

MAKING A GREAT PLACE TOGETHER

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Contact Us

Leslie Lloyd, 425-990-3096
President
lesliel@bellevuedowntown.org

Leslie Ota, 425-990-3095
Vice President
leslie@bellevuedowntown.org

Robert Glann, 425-990-3097
Director, Transportation Services
robert@bellevuedowntown.org

Barbara Hinz, 425-453-1223
Office & Member Manager
barbara@bellevuedowntown.org

Asia Rau, 425-453-3110
Events Manager
asia@bellevuedowntown.org

Darcy Perea, 425-453-3113
Marketing & Communications
darcy@bellevuedowntown.org

Alison Crosier, 425-460-5712
Transportation Service Rep.
a.crosier@verizon.net

Cookie Schlocker, 425-453-3114
Bookkeeper
cookies@bellevuedowntown.org

Crystal Daily, 425-453-3112
Intern
intern@bellevuedowntown.org

Welcome New Members!

Hannah Property, LLC
Metrovation
Sterling Savings

For a complete listing of members, visit
bellevuedowntown.com

Land Use Task Force Update

The Bellevue Downtown Association recently established a Land Use Task Force to study issues of interest to BDA members in the areas of development, zoning, land use and planning.

The task force endeavors to develop a comprehensive understanding of issues and recommend a position for the BDA Board to endorse in formal fashion, where appropriate.

I'd like to extend an invitation to all interested BDA members to join the committee – we meet on the second Wednesday of each month from noon to 1:30 at the BDA offices. The schedule of planned dates and topics follow. We hope to see you at our next meeting.

Regards,
Bob McMillan, Land Use Task Force Chair
Moss & Co.

Land Use Task Force Meeting Schedule (tentative)

March 10	New City Hall
April 14	Sound Transit Phase II NE 10th Street Design
May 12	Sound Transit Phase II Meydenbauer Expansion
June 9	Overlake Hospital Master Plan/NE 10th
July 14	Land Use Code Amendments /Comp Plan Updates

A Word From the President

Greetings! As winter loosens its grip, days are getting longer and it's easier to fit that walk with the dog into the day. It's time to slot vacations and plan for the year ahead. We're planning a busy year for the BDA and Downtown, beginning with the Annual Celebration, marking our 30th year in business, on March 4th. Please join us as we observe a major milestone in our history.



Speaking of smooth transitions, we gratefully acknowledge Sue Baugh as she concludes her second term as BDA Chair, and welcome new chair Grant Ringel. Grant brings his skills in communications strategy to the talents of our Board of Directors, so look for more strategic messaging from the BDA.

Our committees will be busy – please consider participating in the Transportation Committee and the Land Use Task Force. These committees will give the BDA a stronger understanding of the issues affecting the Downtown community. 2004 may be the year major congestion relief finally gets going – so please plug in and help the BDA speak with a unified voice.

Major projects will take center stage this year, such as the new Lincoln Square, expansion of Meydenbauer Center, and the new City Hall. We'll also focus on a new project that portends huge economic benefit: Overlake Hospital Medical Center's expansion and partnership with Group Health. This effort stands to elevate Bellevue's role in delivering top-quality health care and a higher gradient of trauma care. A huge win for Bellevue and for Downtown!

2004 also offers a great lineup of events – starting in April with Bellevue Live. We'll also bring back the Live at Lunch summer concerts, the Bellevue Family 4th celebration, the 6th Street Fair and the Magic Season. These are becoming even stronger traditions cementing Downtown Bellevue's role as the symbolic and functional heart of the Eastside region. We hope you will include attending many of the BDA-sponsored events among your goals for 2004.

-Leslie Lloyd



Chairman's Corner: Eastside Transportation Needs Are Top Priority

*by Grant Ringel
Director of Corporate Communications,
Puget Sound Energy
BDA Chair*

It is my pleasure to take the reins from the very capable Sue Baugh. I look forward to a full year of challenging issues, exciting, fun events, and getting to know as many BDA members as I can.

My main objectives for this year are to continue to strengthen the BDA through diversity of membership, strategic messaging, and making sure we have done all we can to remove the barriers to making downtown Bellevue a great place to live, work and play.

My top priority is to raise the Eastside's profile in the regional transportation conversation. Solutions to our region's problems still elude elected officials, and I feel too often that in the debate – at least in the public arena – people overlook the fact that the transportation needs of the Eastside are fundamentally different than they are in Seattle.

Measured from Bothell to Renton, the Eastside region contains nearly 545,000 residents and 360,000 jobs (compared to Seattle's 560,000 people and 502,000 jobs), and represents the fastest-growing part of the County. Our transportation needs are different because we MUST have adequate road capacity to facilitate transit and drive growth to areas like Downtown Bellevue. Much more must be done to produce an adequate, integrated transportation network for the Eastside to preserve jobs, manage growth, and ensure a quality lifestyle. Without it, our vision for managing growth and evolving Downtown Bellevue is just rhetoric.

If we're ever going to achieve our vision for Downtown Bellevue as the symbolic and functional heart of the Eastside region, we must do all we can to prioritize solutions that relieve congestion and get them built.

This is a time of great opportunity in Bellevue, with ample occasions to improve the business climate, and put "butts in chairs" as they say – fill our office buildings back up – and create an exciting and fulfilling environment for folks once they get here.

I'm thrilled to be your new Chair and am honored to have been asked to serve. I will do my best to advance the BDA's vision and know I can count on all of you to help out when and where you can.

A Conversation with Ken Graham, President & CEO, Overlake Hospital Medi- cal Center

by Darcy Perea, Communications Coordinator

Not many people can say their career has followed the path on which they originally set out, but Ken Graham can. During a high school summer job for a medical building architect, he worked with over 30 hospitals in his native California. The hospital industry piqued his interest, and he decided to embark on a career in public health.

"As many college students do, I dove blindly into my school-work, not knowing if I would truly enjoy it," Graham recalls. However, unlike many students, his bachelor's degree in Public Health from UCLA led to a Masters in Hospital Administration, ultimately leading to a long and fulfilling career in hospital administration.

"I've been in this field since I graduated college, and it's been a very interesting and rewarding career," he says. "I've found that I enjoy creating sustainable systems and working to help the community."

Though his career took him to numerous hospitals in California, Graham and his family traded in the sunshine for the Pacific Northwest and Bellevue's Overlake Hospital in late 1994. The opportunity to take the reins at Overlake intrigued him, due primarily to its strong potential.

Nine years later, with the newly announced Group Health partnership, Graham says the hospital is reaching the potential he knew it had nearly a decade ago. "I am privileged to serve in this great community alongside the tremendous staff of medical professionals at Overlake."

Working in the health care field runs in Graham's family, with two of his three children following in his footsteps, one a clinical psychologist and the other a nurse, with the third in the computer industry.

Despite his busy schedule as CEO of the second-largest provider of in-patient care in King County, Graham finds time to relax by reading and running, though not competitively as he did in high school and college.

He and his wife find the Northwest to be "spectacular, with such character," and are planning to get away soon for some skiing in Whistler and fishing in Oregon.

Events & Happenings

Step Up to the Plate

The Overlake Service League invites you to participate in the Fifth Annual Fundraising Campaign to benefit children in need in the Bellevue community. The Step Up to the Plate campaign includes a local Restaurant Go-Round, drawing for fabulous prizes, Fanciful Shoe Display and Auction hosted by Nordstrom Bellevue Square (March 13-28) and their Fifth Annual Luncheon & Fundraiser, March 31, at Meydenbauer Center. For more information, visit stepuptotheplate.org or call 425-451-1175.

BDA Members in the News

- Bellevue Art Museum is working with the building's architect to make the space warmer and more welcoming, with a new northwest artistic mission to guide its revival. The Bellevue Arts and Crafts Fair will return this July.

- Kemper Freeman Jr. and his political action committee filed an initiative to redistribute the state's 28-cent-per-gallon gas tax to solve gridlock. Over the next five years, Freeman also plans to get the development ball rolling on several projects with a vision of a Bellevue version of Chicago's "Magnificent Mile" with high-end shops, restaurants, hotels, offices, and apartments lining Bellevue Way.

To submit news items for future newsletters, please contact Darcy at 425-453-3113 or darcy@bellevuedowntown.org.

Membership Meeting Schedule

All 2004 membership meetings are scheduled for 7:30am on the following dates: May 5, May 25, June 22, September 28, and October 26. All dates are subject to change. Please refer to bellevuedowntown.com for further information.

King County Journal Advertising Opportunity

This year, the King County Journal will prepare a special insert section highlighting the Bellevue Downtown Association's 30th Annual Celebration, to be circulated on Friday, March 5. This section will spotlight Bellevue's finest, listing the Place Making award recipients and Haute Picks winners, who will be announced at the event. We encourage you to take advantage of the opportunity created by our friends at the King County Journal to profile your business via this special, one-time publication. Members of the BDA are eligible for a discounted advertising price. For more information, please call Jennifer Johnston at 425-452-1098.

Destination Bellevue & Beyond

Look for the 2004 winter issue of 'Bellevue Downtown' in early March. The first of a four-part guide series, Destination Bellevue & Beyond will highlight the top entertainment, family facilities, museums, venues, shopping, parks and more. Complete with an events calendar, this guide will assist Eastside residents and visitors of all ages to get out and explore Bellevue and Beyond.

2004 Bellevue Downtown Association Board of Directors

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500 108th Avenue NE, Suite 210
Bellevue, WA 98004

Bellevue Downtown Association Mission:

To lead the continuing evolution of Downtown Bellevue as the economic and cultural heart of the Eastside.

You're Invited to An Evening with the Stars in Downtown Bellevue

WHAT: The Bellevue Downtown Association's 30th Annual Celebration will be highlighted by an awards presentation featuring the Second Annual "Place Making Awards" and "Haute Picks," recognizing the contributions of downtown Bellevue business and community leaders who exemplify the association's tagline, Making a Great Place Together. A highlight of the event will be a special presentation by Paco Underhill, founder and managing director of Envirosell, a New York-based retail consulting firm, and author of "Why We Buy: The Science of Shopping" and "The Call of the Mall."

WHEN: Thursday, March 4, 2004, 5:30pm

WHERE: Hyatt Regency Bellevue Grand Ballroom
900 Bellevue Way NE

HOW: Event registration deadline is February 27, 2004.
\$60 BDA members, \$70 non-members and \$750 for a table sponsorship of ten. For more information, please call 425-453-1223 or visit www.bellevuedowntown.org/events



Paco Underhill



GA:CREATIVE

