

It's Your Business

SPRING 2010

A directory of stories
about local businesses



FREE:

Please take
one and support
local businesses

The Fun Factor

A good-times environment has been central to Dr. Scott Ralph's orthodontic philosophy. Eleven years in, he's not just hanging around. He's smiling.

PAGES 12-13



Why read these stories?

It's **Your** Business

I was talking to a friend and fellow business owner this past year who had a lament. Her hand-built, community-oriented small business was — like most of us — taking its lumps in this unsympathetic economy. Yet her disappointment was not so much in the loss of business, but where it was being lost. To national chains. To the internet. Not, as one might expect, to a lack of available consumers.

Of course, neither of us believed the solution to this common problem is guilt-tripping residents about spending their money at farfaraway.com. Community businesses must do their part to remain competitive and attractive with a one-two punch of fair pricing and face-to-face service.

After that, the rest is story-telling. When neighbors learn more about each other — and



about each other's businesses — a true sense of community is achieved. We all begin to see ourselves as part of the story of this slice of earth we share as

our collective home.

Enter this second annual section of advertorials, what we have purposely called "It's Your Business." Our intent is to help local businesses share information about themselves in a traditional story format, and we simply ask you to read it. We think you'll learn some wonderful things about your neighbors, and we hope the end result is that you will be further motivated to support local goods and services.

This project is an effort to remind readers that buying local is not an old-fashioned, sentimental concept. It's actually at the center of a healthy and vibrant community. Local businesses

contribute to our economic vitality, providing services and funding to maintain and advance our quality of life. In turn, a healthy community provides a safe and desirable haven for its residents. This cycle completes when these residents — you — support local businesses.

I truly believe the success of our community, from Post Falls to Liberty Lake to Spokane Valley, is not just his business or her business or their business. It's my business. And, neighbor, it's yours.

May the stories in the pages that follow excite you anew about being an active member of our unparalleled community.

Josh Johnson

Local resident. Local business owner.
Local consumer.

It's Your Business is a directory of business advertorials published by Peridot Publishing LLC of Liberty Lake. The mission of the publication is to provide a platform on which local businesses and local consumers can connect through the power of story. All of the content in the publication was directed approved and paid for by the participating businesses and organizations in collaboration with the Peridot special projects team.

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Peridot
PUBLISHING LLC

2310 N. Molter Rd., Ste. 305
Liberty Lake 99019
509-242-7752
www.libertylakesplash.com



Using Success to Give Back

■ How a mission-focused upbringing continues to influence Dr. Ross Simonds

It was another doctorate — his father's — that first influenced the type of dentist Dr. Ross Simonds would become. Growing up, the young Simonds would watch his father put into practice his doctorate in religion and theology, flying sup-

plies to missionaries as president of the Missionary Pilots Association.

The lessons he learned then didn't lead him to dentistry itself, but they impacted the type of dentist he became. He attended Loma Linda University School of Dentistry, in part because the school's values incorporated opportunities for missionary dentistry into his education. Dr. Simonds has traveled to Mexico, five countries in South America and two islands of the South Pacific to use his skills to help the less fortunate. Even his vacations are tinged with an outreach el-



Connor, Karin, Cameron and Dr. Ross Simonds.

ement: He plans to distribute toothbrushes and do missionary dentistry during a family trip to Africa later this year.

See SIMONDS, page 21

Road to Liberty Lake tied to family's aspirations

In the late 1990s, Dr. Ross Simonds was in dental school considering options for locating a new practice. His brother, an oral surgeon in Spokane, told him about a growing little community called Liberty Lake that didn't have a dentist but was the "coolest community in the northwest."

Separately, the woman who was about to become Mrs. Karin Simonds informed him that there were three places in the Northwest she was considering locating, but one of them in particular gave Dr. Simonds a jolt. It was Liberty Lake.

With the writing on the wall, Liberty Lake had its first dentist, and the Simonds family began to grow not only a practice, but eventually a family. Son Cameron is 5 ½, and Connor is 3. The family enjoys the outdoors together, and Cameron in particular enjoys Gonzaga basketball.

"If you told him that door was 6-foot-10, he'd tell you who on Gonzaga's team would have to duck," Dr. Simonds laughed.

The focus on family is evident in the dental practice as well, as Dr. Simonds is careful to create an environment that caters to every age.

"It's convenient for parents to have all their dental appointments in one place," he said.

Biz Bits

Simonds Dental Group

Description: Liberty Lake's first dental practice, emphasizing spa-like dentistry for all ages without additional cost.

Location: 22106 E. Country Vista Drive, Suite D (second floor), Liberty Lake

For more: 509-893-1119 or www.LibertyLakeDental.com



The Simonds Dental Group team flanks Dr. Ross Simonds and Dr. Amanda Roper.

Meadow Wood Children's Center turning 15

LIBERTY LAKE — Fifteen years has brought a new building and expanded programs, but for Meadow Wood Children's Center Director Fawn Dunn, it's the relationships and the families that stick out the most.

"The best part of my job is seeing all the children each day and hearing the laughter," she said. "I feel so privileged to be able to be a part of so many little lives. Many of our school-aged children we took care of as infants. It is very special to see all their accomplishments, and I feel so lucky to share everything from their first steps to their first day of school."

Dunn, who has 25 years of childcare experience, credits her staff and an emphasis on close relationships with the families for Meadow Wood's success. After spending most of its years in a commercial complex off of Madson, the center moved into a new building Dunn helped design in January 2009. The new building, lo-

Biz Bits

Meadow Wood Children's Center

Description: Liberty Lake childcare provider celebrating 15 years this summer of "building the future, one child at a time."

Motto: "We make learning fun!"

Location: 2224 N. Swing Lane, Liberty Lake (just off Appleway, across from Huntwood)

For more: 509-924-6223 or stop by for a tour.

cated just off Appleway at 2224 N. Swing Lane, provided the center 30 percent more space and allowed it to increase its license from 89 children to 114 children, ages 1 month through 12 years.

"The most unique thing about our center is probably our open environment," Dunn said. "Instead of having a classroom for our preschoolers, we have a pre-school floor, a large space divided into four different areas that the children and



Pre-schoolers enjoy some classtime at Meadow Wood Children's Center.

their teacher rotate between throughout the day."

The areas include creative art, exploration (with a math and science focus), language (pre-writing and reading activities) and imagination.

Other distinctions of Meadow Wood Children's Center include the popular "Daily," the report children under 5 years old receive at the end of the

day telling parents how their day was and what they were learning.

Dunn also places special emphasis on the center's summer programs. She said school-age students take between 30 and 40 field trips each summer, and they also celebrate with annual traditions like the Country Carnival and end-of-summer sleepover.

Family lines intertwined with sustained success of center



Sisters Heather Lance and Fawn Dunn have worked at MWCC since 1995.

Already with a decade of experience in childcare, Fawn Dunn was hired in July 1995 to be the lead pre-kindergarten teacher for the brand-new Meadow Wood Children's Center. But only three weeks into the job, the founders approached her with a dilemma: The financial reality of the new center was proving to be too much, and they were going to have to close the center or sell the business only weeks after opening.

"They asked me if I knew anyone who would consider buying a childcare center, and I immediately thought of my recently retired parents," Dunn recalled.

By October, the sale was complete and Dunn was the center director and program supervisor, positions she's held ever since. She immediately went to work developing the center she always wanted, incorporating the best ideas from the large companies

she previously ran centers for.

Part of the success of this plan was her first hire: Her younger sister, Heather Lance, was on staff by December 1995 and seemed to find her calling. Today, Lance is the assistant director/bookkeeper and school age/kindergarten teacher.

Lance has two daughters at Liberty Lake Elementary who have attended MWCC since they were infants, and Dunn has two grown sons. The youngest, Dean, is a 20-year-old college student who works at the center, which he attended starting just before kindergarten until middle school. He joined the staff at age 16, one of three former students who have come back to work for the center.

"They just seem to understand how things work and what we want," Dunn said. "The greatest part is when I hear them say, 'I remember doing that. It was so cool.'"

Why you should Buy Local

A letter from Liberty Lake Mayor Wendy Van Orman



Dear Friends,

Last year the City partnered with local businesses and Greater Spokane Incorporated to launch the "Buy Local" campaign. Our goal is to encourage community members to support local businesses and jobs by shopping in their own backyard. Buying locally creates additional jobs, keeps more dollars circulating in the local economy, and maintains



the vitality and character of the community. When citizens shop in Liberty Lake, 1% of the total State sales tax is allocated locally to provide essential services including public safety, street maintenance, and parks and open space. Purchasing locally also helps the environment by reducing travel and fuel consumption. Enjoy the 25 miles of pathways walking, biking or rollerblading to your favorite place.

Liberty Lake is rich in local small businesses. Buying locally provides continuing opportunities for local entrepreneurs by increasing economic strength throughout Liberty Lake by utilizing local businesses. Recently, I participated in the grand opening ceremony for the Valley Chamber Business Center at the Liberty Square Building. The business incubator provides office space and business development services for local entrepreneurs, encouraging small business growth and promoting entrepreneurship.

The City is currently partnering with local businesses and community members to plan our first annual Liberty Lake Days, historically known as the All Valley Picnic that brought thousands out by electric train to Liberty Lake. This event is scheduled to take place on Friday, July 30th and Saturday, July 31st. Liberty Lake Days will provide fun, free activities for the entire family. More information about this exciting event will be coming soon.

Liberty Lake is a magnificent, close-knit community rich in history and traditions. Our robust business community is a vital part of Liberty Lake. We have approximately 300 plus businesses located within the City offering a wide array of unique services. Whether you are looking for a place to dine, shop, or enjoy the beautiful outdoor recreation amenities, I encourage you to "Buy Liberty Lake".

Sincerely,

Wendy VanOrman

Mayor Wendy Van Orman



Biz Bits

The City of Liberty Lake

Description: The City of Liberty Lake incorporated in 2001 and serves over 7,000 residents and approximately 300 businesses. The City's mission is to provide services with integrity by developing a partnership with residents and businesses, which focuses on quality of life, environment, and economic vitality. Residents of Liberty Lake experience a close-knit, friendly urban lifestyle, with quality services and facilities including public safety, street maintenance, planning and building, parks and recreation, and library.

Location: 22710 E. Country Vista Drive, Liberty Lake

For more: 509-755-6700 or www.libertylakewa.gov

Additional elements: The City of Liberty Lake has the second lowest property tax rate at \$1.55 per \$1,000 of assessed valuation with the inclusion of full library services, when compared with other cities in Spokane County. For every \$1.00 spent on property tax, 13 cents is dedicated to the City to provide for essential services such as public safety, street maintenance, library, and parks. In comparison, for every \$1.00 spent on property tax 36 cents goes to Central Valley School District and 26 cents goes to the Fire District for fire services.



Live. Work. Play.

Library opens Jobs and Career Center

LIBERTY LAKE — In the category of “things that stand out on a resume,” experience working 20-hour shifts in 140-degree heat is difficult to beat. Nevertheless, William Hulings is nearing six months of not being able to find a job in the Inland Northwest.

Hulings, 34, spent most of his career in the Navy steam-catalyst launching aircraft off of the USS John C. Stennis. He can still taste the sweat from the memory of baking on the flight deck during shifts in the Persian Gulf.

True to his work ethic, he's treating these weeks looking for work like he treats a job — a full-time pursuit. And a handful of times each week, he has found his most valuable resource just a short jaunt from his Liberty Lake home: the community's library.

“These are really new computers, they have Windows 7, they're fast and there's a printer,” Hulings said, showing off the different resources he's been utilizing in the library's new enclosed Jobs and Career Center. “And it's nice because it's separate and quiet. The privacy helps you get work done.”

The Liberty Lake Municipal Library's new center is the result of a Renew Washington grant to help the library meet what it's identified as a growing need.

“Job and career information is a standard type of thing that libraries do, but in Liberty Lake there really wasn't that much call for it until this economic downturn,” Library Director Pamela Mogen said. “Now suddenly we're starting to see not only regulars, but people we've never seen before coming into the library and looking for jobs.”

Mogen said the new center



Biz Bits

Liberty Lake Municipal Library

Description: Informing today and inspiring tomorrow, the LLML is extending its mission beyond information, education and recreation to providing timely resources in our new Jobs and Career Center for our neighbors in tough economic times.

Grand opening: The Jobs and Career Center will celebrate its opening Monday, April 19, at 7 p.m.

Location: 23123 E. Mission Ave., Liberty Lake

For more: 509-232-2510 or yousemore.com/libertylake

not only features training and multimedia resources (such as a resume program Hulings raved about) for those looking for a job, but it's also for current workers looking for occupational training. There are also resources for entrepreneurs, and the grant also purchased Fergu-

son's Career Guidance database to help people match their skills with promising careers.

About the grant

Liberty Lake Municipal Library's new Jobs and Career Center was funded by the Renew Washington grant awarded by the Office of the Secretary of State, Washington State Library. Funding support for these grants is provided by the Bill and Melinda Gates Foundation and the Institute of Museum and Library Services.

son's Career Guidance database to help people match their skills with promising careers.

“The other library computers have an hour time limit, but it takes a while to look for work,” Hulings said. “In here, there's no time limit. And it's all free, so I can't pass that up.”

Center, other upgrades result from grant

LIBERTY LAKE — Tangible evidence of a \$20,000 Renew Washington grant is beginning to blossom into the landscape at the Liberty Lake Municipal Library this spring.

The library was one of 17 in the state awarded a grant under the program last year, which accepted applications to fund efforts aimed at addressing the needs of people needing access to employment-related information, resources and services.

The library has used its funding to convert a study room on the north side of the building into a fully functional Jobs and Career Center. The funding is being used for hardware as well as various other career resources, such as books, DVDs and audio books that help with things like preparing for an interview, organizing and conducting job searches, networking for jobs and updating computer skills.

The money is also being utilized to outfit and upgrade the technological capabilities of the library's meeting room. A new screen, speakers and a laptop cart for interactive classes are among the upgrades.

Library Director Pamela Mogen said the new meeting room could be used for guest trainers on job searching or to help teach computer skills. The laptop computers and charging cart will enable wireless, computer-based group classes to be conducted on the new projection screen.

“This is what the library needs to be doing at this time; you have to answer the needs of your time.”

— **LIBRARY DIRECTOR PAMELA MOGEN, ON HOW THE CENTER MEETS THE CITY'S MISSION TO PROVIDE CRITICAL SERVICES.**

Spokane Valley's successful CenterPlace Regional Event Center helps local economy

SPOKANE VALLEY — The CenterPlace Regional Event Center is a the jewel of Spokane Valley. The popular five-year-old facility is drawing conferences and conventions from local and regional business groups. It is also the top choice of many brides and grooms for their wedding and reception location.

All of the meetings and events at CenterPlace significantly contribute to local Spokane Valley businesses, where visitors spend money for meals, shopping and often overnight stays, according to Carol Carter, facility coordinator for CenterPlace.

The impressive 54,000-square-foot facility features a Great Room banquet area for up to 450 people; numerous meeting and multi-purpose rooms; a high-tech auditorium; and a large, comfortable fire-side lounge — with large view windows in nearly all rooms. It also houses the Spokane Valley Senior Center and the City of Spokane Valley Parks & Recreation Department.

"We want to become the regional meeting point for Eastern Washington, Northern Idaho and Western Montana, and we are excited that we are starting to see that come into fruition," said Mrs. Carter. "We are very pleased that our marketing has been successful in bringing in new groups to our area that are spending money and supporting local valley businesses."

Asked to list the top four benefits of CenterPlace Regional Event Center for groups, Mrs. Carter did not hesitate.



"We are very pleased that our marketing has been successful in bringing in new groups to our area that are spending money and supporting local valley businesses."

— CAROL CARTER,
FACILITY COORDINATOR

She said visitors love the great central location and very easy access; the adjacent beautiful Mirabeau Point Park and Centennial Trail; the center's free parking for nearly 400 cars; and the knowledgeable and professional staff.

Large and small groups alike also say they are surprised with the reasonable rental rates at CenterPlace, especially with all the state-of-the-art meeting amenities and also the quality food services provided by Red Rock Catering.

CenterPlace Regional Event Center is located just off I-90 at the Evergreen exit in Mirabeau Point Park, just off of East Indi-

Biz Bits

CenterPlace Regional Event Center

Description: Full-service event center with numerous meeting rooms, in-house catering, free parking and more — adjacent to Mirabeau Point Park in Spokane Valley.

Contact: 509-688-0300

Slogan: A premier corporate event center at a premier location.

Photos and Details:
www.spokanevalley.org



Above and below, photos from in and around the CenterPlace Regional Event Center.



ana Avenue, 1/2 mile from the Spokane Valley Mall. It is 15 minutes from downtown Spokane and less than 30 minutes from Coeur d'Alene.

Construction of CenterPlace was completed in October 2005 following many years of planning, fund-raising and joint efforts of the City of Spokane Valley, Spokane County and the Mirabeau Board of Trustees.



New building helps Simonds accentuate comfortable atmosphere

LIBERTY LAKE — If anyone were to question whether or not Liberty Lake's first dentist was interested in remaining a Liberty Lake dentist, the new building Dr. Ross Simonds opened in January answers the question.

"Our roots can't get deeper in Liberty Lake," he chuckled. "I'm married to Liberty Lake — and financially committed."

Dr. Simonds hopes his rustic — and visible — new setting on Country Vista Drive will help him further his longtime emphasis on patient comfort. A local pioneer of spa-like dentistry, Simonds Dental Group has been featured on Fox 28, KHQ and the Spokesman-Review for luxuries such as Paraffin hand waxing, heated neck wraps and massage chairs. Coupled with the TVs and iPods in every room and a comfortable lobby with an ex-

tensive drink menu, Dr. Simonds has made the patient experience of special emphasis.

"Our philosophy is that if the patient is calm and comfortable we can provide better dental care," he said. "We had always done these treatments for our extreme smile makeover patients, so we thought, 'why not do it for everyone?' The cost of these luxuries is so little for us to provide, but they make a HUGE difference for the patients' comfort."

Dr. Simonds said patients are sometimes surprised to learn all they receive on a visit without having to pay any more than they would at another practice. He added that his practice took special care this year not to raise rates given the state of the economy, despite its move to a new building.



The Simonds Dental Group is now located at 22106 E. Country Vista Drive.

Living well is a way of life at Evergreen Fountains

Evergreen Fountains is one of Spokane's newest premier senior living communities. It is also the first with a wellness program certified by the Arthritis Foundation, a fact that goes hand in hand with its mission to "promote and enhance residents' wellness and vitality."

Evergreen Fountains' wellness initiative features a program called Health N' Motion that inspires residents to have fun, be more active, improve their health and enjoy life to the fullest possible extent. Classes offered include Water Fit, Water Walking, Balance and Fall Prevention Series, Arthritis Foundation Exercise Program, Sit & Fit, Walking Club, Yoga and Nintendo Wii Sports.

These fitness programs are instructed by an experienced wellness director and certified



The 'Water Fit' class is part of Evergreen Fountains' wellness initiative.

personal trainers. The wellness and fitness center features a heated therapy pool, nine-person spa and equipment designed specifically for seniors ranging from cardio to strength training machines. The skilled trainers assist residents in customizing fitness programs to meet their individual needs.

"The wellness program, especially the aquatics work, has been fantastic," said resident

Judy M. "I came to Evergreen Fountains nine months ago a weak, wheelchair-bound, depressed old lady. Now I am a walking, buff, motivated, emotionally healthy 70-year-old."

Evergreen Fountains recently opened its acclaimed classes to the outside community and area seniors. These classes offer low-impact exercise as well as a warm-water aquatic program. For scheduling or more information about the classes, which are instructed by certified trainers, call Emily at 509-922-3100.

Gregory and Prokey Arger, lifetime Spokane Valley residents, are the owners and directors of Evergreen Fountains. They are dedicated to helping residents remain independent and living a healthy lifestyle. Call Gene at 922-3100 to schedule a personal tour.

Biz Bits

Evergreen Fountains

Description: Senior living community featuring the most advanced senior wellness programs, where residents enjoy their own independent lifestyle.

Lifestyle options: Independent living, light assisted living, assisted living apartments and cottage homes, all with multiple floor plans and month-to-month rental options

Amenities and services: Restaurant-style dining, gourmet chef, movie theater, chapel, weekly housekeeping, scheduled transportation and many fun activities and social events.

Location: 1201 N. Evergreen Road, Spokane Valley

For more: 509-922-3100, www.evergreenfountains.com or take one of the daily tours

Dr. Manson celebrating a decade in LL

Biz Bits

Liberty Lake Family & Sports Medicine

Description: Dr. Timothy Manson, the only dually certified sports and family medicine physician in Liberty Lake, opened his practice in May 2000.

Of note: Dr. Manson feels the greatest compliment you can give is trusting your and your family's health care to him. New patients are welcome, and Liberty Lake Family and Sports Medicine is a preferred provider with most major insurance plans.

Location: 2207 N. Molter, Suite 101, Liberty Lake

For more: 509-927-7755



Made the cut: This waiting room favorite in the old office is now on prominent display in the check-in room.

Practice greets milestone with new office, same focus

LIBERTY LAKE — Dr. Timothy Manson has moved upstairs, and he's taken his 10-year-old practice, his longtime staff and his compassionate and meticulous reputation with him.

Dr. Manson started his practice in Liberty Lake in May 2000, and he continues to be the only sports and family medicine physician in the community.

His practice, Liberty Lake Family and Sports Medicine, is built on helping patients develop healthy habits with diet and exercise, treating clinical needs with care and compassion and respecting time with extended hours and on-time appointments. Lunch-hour visits are available Monday through Thursday, and after-hours appointments may be scheduled Monday and Tuesday.

Other than a short sabbatical in 2007 where Dr. Manson took time off to spend with his young family, his practice was housed in a lower-level suite in the Liberty Lake Medical Center at 2207 N. Molter Road



From left, Shelly, Patti and Lisa are the familiar faces at Dr. Timothy Manson's practice. Shelly, the practice manager, works behind the scenes on advertising and financial functions. Patti is in her eighth year as the patient care coordinator manning the front desk. Lisa is a certified medical assistant who has been a member of the team for two years.

for its first nine-plus years. In November 2009, the practice moved upstairs into a newly remodeled space and received a fresh, updated look with new waiting room furniture, painted exam rooms and a suite of new pictures, although the polar bear picture popular with patients survived the revamping and is hung in the private check-in room.

Dr. Manson resides and has been in private practice in the Spokane Valley since 1999. Most weekends, he joins his wife Shelly in watching the song-and-dance shows created and performed by their 9-year-old diva, Sierra, and teaching their 3½-year-old son Terran all about wrestling, computer games and everything you need to know to be a Star Trek fan.

FAST FACTS



Dr. Timothy Manson

Family: Wife, Shelly; daughter, Sierra, 9; son, Terran, 3

Hobbies: Working wrestling tournaments, cycling, hiking, snowboarding, computers, music and wood crafting

Born and raised: St. Louis, Mo.

Medical training: College and

medical school, University of Missouri-Columbia; Residency at Duke/FAHEC, N.C.; Flight surgeon with U.S. Air Force, Mountain Home, Idaho; Sports Medicine Fellowship, University of Delaware/Christiana Hospital, Wilmington, Del.

Community and volunteer work: East Valley High School wrestling team physician; East Valley High School football team physician; WIAA

Mat Classic Tournament medical director; North Idaho College wrestling team physician; works with ATC training programs at Eastern Washington University, Whitworth and North Idaho College

Distinctions: Dual certification in both family medicine and sports medicine, enabling him to provide health care to a person from birth through all the various stages of life.

NUCCA: An inside-out approach to health care

By Dr. Ryan Yates

INTELLIGENT BALANCE SPINAL CARE

In my short lifetime, I am confident that the number of winter gloves I have purchased easily surpasses my age. Oddly,



DR. YATES

I am rarely able to find the missing glove's counterpart. The other day, this frustration came to head (or maybe a hand) when I nearly gave up the pursuit. I began mentally justifying donning a mismatched set when I recognized the pattern, barely visible, on a knitted glove I had had my eye on before. Its inside-out appearance looked vastly different right-side-out. In the world of chiropractic, the inside-out NUCCA approach hardly resembles its most familiar form.

The NUCCA difference

NUCCA (National Upper Cervical Chiropractic Association) is a scientifically reliable and reproducible system of balancing the ENTIRE human frame and spine utilizing principles of physics and advanced biomechanics to tailor an adjustment specific to a person's individual misalignment pattern. Instead of relying upon general palpation of the spine to determine if you have a misalignment, NUCCA chiropractors perform a variety of objective examination procedures to measure the (mis)alignment of the entire human frame and spine.

High tech

At Intelligent Balance Spinal

Biz Bits

Intelligent Balance Spinal Care

Description:

NUCCA chiropractic practice opened by Dr. Ryan Yates.

Location: 2310 N. Molter Road, Suite 108, Liberty Lake

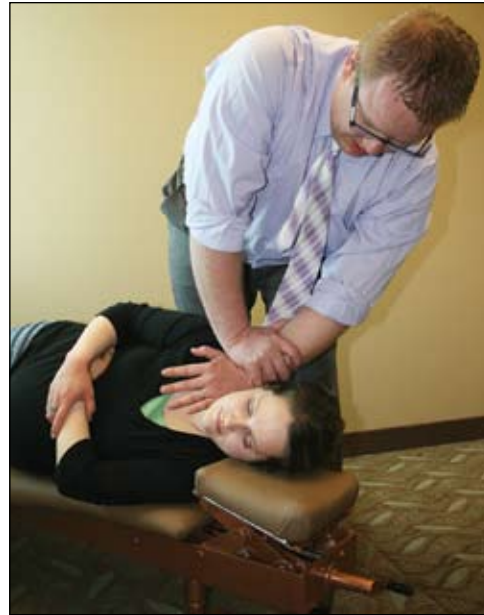
For more: 509-217-2656 or www.intelligentbalancespinalcare.com



Care PLLC (IBSC), we use state-of-the-art, laser-aligned X-ray equipment in order to produce exceptionally accurate X-rays. This system is the only one of its kind in the Inland Northwest, and it allows us to maintain the machine's alignment independent of shifts and changes in the building's structure. This ensures the data we receive from X-rays is an accurate reflection of a patient's true position.

Precision postural diagnostic equipment is essential to helping patients achieve and maintain spinal and postural balance. IBSC utilizes the most accurate instrument available for objectively measuring the body framework in the frontal, transverse and sagittal planes. The Anatomometer™ also has bi-lateral weight scales to determine how much weight a patient carries on each side of the body.

Measuring structure is important, but so is measuring function. IBSC utilizes the most advanced technology and researched infrared device, the wireless Tytron C-6000™, which provides information about the patient's autonomic nervous system. Such data is paramount in determining when a patient needs a correction or, perhaps more importantly, when they should be left alone.



Dr. Ryan Yates demonstrates a chiropractic technique at his new office in Liberty Lake. The practice, Intelligent Balance Spinal Care and Wellness Center, specializes in the NUCCA system.

Low force

Unlike traditional methods, there is NO POPPING, TWISTING or CRACKING. Instead, NUCCA chiropractors do the work on the front end, examining spinal misalignments through physics and mathematics to determine the exact direction and amount of force needed to be applied to correct such a misalignment. In other words, NUCCA chiropractors use just enough force to overcome the resistive forces of the misalignment(s).

High touch

From our zero-gravity chairs used to rest after a correction, to the warm, professional aesthetics of our clinic, IBSC is committed to making your recovery a comfortable, encouraging experience. IBSC is conveniently located on the first floor of the Jackson V (copper-roofed building), just below The Liberty Lake Splash.

Low returns, high ROI

NUCCA patients hold

their corrections for months to years, preventing dependence on their chiropractor and chronic return visits and increasing the return on their investment. Once stable, IBSC patients return for semi-annual check-ups; no more than their dentist. In fact, the NUCCA procedure care plan is similar to orthodontics: there is an initial intense period of care to move and then stabilize your spine (like there is for your teeth). Once the vertebrae have been moved into position, we begin to see patients less and with greater time in between visits. To "retain" your new postural position is as simple as a couple of check-ups a year.

IBSC is excited about serving Liberty Lake and the Inland Northwest. If you are ready for an "inside-out" approach to chiropractic and your health, give us a call. The first 10 patients to set an appointment will receive a gift certificate good for a free consultation, history, exam, pre-correction x-rays, and first correction (a \$300 value).

MEET DR. RYAN YATES

Dr. Ryan Yates grew up in Logan, Utah, graduating from Mountain Crest High School with honors and receiving Gov. Michael O. Leavitt's Utah's Promise Award. He attended Wabash College (Crawfordsville, Ind.), receiving the prestigious four-year, full-ride Eli Lilly Fellowship for excellence in both academics and leadership. After graduating magna cum laude with a bachelor's degree in philosophy and English, Dr. Yates was accepted to chiropractic's most influential institution, Palmer College of Chiropractic (Davenport, Iowa) where he was the recipient of the Dr. Frank O. Sartz, Dr. Elmer Ferguson, Dr. John Stachurski and many other scholarships. He also received the prestigious Dr. Rob Schiffo Memorial "Above and Beyond" award and was a member of the esteemed Palmer College Campus Guides Organization. Dr. Yates earned his Doctor of Chiropractic degree from Palmer College of Chiropractic.

Dr. Yates is board-certified by the National Board of Chiropractic Examiners and is licensed to practice chiropractic in the state of Washington. In 2009, Dr. Yates completed a clinical internship at Advance Spinal Care, a NUCCA chiropractic clinic located in the south Puget Sound. Dr. Yates is currently involved in rigorous post-graduate training in the NUCCA technique.

Dr. Yates lives in Liberty Lake with Kelsey (Rathdrum, Idaho, native) and their two boys, Brayden (4) and Dylan (2). They are expecting their third son in June. Liberty Lake was a natural choice for the two because of its commitment to, and reputation of, focusing on healthy, active lifestyles, family-friendly living and community involvement.

NUCCA procedure gains national attention

While the NUCCA procedure does not turn the heads of its patients, it has, however, "turned the heads" of national news organizations, world-class athletes and talk show hosts.

Discovery Health Channel featured the recovery of seven-time champion drag racer, Tony Schumacher, who in 2000 suffered a devastating crash at a speed of over 300 miles per hour. He remembers that his medical doctors were unable to identify what was causing him pain. He was eventually referred to a NUCCA chiropractor in Chicago and underwent the NUCCA procedure. In the documentary, Tony remembers, "It was amazing. It is one of those things where I sat up [and] everything was gone ... no pain [and] the color in my face was back."

Daytime Emmy award-winning talk show host Montel Williams was diagnosed with multiple sclerosis in 1999. After seeking solutions to help him overcome the pain, he was referred to a chiropractor specifi-

cally trained to analyze upper cervical X-rays and administer a gentle correction to the atlas vertebra, restoring it to its normal position. Relief was immediate. Montel told his audience, "I have extreme neuralgic pain in my lower extremities. I am in pain 24 hours a day, seven days a week, 365 days a year, and then I go to see this doctor ... everybody who sees me [knows] I am walking differently, my pain is less, I have already gained strength in my left leg, my left leg has dropped because I found out that my pelvis was tilted. It has now dropped back down and they are the same length. It is the most amazing thing that has happened to me."

Critically acclaimed medical talk show *The Doctors* featured Dr. Patrick Kerr of New York and the story of one of his patients, Heidi. She suffered a devastating injury and this is her story:

"I was in a lot of pain ... a lot of head pain, a lot of neck pain. Not a day goes by that I do not feel some pain. I have pain up

into the base of my skull. ... I now have lower back pain that I did not have before and there are nights when I didn't sleep particularly well."

After undergoing a gentle atlas correction, she tells show host and medical doctor, Dr. Travis Stork, "I feel amazing. I have complete movement of my head. I have no pain in my neck, and I have not had a headache since Monday which is a complete change." After seeing the change in Heidi, Dr. Stork asked Dr. Kerr how this is different from other traditional chiropractic techniques. Dr. Kerr said, "Our objective is to gently realign how the atlas, the first bone in the neck, sits underneath the head and it rebalances the entire spine."

While orthogonal chiropractic techniques, like NUCCA, have garnered national attention, it is important to note that NUCCA chiropractors do not diagnose or treat disease and cannot guarantee results similar to those featured above. They are, however, qualified to examine a patient to determine whether or not a person demonstrates signs indicative of a spinal misalignment. No referral is necessary.

Study: NUCCA can reduce high blood pressure

A placebo-controlled study published in the peer-reviewed *Journal of Human Hypertension* suggests that a gentle, special realignment procedure of the atlas (C1) vertebra (the topmost bone in the neck) performed by a chiropractor trained in the NUCCA procedure can significantly lower high blood pressure.

Head researcher and director of the University of Chicago hypertension center, Dr. George Bakris MD, told WebMD, "This procedure has the effect of not one, but two blood-pressure medications given in combination. And it seems to be ad-

verse-event free. We saw no side effects and no problems."

Researchers divided 50 early-stage hypertensive patients into two groups; one group received a NUCCA adjustment, while the other received a sham adjustment. Eight weeks after patients underwent the procedure, the patient groups were compared. Those that received an actual NUCCA adjustment experienced an average of 14 mm Hg greater drop in systolic and 8 mm Hg drop in diastolic blood pressure compared to those who received the sham. None of the patients took blood pressure medication

during the study.

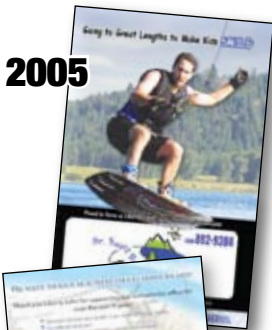
The mechanism for how this occurs is not yet understood, but Dr. Bakris and other researchers suggest that misalignment of the Atlas vertebra (C1) seems to affect blood flow in the arteries at the base of the skull and may contribute to an unnecessary increase in blood pressure.

Further investigation is under way in a larger study funded by the National Institutes of Health. If you would like a copy of the original article, please contact Intelligent Balance Spinal Care & Wellness Center, PLLC.

The Fun Factor

Dr. Scott Ralph has anchored the Liberty Lake Community Directory with his creatively themed ads for the past nine years. Below are a few of the standouts.

2005



2008



2009



2010



■ Dr. Scott Ralph's orthodontic practice balances professionalism with a fun and friendly environment

For the people who work there, days spent at Liberty Lake Orthodontics resurface in the memory banks like an old episode of Friends. The One with the Ripped Pants. The One with the Monkey Suit. The One Where the Guy Missed His Braces.

Office Manager Kim Alt and Treatment Coordinator Pam Carolus, who have been with the practice since the first few months after Dr. Scott Ralph opened it in 1999, laugh at the memories. They attribute the office's winning balance between Friends-like camaraderie and near-perfectionist professionalism as reasons why they are now in their second decade loving the same job.

"A patient joked yesterday, 'Dr. Ralph hasn't grown up yet, has he?'" Carolus said. "He likes to have fun, and he's not real serious unless he has to be serious. It's structure and professionalism with a relaxed and comfortable feeling."

The friendly environment isn't just a one-on-one undertaking. Patients say it's common for multiple staff members to visit with them — even if many of them make contact just to visit and not necessarily do any orthodontic care.

"Each staff member has their



Dr. Ralph poses with his staff in a photo shoot last October.

gift," Alt said. "Krystel can remember everyone's brother's cousin's name and what they did last week. It's not like, 'Oh, they're reading from their chart from last time.'"

Dr. Ralph said his driving ambition from day one was to harness the success of his practice to treating the "patient family" well — and "take the doctor out of it in a way, to where it's like you're coming to see your friends." But it's not all about blueprints and training.

"It's just the natural way that my team and I interact," he said.

In that way, the success of the philosophy is tied to beginning with the right people.

"His staff is really the glue that holds the joint together," said James Evans, an adult patient who recently finished 2 ½ years in braces. "All of them are really, really great. And Dr. Ralph is a terrific guy. When you go in, you would think you're his only patient."

And then there's Larry Sunderland, star of the One Where the Guy Missed His Braces.

Biz Bits

Liberty Lake Orthodontics

Description: Dr. Scott Ralph and his staff have been meeting greater Liberty Lake's orthodontic needs since 1999.

Location: 23505 E. Appleway Ave., Suite 204, Liberty Lake

For more: 509-892-9284 or www.DrScottRalph.com



"I was just there today for a retainer adjustment, and I joked that I'm going back into braces because I want to come in more often," said Sunderland, who watched his own kids go through braces before turning to them himself as conditions for his teeth worsened with time. "The doctor is the doctor and no one forgets that, but the atmosphere is at the same time very relaxed, friendly and fun."

Adults find they are not alone at the orthodontist

Don Miller's teeth were cracking and breaking, so he visited his dentist to have restorative work done.

The dentist, Liberty Lake's Dr. Tim Casey, didn't want to do it.

"He said my bite was so bad it would just happen again," Miller said. "Not a lot of fun to think about, but he recommended Dr. Ralph's office."

Miller, whose wife is a dental hygienist and who raves about Dr. Casey, still "is not the type of person who enjoys going to the dentist to have work done." And the thought of braces was particularly troublesome.

"It was frustrating for me to learn — and I'm going to be

turning 49 here — because this is what you do when you're a kid," he said. "In retrospect, as an adult coming in to get braces there are probably more people in my situation than you'd think."

Another adult patient, James Evans, had a similar experience.

"You kind of glance around the office and of course you see a few middle-schoolers, but you also say, 'Wow, there's another person over 50,'" Evans said. "It instills a bit of confidence and a good vibe for people who are older to notice that it's not just teenagers in there."

Both Evans and Miller agree that not only were they not alone, but the experience was well worth it. And not just because of the many compliments they've received.

"Chewing works better, everything about it is better," Evans said. "The cosmetic is just kind of the icing on the cake."

Miller went back after his braces came off in October to do the restorative work he first set out to do a couple years ago. This time, Dr. Casey didn't have any reservations, and the results have Miller feeling like the treatment was well worth the investment.

"I think a lot of adults who are getting the work done tend not to smile or are a little more self-conscious," Miller said. "When you get done and you have a new smile, it's kind of life changing in a way."

Q&A

At what age should my child first be seen by an orthodontist?

No later than age 7. There is a window of time before jaw and facial growth has finished during which early treatment may prevent more serious problems from developing as well as make treatment at a later age shorter and less complicated.

But shouldn't I wait until most of the baby teeth have been replaced?

Not in many cases, such as severe crowding and jaw growth disharmony. In these situations, early treatment can often avoid extraction of adult teeth later or jaw surgery. It's important to understand that we are not out to treat all 7-year-olds, only the ones who will really benefit from it.

What is two-phase treatment?

This is a form of orthodontic treatment that consists of a treatment phase while a child still has many baby teeth (sometimes with braces, sometimes with another orthodontic appliance) followed by a later, more traditional phase when

most or all of the permanent teeth are present. The benefits of a first phase of treatment include taking advantage of the window of opportunity to create room in the arches, correct upper and lower jaw growth imbalances, reduce the risk of a child breaking protrusive front teeth, correct crossbites/other bite problems and improve self-esteem. A first phase usually reduces the teenage time in full braces by about six months.

I'm hearing a lot about Invisalign, do you offer this treatment?

Yes, we are a preferred provider for Invisalign, which is a series of removable, clear aligners that help straighten teeth, and we also do braces.

Do I need a referral from my dentist?

No. Some dentists don't even look at the types of things an orthodontist will be looking for. And our initial consultations are free of charge.

"When people ask me who my orthodontist is... I am proud to show them my smile and say, 'I'm with Dr. Ralph.'"

— McKayla Crump

"I enjoy the environment at the office; it is very warm and friendly."

— David Crump

"The staff always greets me with a smile and asks me about what's going on in my life."

— Brielle Crump

FAST FACTS



Dr. Scott Ralph

Education: University of Michigan, valedictorian of dental school class; master of science in orthodontics

Family: Son, Max, 16; longtime girlfriend, Kim

Pets: Jet, black lab and golden retriever mix

Where I grew up: Post Falls, Idaho

Favorite book: "Undaunted Courage" by Stephen Ambrose (about the Lewis & Clark expedition)



Biz Bits

Therapeutic Associates

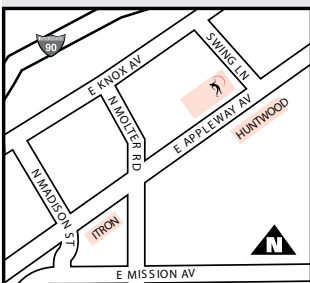
Description: Liberty Lake Physical Therapy, a locally owned and operated Therapeutic Associates clinic, treats patients of all ages. It's been a local resource for health and wellness since opening in 2001.

Conditions treated: Neck and back pain; whiplash; motor vehicle accidents; post-surgical rehab; sports rehab and injury prevention; muscle pain and arthritis; headache and TMJ; biomechanical evaluations of runners, walkers and bicyclists; women's health; osteoporosis; lymphedema; and fibromyalgia.

Commitments & Distinctions:

- One-on-one patient care with a therapist (patients are not typically set up with aides)
- Treatment that focuses on healthy lifestyle changes that often times supplant the need for medication
- Assists in taping booths at Hoopfest and bike marshaling for the Valley Girl Triathlon
- Superb customer service and flexible hours (7 a.m. to 6:30 p.m. and by appointment)
- Treatment plans that require far fewer office visits than the national average
- Focus on ongoing post-graduate education in the latest research and training techniques; Director Steve Allen is both board certified and a fellow; he is an avid teacher in the profession

Location: 23505 E. Appleway, Suite 106, Liberty Lake



For more: 509-891-2258, libertylakept@taiweb.com or www.therapeuticassociates.com

1-on-1 attention central to The

The ibuprofen wasn't touching her daily headaches — nothing was — until a recent Therapeutic Associates visitor asked her therapist about it. After an evaluation by her PT and a slight lifestyle change, the headaches disappeared.

This type of story is common at Therapeutic Associates Liberty Lake Physical Therapy, where part of the team's mission is lifestyle changes that can improve health and wellness without the need for medication.

The four physical therapists — including three who are board certified and one, Director Steve Allen, who is also an

Yes, physical therapy can help with that

Physical therapy is a broad discipline. Did you know it could help with the following?

- Headaches
- Balance and dizziness
- Jaw pain or TMJ
- Pre- and post-surgery care
- Pre-sport conditioning
- Osteoporosis
- Parkinson's Disease

orthopedic fellow — provide one-on-one care throughout the treatment.

The physical therapists treat the common conditions (such as neck and back pain following an auto accident, see list in Biz Bits at left), but they also address problems people don't always think of therapists as

treating (see box above). Liberty Lake Physical Therapy also performs bicycle fits and running analysis to prevent those healthy past times from bringing discomfort or injury.

The clinic also boasts flexible hours, including before and after work and lunch appointments.

RUNNING BAREFOOT?

How kicking off your shoes could improve the health of your feet



Barefoot running shoes like those sported above by Liya Oleynik are designed to replicate the benefits of barefoot running. "Since I started barefoot running, I no longer have shin pain or calf pain," Oleynik said. "It's the best running decision I've ever made."

By Steve Allen

DIRECTOR • S.ALLEN@TAIWEB.COM

A quiet revolution seems to be a-brewing out there, you fitness fanatics. It seems we have fallen short in curbing the incidence of dreaded ailments associated with running.

In a recent study of some 291 elite runners, 56.6 percent of the athletes had an Achilles tendon overuse injury, 46.4 percent anterior knee pain, 35.7 percent shin splints and 12.7 percent had plantar fasciitis.

Dr. Paul Brand, chief of rehab at the U.S. Public Health Service Hospital, proclaims that most foot ailments would be wiped out if we kicked off our shoes. The idea is the more elaborate running shoe may ultimately isolate and eventually weaken key structures such as the intrinsic muscles, fascia and receptors in the sole of our feet that provide a continuous stream of in-

formation to our brain.

As a physical therapist, I find the idea of returning to our childhood days of spending some time on those now sensitive feet ... well ... refreshing! Caution is urged. Be careful before you decide to run through the park barefoot. You may find out just how neglected those foot muscles have been. But with a sensible "break in" schedule, take note. A rush of childhood memories and pure joy of grass under your feet may come to surface. And if you are under the care of a health professional for your foot ailments, please consult with them prior to any such endeavors. Consider this as a strategy in your fitness regime. Reclaim your beautiful foot structure.

"The human foot is a masterpiece of engineering and a work of art."

— LEONARDO DA VINCI

Therapeutic Associates

Would a women's health consultation benefit you?

Liberty Lake Physical Therapy is among a select few Therapeutic Associates clinics that offers a speciality in women's health.

Central to this mission in Liberty Lake is Physical Therapist Jenn Lorengo, who has specialized training in women's health for the treatment of urinary incontinence and pelvic pain. Lorengo said pregnancy is just one contributing factor why many women experience pelvic

or hip pain. Other common symptoms that may benefit from physical therapy include incontinence (leakage) with coughing, sneezing, running or jumping.

Therapeutic Associates' Pelvic Floor Rehabilitation Program offers highly effective treatment for a variety of health issues for women of all ages. Women are encouraged to get a thorough examination from a physician to rule out any medical conditions.



"Steve was a great help to me, and I have a lot of faith in his ability to diagnose and recommend strategies for healing. I am an avid runner and have lived with chronic Achilles tendonitis for many years. ... I am finally running pain free! I was able to achieve a personal best marathon split at Ironman Canada, ultimately allowing me to qualify for Ironman Hawaii."

— KEVIN GLYNN, ON PHYSICAL THERAPIST STEVE ALLEN

The Team at Therapeutic Associates, Liberty Lake Physical Therapy



STEVE ALLEN PT, OCS, FAAOMPT

Director, Physical Therapist

More than 30 years experience directing physical therapist clinic ... Faculty member at EWU and North American Institute Orthopaedic Manipulative Therapy ... 2009 Physical Therapist of the Year in Washington ... Enjoys cycling, fly-fishing and spending time with his family.



JENN LORENGO PT, DPT, OCS

Physical Therapist

Earned doctorate of physical therapy from the University of North Dakota in 2005 ... Specialized training in women's health ... Serves as secretary for the Physical Therapy of Washington Board of Directors ... Enjoys spending time outdoors and golfing with husband, Paul.



DIANA SMITH MPT, OCS, CMPT

Physical Therapist

Earned masters of physical therapy from Eastern Washington University in 1998 ... Provided outpatient treatment for more than a decade ... Commonly provides sideline care for local high school athletes ... Enjoys camping, hiking, photography and traveling with her family.



CHRISTINE FLETCHER DPT

Physical Therapist

Earned doctorate of physical therapy from University of Iowa in 2006 ... Certified in ASTYM, a soft tissue technique that addresses chronic tendinopathies and scar tissue ... Played Division I soccer for University of Idaho ... Enjoys spending time outdoors with husband, Nathan.

Optomap worth the investment for LL EyeCare

By Dr. Bret Ulrich

LIBERTY LAKE EYECARE CENTER

In the 10 years of its existence, Liberty Lake EyeCare Center has been committed to excellence in both service and materials. We



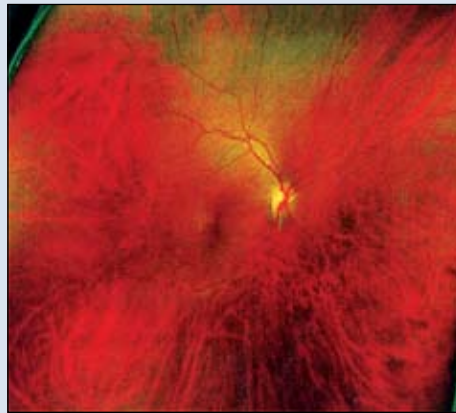
DR. ULRICH

have invested in the eye health of area residents by offering the best in technology, one of which

is Optomap. This screening test helps us investigate the retina to see if it is healthy or showing any signs of disease.

I discovered Optomap at a conference six years ago. I already had a camera that took a photo of the back of the eye, but the representatives there convinced me this was different. I took a picture of my eye using Optomap, and I was surprised at how much further out the photo went. Our office became early

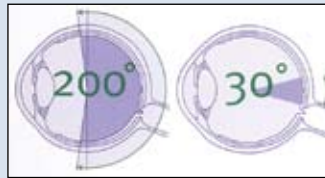
Optomap's ultra-widefield view of the retina



HEALTHY RETINA



UNHEALTHY RETINA



How healthy are your eyes? An Optomap examination can help tell you. Disease can start in the retinal layers of the eye, and Optomap scans the majority of the eye in one image as opposed to the more narrow window captured by conventional technologies (see graphic at left). Above are Optomap images.

adopters of the technology and are one of only four Optomap scanners in Spokane County.

An Optomap exam is fast, easy and comfortable. Patients look into the eyepiece and the photo of the retina is captured in less than a second. Nothing touches the eye in the process, and the digital image is immediately displayed for review. Best of all, this type of exam often does not require dilating drops which typically cause blurred vision and sensitivity to lights.

When I first heard of Optomap, I was doubtful that I would need it in my practice because "I was such a good doctor." During the first month of using it, I discovered a rare ocular cancer which I had missed using the traditional examination techniques. After researching old records from the patient's previous eye doctors, we found that someone had actually found the problem 15 years ago but had failed to tell the patient about it.

I decided then and there to go ahead and permanently incorporate the technology into our practice because I figured some day it would save a life.

We use Optomap in our exams to allow many "routine eye exam" patients the freedom to return to work and life often without dilating their pupils. It is especially useful for children since it is uncomfortable and somewhat difficult to dilate and examine their eyes to the level they deserve. With Optomap, it's easier on them and less traumatic. We line them up and they often push the button and take their own picture. Along with the exam we give them a little anatomy lesson that helps with education about eye health.

Even "good" doctors cannot detect everything, but Optomap helps target my search efforts so attention is directed where the patient needs it most. Just in the last two weeks, we have found retinal hemorrhages, retinos-

chisis, a retinal detachment, macular degeneration, floaters, diabetic retinopathy, glaucoma and a lot of "normals."

Offering Optomap brings patients into our office. About 47 percent of our patients opt to use the Optomap technology during their exam. It makes their visit more pleasant and the permanent record has proven very helpful in their ongoing care.

Did you know ...

The inventor of Optomap had a 5-year-old son who eventually went blind in one eye because the standard testing methods were difficult on children. The inventor, frustrated by the lack of alternatives, set out to produce a method to detect problems such as his son's retinal detachment. Being an engineer, he was able to create an ultra-wide field retina camera that took sophisticated photos.

Biz Bits

Liberty Lake EyeCare Center

Description: Celebrating 10 years as Liberty Lake's optometrist.

Doctors: Dr. Bret Ulrich and Dr. Daniel Garn

Services offered: Comfortable exams and explanations; 24-hour emergency coverage; guaranteed contact lens fitting; two-year frame and lens warranty

What Optomap can detect:

Macular degeneration, glaucoma, retinal holes or detachment and system diseases such as diabetes, stroke and high blood pressure

Location: 2207 N. Molter, Suite 100 (Liberty Lake Medical Center)

For more: 509-893-7574 or

www.LibertyLakeEyeCareCenter.com

Love for community drives KiDDS Dental

Biz Bits

KiDDS Dental

Description: Liberty Lake's only pediatric dentist, focused on meeting the unique needs of children, adolescents and special-needs patients.

About the dentist: Dr. Jared D. Evans performed his pediatric dental residency at Miami Children's Hospital. He is a faculty member at the University of Washington and serves as Spokane County's ABCD (Access to Baby and Children's Dentistry) Program Champion.

Location: 1327 N. Stanford Lane, Suite B, Liberty Lake

For more: 509-891-7070 or www.GrowUpSmiling.com



Dr. Jared and Brandie Evans loved the feel of Liberty Lake from their first encounter with the community, and it's a hunch that has created a mutually beneficial relationship. The couple opened KiDDS Dental in Liberty Lake in 2007, and they also moved to the community with their four children. The pediatric focus and family-friendly atmosphere of the office has proven a good match for the area's many young families, and the Evans in turn have immersed themselves into community service.

"We just feel like this is a community that supports its businesses, and we want to be a business that supports the community in turn," Brandie Evans said.

KiDDS Dental volunteers at



Dr. Jared Evans of KiDDS Dental is an ambassador of Liberty Lake.

the Easter Egg Hunt, hosts a popular candy buyback drive each Halloween, and the Evans can often be seen distributing free bottles of water from their golf cart at community events. Dr. Evans, an educator himself, takes every opportunity to visit schools or host field trips, and he also does community ser-

vice announcements, including on KHQ's Success by 6.

Most recently, Brandie Evans has represented KiDDS as a founding board member of Spokane Valley's PACE (Partners Advancing Character Education) initiative, a partnership of local businesses, schools and non-profits.

Why I'm an aesthetician

Love for job born out of my own skin issues

By Kim McGarry

When I was in my 20s, I had cystic acne and really suffered from it. I went to so many doctors and had so many different kinds of treatments. My face is scarred from the cysts, leaving me self-conscious of my appearance.

I tried facials and products from other skin care lines, but nothing helped the scarring. I can honestly say Only Yourx Skin Care facials and home products have made a drastic improvement, and I am thrilled with the line. Since I am now in my 50s, I am also dealing with aging issues. Fortunately, Only Yourx has anti-aging products too!

Biz Bits

Take Time Out with Kim McGarry

Description: Fabulous facials, meticulous waxing and a warm, friendly, professional environment.

Services: Facials (including European, Express, Men's, and Rainforest Pampering Peel); Bio-Ultimate Age Defying Microcurrent Treatment; Lash and Brow Tinting; Hair Removal; and Makeup (using Youngblood Mineral products)

Location: 801 N. Stevenson Court, Liberty Lake

For more: 509-868-7177 or www.taketimeoutlibertylake.com

I truly love being an aesthetician, helping people whether it's with facials or hair removal, and I look forward to helping you.

Valley gals find health, at-home income the Isagenix way

Gloria Fraser and Pamee Hohner shared a common interest in wanting a better quality of health through nutritional cleansing. Within a few days of starting Isagenix products, they both had similar experiences of feeling lean, clean and energized! Today, they work with a dream team sharing information to create health, wealth and financial freedom.

"If you are an entrepreneur who is coachable, authentic, competitive and hungry for amazing health and wealth, we want to hear from you," Pamee said.

Gloria adds, "Nutritional cleansing takes your health to a higher level. It can also take your income to a higher level with this perfect at-home

Biz Bits

Isagenix

Description: Isagenix supports the body's natural ability to rid itself of impurities, helping your body once again become the ultimate miracle it was meant to be.

For more: Gloria Fraser, 509-979-2652, uffda63@aol.com www.gloriafraser.isagenix.com

or Pamee Hohner, 509-863-8485, pkmhohner@hotmail.com www.pamhohner.isagenix.com



income opportunity."

These statements have not been evaluated by the Food and Drug Administration. Isagenix products are not intended to diagnose, treat, cure or prevent any disease.

Cullings offers new location, consistent care

Dr. Cliff Cullings and the staff at Cullings Family Dentistry take great pride in helping patients achieve optimal oral health.



DR. CULLINGS

has been devoted to comprehensive and preventive dental care during its nine years of existence in Liberty Lake.

Cullings Family Dentistry recently moved to Aspen Ridge Plaza, 22106 E. Country Vista Drive in Liberty Lake. The re-

Dr. Cullings, who offers general and cosmetic dentistry, said his practice

location into 3,300 square feet gave him the opportunity to own the space.

The first-floor office is set up with four chairs and room to expand to seven.

Dr. Cullings, who employs five full-time and three part-time employees, called the new location "ideal" with its high visibility along Country Vista Drive.

"We are proud to provide a state-of-the-art facility for the highest quality dental care available," Dr. Cullings said. "We are confident that patients will feel right at home in our new office."

In addition to providing cable television and music during visits, Dr. Cullings offers complimentary nitrous as well as paraffin hand wax

Tips for healthy eating and a healthy smile

A recent dental health survey reported that many children eat sweet snacks between meals three or more times per day. What we eat and drink plays an important role in good oral health. Here are a few suggestions:

- Eat a variety of foods using the food pyramid as a guide.
- Eat four or more portions of fruit and vegetables every day.
- Eat foods rich in fiber (bread, cereals, vegetables, fruit).
- Eat more foods rich in starch (potatoes, pasta, rice).

treatments.

His Web site, www.drcullings.com, provides comprehensive information about dental health as well as a list of procedures available for the whole family.

"We invite you to explore and learn about our dental services," Dr. Cullings said. "We look forward to seeing you!"

Biz Bits

Cullings Family Dentistry

Description: Practice offering general and cosmetic dentistry

Location: 22106 E. Country Vista Drive, Suite C, Liberty Lake

For more: 509-926-0066 or www.drcullings.com

Dr. Ashley emphasizes care and flexibility toward patients

LIBERTY LAKE — Dr. Susan Ashley brings a familiar face to the community's newest doctor's office. She opened



DR. ASHLEY

Family Medicine Liberty Lake in February, but you may have also seen her at First Care in Liberty Lake, the Valley Hospital or from her previous 10-year stint in private practice in Spokane Valley. Or maybe you've just seen her around town.

"My family all lives here and works here, my kids go to school here, and my availability

increases because I'm part of the community," she said, adding she's been known to meet a patient at the office on Saturdays or even make house calls.

Biz Bits

Family Medicine Liberty Lake

Description: A self-described "neighborhood doctor who cares," Dr. Susan Ashley sees patients of all ages.

Location: 23801 E. Appleway Ave., Suite 250, Liberty Lake

For more: 509-928-6700

Dr. Ashley said a specific preventative focus of her practice will be on America's No. 1 killer: heart disease. She also specializes in women's health care, including hormone therapy.

Going green? Start at Sunrise

Sunrise Inc.'s expanded 12-acre sales yard is going green.

"We handle only natural rock and soil mixes for your yards, pathways and gardens, and our three-way garden mix will give your garden growing power," said Sunrise's Zoe Harris. "Looking for ideas? Come visit our display water features and flagstone paths."

Biz Bits

Sunrise Inc.

Description: A 12-acre sales yard of rock, fountain rock, flagstone and soil mixes

Location: 5619 N. Harvard Road, Otis Orchards

For more: 509-926-3854 or www.SunriseRock.com



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From fireplaces, spas to solar; Falco's embraces change

Biz Bits

Falco's

Description: Stoves, fireplaces, spas, water care and chemicals, grills, casual furniture, solar products, fire pits, wood pellets and energy logs — offered with free in-home estimates, product installation by Falco's own certified crews and a full service and parts department.

Did you know? Family owned since 1928, Falco's current showroom sits on the same Sprague Avenue property where Italian immigrant Guiseppe Falco opened a fruit and vegetable stand more than 80 years ago.

Location: 9310 E. Sprague, Spokane Valley (one block east of Argonne)

For more: 509-926-8911 or www.falcoshomeresort.com

Although the location has remained the same for over 80 years, for the Falco family, change is an important part of business. In 1928, Guiseppe "Joseph" Falco immigrated to the United States from Italy and settled in the Spokane Valley. Soon after, he opened a fruit and vegetable stand along Sprague Avenue. To meet customer requests, the produce shop became a full-fledged garden center. By the time Joe's son and grandson joined the business, a Christmas shop and landscaping business had been added, and in the early 1980s, Falco's evolved into one of the first retail hearth and fireplace shops in the Inland Northwest.

"Being able to change and offer product based on what our customers are asking for is very important," says third-generation Louie Falco, who along with his wife, Kristi, owns the business.



On the site of the original family fruit stand, Falco's now boasts a 5,500-square-foot showroom.

"We have always tried to stay at the forefront of our industry by offering innovative, quality products while serving our community with honesty, integrity, reliability and the best in customer service."

As big box stores jumped into the retail market, Falco's decided to move away from nursery items and expand their successful hearth business. In 2004, a new store was constructed on the same Sprague Avenue property where Guiseppe Falco had carefully displayed apples and squash decades earlier. This 5,500-square-foot showroom features the latest in eco-efficient heating,

including wood, pellet and gas stoves, fireplaces and inserts.

Falco's "try before you buy" for hot tubs allows customers to actually try out various spas in the showroom to determine which best fits their needs.

With the fourth generation of the Falco family now poised to take the company into the future, change and product diversity continue to play an important role. The newest endeavor involves residential solar energy. While many changes have taken place at Falco's over the years, one thing has remained the same — the desire to exceed customer expectations.

Children's store helps you 'trade up' as your kids grow

SPOKANE VALLEY — Imagine a store where you get paid on the spot for the gently-used kids' clothing, toys, equipment and nursery furniture your family no longer uses. Now imagine trading up — right in the same store — for the next-to-new shoes, clothes or toys your growing kids need.

Such a scenario isn't a fairy tale at Once Upon a Child in Spokane Valley, where parents trade in clothes and toys for cash and find like-new replacements at about half the price of retail stores.

Open seven days a week in a bright, clean and colorful suite on Sprague, Once Upon a Child stocks everything families need for newborns

Biz Bits

Once Upon A Child

Description: Specializing in kids' stuff with previous experience.

Location: 14401 E. Sprague Ave., Suite B, Spokane Valley

For more: 509-927-3001 or onceuponachildinlandempire.com

through 'tweens. Professional and friendly staff purchase items in like-new condition.

"Come discover what hundreds of families in the Inland Empire already know: to get cash and save a bundle, Once Upon a Child is the place to go," said Tom Lewis, who runs the store along with the great staff.

JJ's creations one-of-a-kind

JJ's Pen Place is carving out an identity by steering clear of the assembly line. The custom pen-maker majors in "exclusive handcrafted creations for your special expressions" by focusing on craftsmanship and artistry, not mass production, owners Joe Wing and John Ferrell said.

Each piece is handcrafted one at a time in JJ's Spokane Valley location using rare and exotic woods imported from places like Africa, Australia, Hawaii and South America. Other materials used include acrylic acetate, corian, antler, gemstone and even corn cob or shredded wheat. JJ's provides estimates on custom orders, which vary based on materials and pen style (including ball point, roller ball or fountain).

"Your special order will be just that — special," Wing said. "We let the pen speak for itself."

Biz Bits

JJ's Pen Place

Description: Family-owned and operated maker of exclusive, hand-crafted pens.

Location: 14415 E. Sprague, Suite 6, Spokane Valley

For more: 509-868-0600 or www.jjspenplace.com



This pen is crafted of solid black acrylic acetate with bright copper plating.

Ranch offers rockin' good time

More than 10,000 people traveled to the east side of Liberty Lake last year to experience the entertainment and hospitality at Rockin' B Ranch.

When the doors swing back open on June 11, the only Cowboy Supper Show in eastern Washington will be in its 16th season delivering western music, great food and good times to area residents and visitors alike.

Like previous years, a complete BBQ dinner will be offered for an affordable price at the show. The Rockin' B Riders are planning a concert comprised of songs from great western movies of the past 70 years along the theme, "How the West Was Sung!"

This year promises to be even more enticing with a whole lot



Rockin' B Ranch will celebrate cowboy western movies during its 2010 season.

more activity. Rockin' B is now offering Spaghetti Western Wednesdays, where they will feature classic western movies and serve spaghetti and meatballs, popcorn, salad and dessert along with beer and wine.

Also new this year is four selected Sunday Socials, where they will celebrate the family gatherings of old with a vari-

ety of food, fun and festivity in an alcohol-free environment. And on Father's Day, June 20, the first in a series of all five of the McManus Comedies will be performed.

With all these changes, one thing hasn't changed — the hospitality the staff continues to extend to the 160,000 patrons who have visited in the past 15 years.

Biz Bits

Rockin' B Ranch

Description: Entertainment facility featuring a supper show, live music and great food

Location: 3912 Spokane Bridge Road at I-90 Exit 299, Liberty Lake

2010 Season: June 11 to September 25 along the theme, "How the West Was Sung!"

Also featuring: Sunday Socials, Spaghetti Western Wednesdays, Jazz and Bluegrass nights, the Comedies of Patrick F. McManus starring Tim Behrens, and Theatre Arts Day Camp for kids

Ticket info: Tickets currently available online; physical box office opens May 4

For more: 509-891-9016 or www.rockinbranch.com

Market based on family, tradition

By Tina-Marie Schultz

PROPRIETRESS OF ROSA'S MARKET

Rosa's Italian Market & Deli is named in honor of my grandmother, Rosa Bonaventura. She was the mother of 10 children of which my mother was the seventh.

They loved to cook and you learned by watching and making the foods. Nothing made those women prouder than to set the plates of food on the table and watch the family eat.

My grandmother handed down the recipes we use at the market and deli. Fresh breads are still made today in my family's bakery and deli in Italy. I am proud to have the opportunity to serve to you the wonderful family recipes that they shared with me.



Rosa's Italian Market & Deli, located across from Post Falls City Hall, offers good service with the feel of an Old-World market.

Rosa's works hard to serve the best Italian food possible, using family recipes and fresh ingredients. While enjoying our classic dishes, strangers become friends and friends become family.

Come visit Rosa's and share with us the love, laughter, and life of the Italian and Sicilian people by enjoying the foods, music, arts and spirits that are uniquely Italian. Be sure to come hungry.

Biz Bits

Rosa's Italian Market & Deli

Description: Italian market and deli featuring a fine selection of Italian products, sandwiches, salads, breads, pastries and espresso bar

Motto: "Eat and live well."

Can't miss menu items:

Most popular: Meatball sandwich and the Italian sub

Fun: The Sinatra sandwich

Unique: Nonna Tillie's Hot Dog

Location: 120 E. 4th Ave. in downtown Post Falls

Hours: Monday through Friday, 8 a.m. to 6 p.m.; Saturday, 8 a.m. to 5 p.m.; Serving family-style dinners on Fridays, 5 to 9 p.m.

For more: 208-777-7400 or www.rosasmarket.com

Dealership offers dine in

Yes, it's an RV dealership with a cafe, serving everything from hot coffee to warm soups and fresh-made sandwiches. The R'nR Clubhouse, open Monday through Saturday from 10 a.m. to 4 p.m., allows visitors to check out RVs, then sit down to a great and affordable lunch. Burgers, sandwiches and salads!

Biz Bits

R'nR Clubhouse

Description: A yummy cafe at the region's largest RV dealership, open for lunch.

Location: 23203 E. Knox in Liberty Lake

For more: 509-927-9000 or www.rnrv.com

Landscape wishes granted by Sunrise

Sunrise Inc. sets out to fulfill landscape wishes in one stop. The Sunrise crew designs and builds everything from rock retaining walls; water features; flagstone patios and walks; to simple, low-maintenance yards. Customers can personalize their wish list by browsing Sunrise's 12-acre sales yard, located two miles north of the I-90 Liberty Lake interchange.

Biz Bits

Sunrise Inc.

Description: Experienced, creative landscape crew headed by certified technician

Location: 5619 N. Harvard Road, Otis Orchards

For more: 509-926-3854 or www.SunriseRock.com

New technology gives Draper cutting-edge tool for clients

LIBERTY LAKE — Scott Draper, a financial advisor with the financial services firm Edward Jones, and BOA Pam Gar-



DRAPER

rett are taking advantage of new state-of-the-art financial assessment tools to better serve clients in Liberty Lake.

The technology is an engine for financial advisors to identify and prioritize clients' financial goals, analyze information, make and implement recommendations and stay on top of progress.

"These tools better equip me to help clients walk through a process that will help them set realistic long-term financial

Biz Bits

Edward Jones - Scott Draper

Description: Edward Jones' nearly 7 million investors believe face time and think time with financial advisors like Scott Draper translates into a better way to invest.

Location: 23403 E. Mission, Suite 101, Liberty Lake

For more: 509-892-5811 or www.edwardjones.com

goals versus just buying stocks, bonds and mutual funds," Draper said. "My clients want to know, 'Can we afford to retire? What type of income can we expect during retirement without outliving our money?' This technology helps me better answer those questions."

SIMONDS

Continued from page 3

"It's the way I was raised," Dr. Simonds said. "It may sound cheesy, but it's been my goal to make enough to be able to help take care of other people."

The application of this principle has taken many forms since Dr. Simonds first chose Liberty Lake to open his prac-

tice a decade ago. Immediately, he became immersed in the community. He and his wife, Karin, purchased their first home on Malvern, volunteered for block watches and became members of the original SCOPE. As the community considered incorporation, Dr. Simonds volunteered on committees and was even asked to run for the first City Council (he declined).

Dr. Simonds gives more than his time, however. Over the past 10 years, he has been a consistent financial supporter of Friends of Pavillion Park, the Liberty Lake Kiwanis and countless local sports teams. His in-house referral programs also feature a local flavor, with \$25 gift cards to Liberty Lake restaurants and gas stations.

A give-back philosophy was important to Dr. Simonds when

he recently added another dentist to his practice. Dr. Amanda Roper was chosen in part due to shared values. Dr. Roper also graduated from Loma Linda, and both attend Summit Northwest Ministries, a church in Newman Lake.

One ongoing program that encapsulates these values is the Simonds Dental Group's "adopt-a-family" program. Each year, with the help of leaders in the local wards of the Latter Day Saints church, the practice selects a family to have their dental needs completely covered.

"That's the kind of stuff that makes it fun," Dr. Simonds said. "Some people do that for marketing purposes, but that's just the way I was raised, and I want a successful practice in order to support and give back to the community."

FAST FACTS



Dr. Ross Simonds

Education: Loma Linda University School of Dentistry, graduating in the No. 1 position in clinical experience and competency

Memberships: American Academy of Cosmetic Dentistry, American Dental Association, Washington State Dental

Association, Spokane District Dental Society and the Academy of General Dentistry

Family: Wife, Karin; sons Cameron, 5, and Connor, 3

Family activities: Fly-fishing, golf, snow and water skiing, boating, snowmobiling and enjoying the Inland Northwest outdoors

H2E engineers growth through core values

Biz Bits

H2E Inc.

Description: A project and risk management, energy management, power and automation engineering firm serving the industrial, mining and metals, utility, municipal, nuclear and environmental markets.

Location: 1326 N. Whitman Lane, Liberty Lake

For more: 509-927-2424 or www.h2einc.com



LIBERTY LAKE — H2E Inc.'s beautiful 4,240-square-foot Craftsman-style headquarters in the Liberty Lake Commons is a living monument to progress.

For one thing, it's a structural testament to how far the electrical engineering firm has come. Just over a decade ago, H2E was two guys, an idea and a garage. Today, the firm employs more than 20 professionals and boasts clients not just throughout the Inland Northwest, but in national and international markets as well.

At the start, Neil Heckerman and Troy Pefley had a vision to combine their drive and talents to form a consulting firm whose capabilities and services were unique enough to deliver something special.

Fast Facts

- H2E has more than 200 man years of experience to bring to bear for its clients.
- H2E is locally owned by its key principals.
- H2E supports the local market with strong relationships with key manufacturers and facilities.
- H2E's name was inspired by the Hungry Horse Dam in northwest Montana, where the firm's two founders grew up.

"The firm was built on the key characteristics of the upmost in quality, passion and commitment to our clients," said Business Development Officer Doug Ransdell. "From these humble beginnings, H2E continues to grow and expand in providing engineering excellence and quality services."

H2E's core values include passion, integrity, commit-

ment, excellence and responsiveness. Dedication to these values has helped the firm meet its mission and foster many long-term relationships, both with clients and among its growing workforce. More than 80 percent of H2E's projects come from existing clients, and the firm has a near 100 percent team member retention rate, Ransdell said.

Lund's builds biz around referrals and references

SPOKANE VALLEY — Referrals are a two-way street, say Ben and Deann Lund of Lund's Carpet Cleaning. Since starting their family business nearly a decade ago, referrals have been central to the growth of not just their business, but others.

"Frankly, we want to be a reference for you, not just your carpet cleaner," Ben Lund said.

Lund, who majored in business at Oregon State University, is also an avid networker.

Biz Bits

Lund's Carpet Cleaning

Description: Family owned and operated since 2001, Ben and Deann Lund specialize in "green" carpet, upholstery, natural stone, tile and grout cleaning as well as carpet repair.

For more: 509-922-6153 or go to www.CarpetCleaningSpokane.com and click on "Why I started Carpet Cleaning Spokane."



Ben and Deann Lund stand with their dog in front of the red, white and blue van they use to service the carpets and floors of the Inland Northwest.

'Suite' move brings polish, productivity to business

When Keith Kopelson bootstrapped his commercial janitorial and security guard business out of his house, it kick-started business. He's hoping his latest venture will help other small businesses make the same move.

"After moving out of my home office into a prestigious Liberty Lake office building, I recognized the need for other entrepreneurs working out of their home to have a more professional image and get more productivity than I got working at home," Kopelson said. "I created Liberty Lake Executive Suites to satisfy the needs of other new businesses and help take their business to the next level."

A variety of office plans can

Biz Bits

Liberty Lake Executive Suites

Description: Full-service office suites and virtual offices for small businesses.

Location: 23403 E. Mission Ave., Suite 100, Liberty Lake

For more: 509-590-2337 or www.blackjacknw.com

be customized to a business, whether the need is for a cubicle, private office or just a prestigious address. Services are geared toward increasing productivity and improving image. A professional address, live telephone answering and service, internet, office furniture and many other amenities are included in office plans.

Sitter takes worry out of leaving pets

Many mornings Liberty Lake resident Carla Vaughn gets up at 4 a.m. and leaves the house while her family is still asleep to take care of dogs, cats, birds, lizards and other animals.

As owner of Liberty Lake Pet Sitters & Pooper Scoopers, Vaughn feeds the pets, gives them clean water and takes time to play with them. She has received first aid and CPR training with PetTech which allows her to administer IV fluids and medications, including insulin shots, if needed.

In addition to making morning visits, Vaughn provides mid-day walks, offers a pet taxi to the vet or groomer and sometimes stays at the house with the pets while the owners are away. She even offers a "pooper scooper" service where she will



Carla Vaughn, owner of Liberty Lake Pet Sitters, spends her days feeding, walking and taking care of area pets.

clean up after the animals at the owner's home.

She said that pet sitting offers an alternative to boarding since visits can be customized to meet the unique needs of both pets and pet owners.

"Your pets feel at home because they are at home," Vaughn said.

When Vaughn meets with a new client, she takes detailed notes about the needs, habits and preferences of owners and their pets. In addition, a pet diary is left after each visit so pet owners can keep tabs on how their critters have behaved while they've been gone.

Vaughn, who makes around 500 pet visits per month, began working for Liberty Lake Pet Sitters when she moved to the area and purchased the business six years ago. She said her passion for pets has helped the business grow during its decade in operation.

"I can't remember a time I didn't have a pet," Vaughn said. "I really have a love for animals and they can tell if you care about them. They can sense it."

Biz Bits

Liberty Lake Pet Sitters

Description: Pet sitting for animal owners while they are away by feeding, playing with and caring for their pets

Owner: Carla Vaughn

In operation: 10 years

House visits per month:
Around 500

Service area: Liberty Lake, Newman Lake, Otis Orchards, Post Falls, Spokane Valley

Family pets: Dog, cats, frog, bird and guinea pig

For more: 509-926-8640 or libertylkipetsitters@msn.com

Express takes innovative approach to hiring solutions

By Ira Amstadter

EXPRESS EMPLOYMENT

Express Employment Professionals, owned and operated by Susan and Ira Amstadter, is an SBA-sanctioned, woman-owned business proudly serving Spokane County since 1994.

We provide temporary, evaluation hire and direct hire staffing solutions for all types of businesses — including medical staffing — all in cost-effective and innovative ways.

All employees sent out through Express are drug screened, reference checked, interviewed in person and criminal background checked. Applicants are never charged a fee. We work for and with you to find the suitable match for

your business. What can we be working on for you today?

Biz Bits

Express Employment Professionals

Description: Providing temporary, evaluation hire and direct hire staffing solutions for businesses.

Express vision statement: To help as many people as possible find good jobs by helping as many clients as possible find good people

Location: 331 W. Main, Spokane

For more: 509-747-6011 or www.expresspros.com

At any given moment there are countless outbreaks of peace; we wish you a glorious and rejuvenating spring!

Julie is 'foodie gone realtor'

Julie Brendt is a foodie who pledges "real estate made delicious." Literally.

Not only does she have 17



JULIE BRENDT

"We purchase and prepare the recipes the clients choose, serve them and their guests

years of real estate experience, but she throws dinner parties with her husband, Kevin, for anyone who buys or sells with her.

Biz Bits

Julie Brendt, Century 21

Description: Experienced realtor based in the Liberty Lake Century 21 Beutler and Associates office.

For more: 509-362-3336 or www.bestspokanerealtors.com

and clean up afterwards," Brendt said.

In addition, Julie has a monthly drawing for a dinner party at her home for people who refer a buyer or seller her way, as well as an annual drawing for a two-night resort getaway.

Jewelry, anyone? Julie says: "I have a Sterling Silver jewelry business — beautiful quality pieces that will last for generations. No matter where you live, you can have a catalog or home party and earn free jewelry. You can also become a rep like me and make some good extra money." www.juliebrendt.com

Pamiris story steeped in family, relationship

SPOKANE VALLEY — After a national company failed to help them, Mark and Sue Agee found the solution they were looking for was much closer to home than expected.

Concluding that all the time they were burning on doing payroll themselves wasn't making the family business, Agee Electric, any money, the Agees signed on with a national payroll company. The sales rep passed them to training specialists who passed them to a setup crew. In the end, the service didn't come close to living up to its promise.

"Most of the time there's an eight-person chain you go through to be with a company like this," said the Agees' son, Bryan. "By the time we were done, there were eight people who could be at fault for something, and no one was holding the ball."

After witnessing his parents struggle, Bryan Agee, an entrepreneurial chip off the block who was developing his own software for property management purposes, offered to help.

Two weeks later, a partially working prototype was put to the test. The conclusion: Not only was this the solution for Agee Electric, but this personable and customizable concept just might be the answer for many other businesses.

Along with Bryan's wife, Alyssa, the four Agees decided to find out. The resulting business was formed with the idea of doing what the national payroll program could not: completely customizing a company's human resources needs without forcing them to navigate a sea of phone queues in order to express a question or concern.

"It dawned on us that the way we were approaching building this was a platform that could



As Bryan Agee watched his parents struggle to make a national payroll company fit the needs of their electrical contracting business, he realized he could do a better job. The result, a fully customizable SaaS serving a gamut of HR purposes, fit the bill. "Our family sat down together and thought, 'There really is a market gap for this,'" Agee said. Pamiris was born.

be paired with service," Bryan Agee said. "It used to be businesses chose between using in-house software or a service. We provide advantages of both while finding the best spot between for each client."

Pamiris' relationship philosophy promises clients an ongoing connection with a single client representative familiar with all aspects of the client's customized product.

"For nine companies, there's 12 ways of doing payroll — a million different ways you could do things," Agee said. "We're at a point in technology where configurability is really possible. We can do things with software as a service that weren't imaginable even 10 years ago."

Agee: Pamiris partnership with Liberty Lake's Tierpoint 'critical'

LIBERTY LAKE — Housed in the basement of a large office building at Mission and Molter is a rack full of servers that are "mission critical" to Pamiris, said founder Bryan Agee.

Pamiris, which uses customized SaaS to meet payroll and other human resources needs for companies throughout the Pacific Northwest, protects, stores and operates its Web-based technologies through Tierpoint in Liberty Lake.

"Our business wouldn't be

Biz Bits

Pamiris

Description: Family business birthed in Spokane Valley offering an online solution to seamlessly integrate HR needs.

Services: Pamiris utilizes SaaS (software-as-a-service) technology to provide customizable solutions, such as:

1. Online Payroll
2. Human Resources Software
3. Time Tracking

Purpose statement:

Harnessing the power of information to unleash businesses and enrich lives.

Core values: Relationship, simplicity, empowerment and lifelong learning.

For more: 888-4-PAMIRIS, info@pamiris.com or www.pamiris.com



possible without them being there," Agee said. "They provide for us mission critical space. With facilities like that, it's actually viable for us to have 100 percent up time. Thus far, we have."

Tierpoint, a business continuity data center, provides connectivity, security and availability solutions with layers of protection against viruses and breaks in service.

"We have off-site backups at other locations, but we've never needed to use them before," Agee said.