information about Langley Equine Studies, see <http://www.langleymassage.net/>.

### Contacts:

Mary Lou Langley, Langley Equine Studies, 509-246-8053, [langleymml@nwi.net](mailto:langleymml@nwi.net)  
Allan Peterson, Washington SBDC, 509-762-6040, [allan.peterson@wsbdc.org](mailto:allan.peterson@wsbdc.org)



## Northwest Aerospace Alliance holds Annual Conference

Lynwood, WA – The Pacific Northwest Aerospace Alliance (PNAA) held the 14<sup>th</sup> Annual Aerospace Conference on January 10-12. The Port of Moses Lake and the Grant County Economic Development Council helped sponsor the “Washington Lounge” at the conference with Choose Washington.



*The Boeing paint buildings in Everett, WA*

Emily Braunwart, Business Recruitment Manager at the EDC and Richard Hanover, Director of Business Development for the Port of Moses Lake, both attend the show. “It was great to be able to sit down at a table with the companies who are making such a difference in this industry.” Said Hanover.

The conference featured a business expo with many aerospace suppliers and a whole slate of networking times and talks from speakers in the industry. Subjects ranged from the future of aerospace, to companies who have made a large impact on the industry, to new trends such as “rightshoring.”

Rightshoring is the term many aerospace companies are using for investments of supply chains in United States. Previously companies would choose the lost cost, low wage regions like Asia for these supply chains. With this change in methodology, the Pacific Northwest may see greater actives in aerospace manufacturing.

Braunwart also to toured the Everett Boeing facility where they manufacture the new Boeing 777x. “It was fascinating to see how similar but different the manufacturing of the alumni and carbon fiber planes are,” said Braunwart. “There is so much potential for new industry’s to support the aerospace industry to locate in Grant County.”



## 2015 Annual Banquet

Building Prosperity: Year 2

# Register Today!

March 20, 2015

In the Masto Conference Center at Big Bend Community College

Social Hour: 5:30 pm—Dinner 6:30pm

Cost: \$60 per person or \$440 for a table of 8

Register at: [grantedc.com/about/events/annual-banquet](http://grantedc.com/about/events/annual-banquet) or call 764-6579



**Building Prosperity**

Accelerating Economic Growth in Grant County



# Partners & Investors

## Founders Circle (\$75,000+ up)

ASPI Group  
City of Moses Lake  
City of Quincy  
Grant County  
Grant County PUD  
Port of Moses Lake  
Port of Quincy

## Platinum Division (\$50,000-\$74,999)

Central Terminals LLC  
Columbia Basin Herald  
Microsoft Corporation  
Samaritan Healthcare  
Washington Trust Bank  
Yahoo!

## Gold Division (\$25,000-\$49,999)

Chemi-Con Materials  
Confluence Medical  
Genie Industries  
Hayden Homes  
McKinstry Co., LLC

## Silver Division (\$15,000-\$24,999)

AKZO Nobel  
City of Ephrata  
CliftonLarsonAllen LLP  
Port of Ephrata  
Port of Mattawa  
REC Silicon

## Bronze Division (\$2,500-\$14,999)

Accredited Appraisals  
Agri/Com Appraisals  
Alsted Real Estate  
Argus Insurance  
Aviation Technical Services  
B & D Communications  
Basic American Foods  
Barrett Business Services, Inc. (BBSI)  
Belle Enterprises Inc.  
Big Bend Community College  
Canfield & Associates  
Cayuse Lake View Home Sites  
Central Bonded Collectors  
City of Electric City  
City of George  
City of Royal City  
City of Soap Lake  
City of Warden  
Coldwell Banker Tomlinson Ranch & Home  
Columbia Basin Development League  
Columbia Basin Job Corp

## Bronze Division Continued

Columbia Basin Railroad  
Columbia Colstor, Inc.  
Columbia Electrical Supply  
Columbia Glass Inc.  
Columbia Northwest Engineering  
Consolidated Disposal Service, Inc.  
Dano Law Firm, PS  
Express Employment Professionals  
Gary Mann Real Estate  
General Dynamics—OTS  
Guild Mortgage Company  
Horizon Credit Union  
Housing Authority of Grant County  
Inland Cellular  
Inland Tarp & Liner, LLC  
ITC Services, Inc.  
J & M Electric  
JR Newhouse Co., PLLP  
Key Bank  
Lad Irrigation Co., Inc.  
Lamb Weston, BSW  
Landau Associates, Inc.  
LC Farms, Inc.  
Lenroc Company  
Live Nation-Gorge Amphitheatre  
Mardon Resort  
Martin Morris Agency  
Million Air Moses Lake  
Moses Lake Chamber of Commerce  
Moses Lake Community Health Center  
Moses Lake School District  
National Frozen Foods  
North Central Washington Fence  
Northland Communications  
Penhallurick's True Value  
Pillar Rock Grill/Moses Lake Golf Club  
Polhamus Heating & Air Conditioning  
Port of Coulee City  
Port of Hartline  
Port of Royal Slope  
Port of Seattle  
Port of Warden  
Quincy Farm Chemicals, Inc.  
Quincy Foods  
Rock Steel Structures  
SGL Automotive Carbon Fibers  
Skaug Brothers, Inc.  
Skone & Conners  
Tommer Constructions Co., Inc.  
Tommer Equipment Co., Inc.  
Total Employment & Management (TEAM)

## Bronze Division Continued

Town of Coulee City  
Trask Insurance Inc.  
Umpqua Bank  
Western Pacific Engineering  
Western Polymer Corporation  
Windermere K-2 Realty  
Work Source Moses Lake Affiliate  
Zip Truck Lines, Inc.

## Friends of the EDC

Justin Ashley  
Steve Ausere  
David Bailey  
Susie Barr  
Terry Brewer  
Jane Dickinson  
Randy Dickinson  
Dick Ealing  
Jeff Foster  
Rory Knapp  
Denise Lefler  
Fred Lischka  
Don Long  
Alan Lunderburg  
Janea Holmquist Newbry  
Col. Clyde Owen  
Dale Pomeroy  
Jeff Railton  
Sheldon Townsend  
Pat Wold