

DJ Victamone/ / Get to Know *The man behind solar and...cocktails*

UNLEASH

INSPIRATION • CULTURE • OPINIONS

ENTREPRENEURS:
WITH SPORTS PHOTOGRAPHER SAM WASSON
THE VALUE OF HEARING "NO"

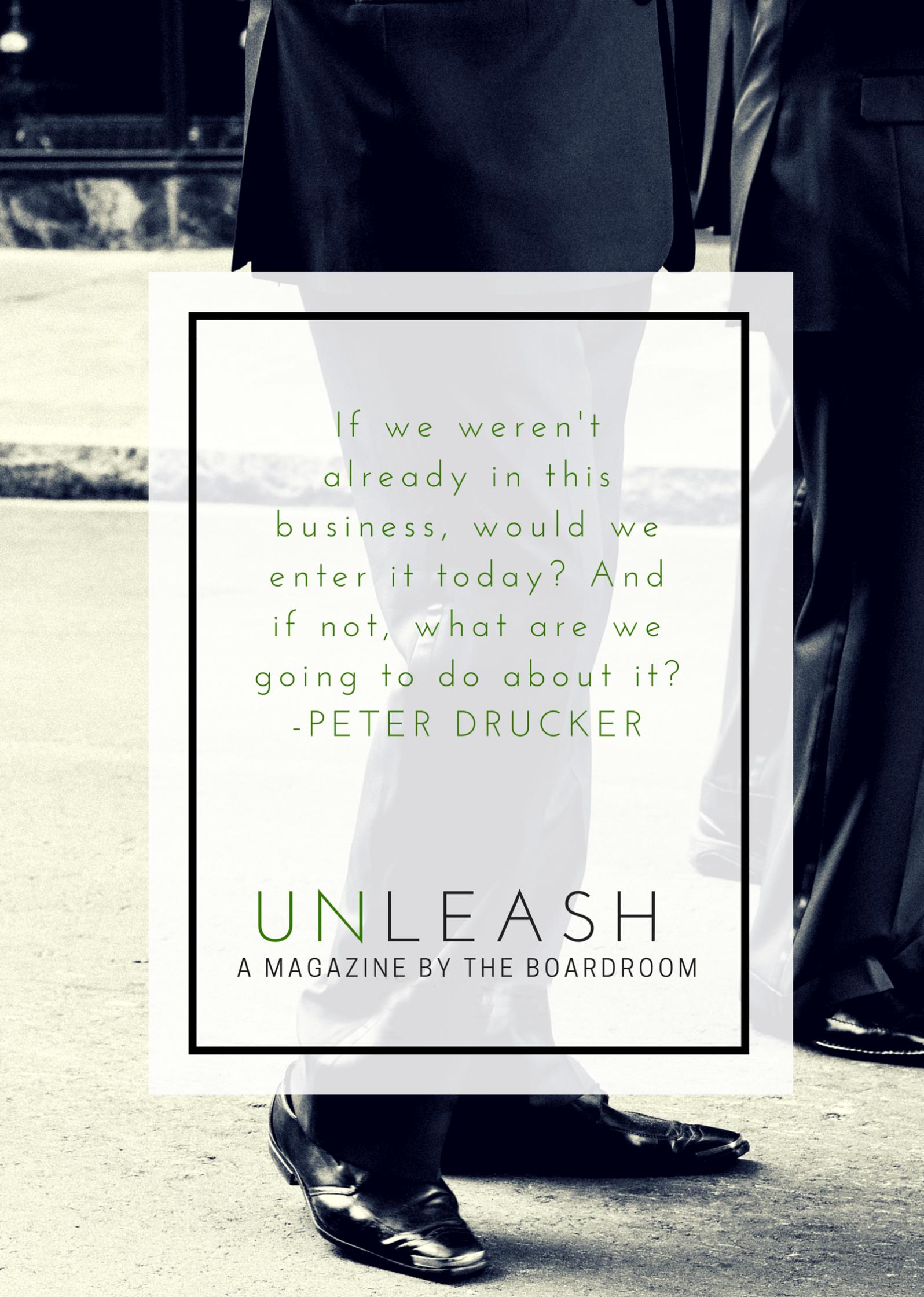
THE RISE OF A NEW WORKER
Talent matching, coworking, &
freelancing

THREE LOCAL BLOGGERS
DELIVER HALLOWEEN
INSPIRATION IN SPADES

THE OTHER 51%
URBAN DESIGN AND VIOLENCE
AGAINST WOMEN

A MAGAZINE BY

THE
BOARDROOM



If we weren't
already in this
business, would we
enter it today? And
if not, what are we
going to do about it?
-PETER DRUCKER

UNLEASH
A MAGAZINE BY THE BOARDROOM

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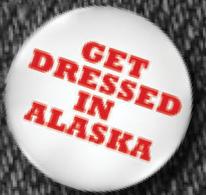
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-  Access to Boardroom events & discounts

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-  Connect with 100+ members virtually
-  Access to Boardroom events & discounts

*lite memberships & private offices also available



TALENT MAKING & FREELANCING

Each morning, Joe Morrison arrives at his workspace, cup of coffee in hand. He greets his fellow workers, fires up his laptop, and settles in to send emails. A typical morning for many professionals, with one key difference: Joe is a freelancer. Ten months ago he left his job managing the 49th State Angel Fund at the Municipality of Anchorage to launch Biz21 Consulting and has been blazing forward ever since. Case in point: just a few weeks ago the Small Business Administration announced that Launch: Alaska – a non-profit, experience-based business accelerator with underlying investment fund helmed by Joe in a volunteer capacity – won \$50,000 via the Growth Accelerator Fund Competition.

Although Joe chooses to work from the Boardroom (he cites the Class A office space, attractive décor, and sense of community as selling points.... the free coffee and beer probably don't hurt either), he could work anywhere: his kitchen table, a nearby coffee shop, or an Airstream trailer somewhere along Highway 65. Joe isn't alone – the Bureau of Labor Statistics says that the number of self-employed workers in the United States has increased by one million during the last year (now totaling 15.5 million), and Emergent Research estimates that 60 million people will be independent workers by 2020.

In Alaska, 7.2 percent of the population – 50,000 plus workers – is currently self-employed; however, the portion of that number representing independent workers is not tracked. Our state is ranked fourth in the Tax Foundation's 2015 State Business Tax Climate Index, which identifies states with the most competitive business tax systems; Alaska's rank is attributed in part to the absence of both state sales tax and individual income tax. Additionally, the Kauffman Foundation ranks Alaska seventh in the country for startup activity (down from 2014's second place rank, but still respectable). Although neither ranking is specific to independent workers, it's not a great leap to conclude that Alaska offers a fairly healthy business environment for professionals making a go of it on their own.



, COWORKING, IN ANCHORAGE

” In Alaska, 7.2 percent of the population – 50,000 plus workers – is currently self-employed ”

In Here's Why the Freelancer Economy is on the Rise, Brendon Schrader cites corporate downsizing, shifting economic conditions, and employee dissatisfaction as reasons more and more people are choosing independent work, but writes that access to coworking spaces and new platforms for pairing talent with business “have slowly fueled the trend in a much bigger way, lowering the barriers that once made independent contracting much more challenging.”

In Anchorage, a city known for lagging behind the rest of the country (whether or not this is actually true is debatable), do coworking spaces and talent matching platforms make the same kind of impact?

Coworking Spaces

During the last few years new co-working and co-creating spaces have opened their doors. The Boardroom leads the co-working trend, with spaces in Anchorage and Juneau; a Fairbanks Boardroom is in the works. Co-creating spaces, like Anchorage Community Works and Anchorage Makerspace, are hubs for artists, crafters, musicians, and makers. Less formal spaces are busy too - wander into a coffee shop midday and the busy tap tap tap of fingers on a keyboard is as ubiquitous as the sound of baristas pulling espresso shots (swing by the downtown Kaladi Brothers or the midtown Steamdot and you'll see what I mean). Anchorage Public Library branches are also attractive locations for independent workers – not only are workspaces and wi-fi free, branches host groups providing writing, entrepreneurship and technology training as well as access to databases offering information for financiers and researchers.



Shared spaces and their public counterparts are so appealing that it's not uncommon to find a refugee from corporate Alaska working amongst the freelancers in hopes that spending a few hours as part of an innovative, vibrant community will shake loose a little inspiration and productivity. In Anchorage, the Boardroom has become a magnet for creativity, and new partnerships are being made and entrepreneurial ideas being formed. Jon Bittner, Vice President of the Anchorage Economic Development Corporation, says "Alaska attracts the dreamers and the risk takers, the adventurous and the wild. It's not really all that surprising that when you put folks like that together with advanced technology and collaborative workspaces they create something amazing."



Talent-matching platforms

He continues, "For example, we're seeing research in containerized agriculture to provide healthy food to arctic communities, drone builds to explore and track Alaska's diverse wildlife, traditional native art created using 3D printing technology, and cutting edge petroleum technology being exported worldwide."

Digital talent-matching platforms like Upwork and Freelancer connect independent workers to global employers, which means that Anchorage's freelancers can pursue project opportunities anywhere in the world. However, many say they rely on their personal networks and word of mouth recommendations for capturing new, mostly local business. Other traditional avenues for finding work remain relevant as well: Alaska Executive Search, an employment agency with nearly 40 years of experience, recently advertised a short term gig requiring expertise in PowerPoint and social media, and even national talent

matching experts recommend old standbys like Craigslist for finding freelance jobs.

Although the Anchorage freelancers interviewed for this article have yet to capitalize on digital talent matching opportunities with global reach, the transformation of project specific work is in line with national trends. Brendon writes, "...the rise of independent workers, either. It also allows businesses to find more targeted and better qualified talent to address their needs—typically at lower costs."





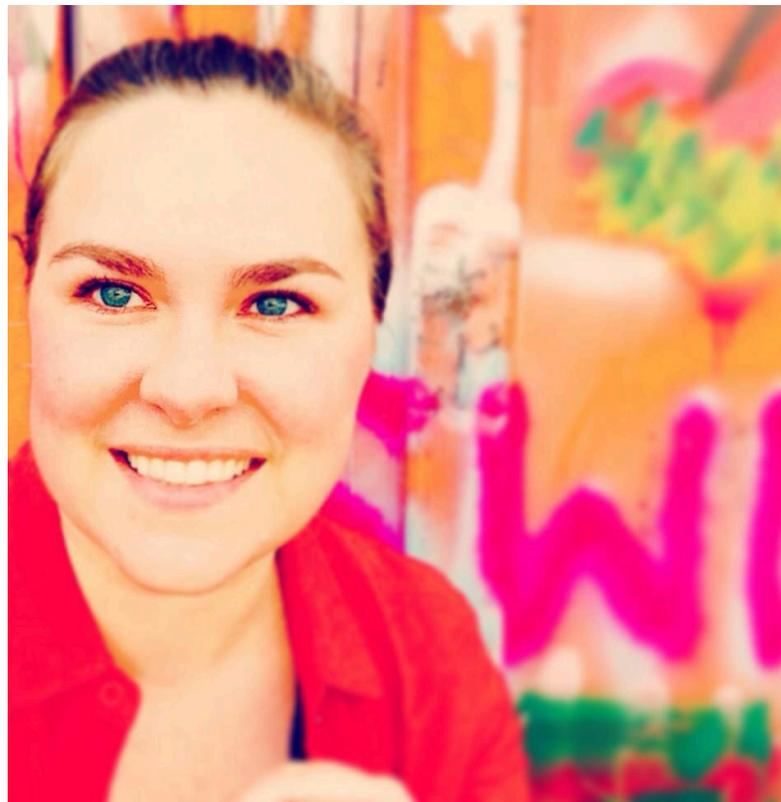
In Alaska, “staffing up” is standard in seasonally demanding industries like fishing, tourism, or construction, but the growing practice of hiring a team of freelancers to execute short term, professional projects is new-ish. David Taylor of Element Agency says his company operates as a core team of three with access to numerous freelancers specializing in strategy, communication, and design. By handpicking freelancers for each project, he can customize his team to perfectly fit client needs. This model is especially attractive to clients because it keeps the costs down (no “hard core” overhead) and the freelancers he hires are highly motivated. Not only are they representing themselves, they have the flexibility to work however best suits them; whether it’s wearing a blazer in a co-working space at 2:30 PM on a Tuesday or cozy in pajamas in the kitchen at 3:00 AM on a Saturday, they create where they want and when they want. As David says, “Creative people work on inspiration. You can’t just put them in an office from nine to five and expect something brilliant to happen. It just doesn’t work like that.” He believes that Anchorage is a great place to do this kind of work (on par with trendsetting cities like Nashville and Austin) and sees demand increasing: “Hiring freelancers means small companies don’t have to bear the burden of overhead like

technology and benefits for additional employees. Having access to benefits like Obamacare has made being on your own less scary. But it also takes the pressure off of small businesses that are penny pinching. It’s a win-win.”

Although it’s difficult to determine if co-working spaces should be credited with an increase in the number of Anchorage-based independent workers (especially since we don’t actually know if or by how much the number is increasing), they are certainly responsible for bringing attention to the lifestyle. Freelancers in Anchorage seem to be a bit behind the rest of the country in utilizing talent matching platforms, perhaps because traditional methods of capturing work are still sufficient. However, if more and more people turn to freelancing, many will be forced to broaden their search for work beyond local markets. When this happens, local freelancers will truly be location independent and continuing to offer appealing work spaces, an attractive business climate, and high quality of life will be more essential than ever. Fortunately for Anchorage, Joe speaks for many when he says, “Alaska’s my home. It’s the most beautiful place in the world. Who wouldn’t want to live here?”

” David Taylor of Element Agency says his company operates as a core team of three with access to numerous freelancers specializing in strategy, communication, and design. By handpicking freelancers for each project, he can customize his team to perfectly fit client needs. This model is especially attractive to clients because it keeps the costs down (no “hard core” overhead) and the freelancers he hires are highly motivated.”

Gretchen Wieman Fauske works in economic development and writes about our city at www.GretchenLovesAnchorage.com.



THE BOARDROOM

UPCOMING MONTHLY EVENTS

Get the most recent changes in events here:
EVENTS CALENDAR

Sunday

Monday

Tuesday

Wednesday

			 nerd be there and 1st Wednesday
4	5	6 Code for Anchorage Hack Night 5:30 pm	7 AEDC's The Crowdf 1 pm - 4
11	12 Anchorage Makers Space - Open Day 6 pm - 8 pm	13	14 AMA Wo @ 4:30pm
18	19	20 Code for Anchorage Hack Night 5:30 pm	21  1 MILLION
25 	26	27	28 1 Million Every We @ 9

-  The Boardroom Events
-  Community Partner Events

October 2015

Click on the links below for more information.

Wednesday	Thursday	Friday	Saturday
 nite d be square days - 7-9 pm	1 AK Dev: Programmers' Night 6:00 pm	2	3
8 e Essence of funding 4:30 pm	9	10	11
15 orkshop n-5:30pm	16	17	18
 CUPS	22 SBDC Hosted: "Lean In" Meetup for Alaskan Entrepreneurs 9:00am-10:00am	23	24
29 n Cups dnesday am	30	31	



The Value of Hearing “No” When Seeking Business Investment



I once knew a company that had a billion dollar idea, unique product assets and tremendous market respect. The company was poised for great success and only needed investment capital for re-branding the business and for some limited product development. Investors swarmed and bid up the company valuation. The company accepted an offer from a group to invest. During due diligence, the investor saw a flaw in the company: the CEO. Although he was creative, he was not a leader. But, mesmerized by the opportunity, the investor closed the deal.

Several years later, the investor walked away from a smoking crater that once was where the company stood. The company did not use its investment capital well. Employees worked hard in all the wrong directions, wasting their time and the company wasted its investment capital. When the money was gone, the company had nothing to show for its labors. The investor lost money, the founders lost their equity, employees lost their jobs and customers never enjoyed a revolutionary service that would have radically changed their customer experience for the better. That was years ago, and still millions of American consumers are paying more for a clunky service that this company could have revolutionized, if the investors had followed their judgment. They should have said no when they saw the flaw in the company during due diligence.



Dr. Forres Nabors
Alyeska Venture
Management

Then the company might have corrected that flaw, moved the CEO to Chairman where he belonged, and worked with the investor to find an excellent leader to fill the CEO position. Then the investor might have closed the deal and history would have been different. "No" at the point of investment would have generated a healthy result for that company.

When a company is seeking investment capital, sometimes, the best answer that they can receive from an investor is no. This is because investment in a company that is not ready for investment is not good for anybody. A company that is not ready but receives investment capital anyway cannot efficiently allocate those resources. The company's time and equity will then be gone and cannot be reclaimed. Then, the founders and investors will have to find new ways to finance the company all over again, just to have another chance to



"A company that receives investment capital anyway cannot efficiently allocate those resources. The company's time and equity will then be gone and cannot be reclaimed."

to begin again. Usually, the only way to accomplish this is by diluting the ownership of a company in order to find more investment capital. But, sourcing that new round of investment capital is then more difficult. The founder will have lost time and everyone will own a smaller share of future success. The alternative is to fold up the company and walk away. Many wonderful business opportunities die this way.

When experienced investors say no, they will tell you why they cannot invest in your company. If you are an entrepreneur, "no" can be an important milestone on your way to making your company successful. Why? Because when experienced

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investors tell you why they cannot invest, they are giving you free business consulting. Most professional investors have been entrepreneurs before and know plenty about growing successful businesses. When they tell you why they said no, they are dropping a recipe for success in your lap. They are giving you their best judgment about what you need to do to position your company for success. And this might be valuable to you. It is often the case that another pair of expert eyes can find areas where you can make your business plan stronger.

Of course, it certainly can be the case that the investors are wrong and you



might disagree with their judgment. If that is the case, go find another investor group. You might find the investment you are seeking. But if they give you similar advice that the first investor group gave to you, you might want to reconsider what you have been told.

If you see that the advice is good, you can improve that area of your business plan and then go back to the investors. They will be impressed that you were able to take their advice and that you were persistent enough to fix it. Most will

then re-open investment consideration. For most savvy investors, "no" usually means "not yet."

In fact, that is the official policy of our venture management group, Alyeska Venture Management. We never say no to an investment request, except in very rare circumstances. We will say "not yet." After a careful review of entrepreneurs' requests, we tell them what we believe they need to hear from us, so that they are ready for investment. We want Alaska entrepreneurs to be ready for investment, because we want them to build great companies. Alaska needs entrepreneurship to expand, and we know that many entrepreneurs need investment capital.

Many of our fund members and all of the fund managers have been entrepreneurs. We understand an entrepreneur's eagerness to receive funding for their business and to move forward. However, as entrepreneurs we have learned that sometimes to speed up, we must slow down.

Because we want Alaska entrepreneurs to succeed, we will tell them what we believe they need to do for their businesses so that they are positioned for success. When we are convinced that they are, it is much more likely that they will receive an offer for investment.

entrepreneurs might seriously consider our reply if we say, "not yet," is that our advice might increase the odds of success and we might even divert them from a difficult situation like the one described above. We don't want this to happen. That is why we give our best advice at the same time that we say "not yet." And in fact, entrepreneurs should expect that they will hear "not yet" from us. It is very rare that a business comes our way that does not need at least some modest revisions in our opinion. We want to make businesses stronger, and to help Alaska entrepreneurs grow their companies on the right footing.

Just as it is said in carpentry, it is true also in starting a business: Measure twice, cut once. This might tax an entrepreneurs' patience, but it is a very good rule to follow in business planning. It is understandable that entrepreneurs, in their excitement for their terrific new business opportunity

"Alaska needs entrepreneurship to expand, and we know that many entrepreneurs need investment capital"

One good reason that Alaska



"THINK OF "NO" AS FREE BUSINESS CONSULTING"

want to net investment, throw themselves into their new company and get to work. But in our experience, we have seen many-entrepreneur jump in too quickly. Rather than taking a little extra time to measure twice and cut once, sometimes they measure once haphazardly and cut off their own finger. This zeal to get to work is good to have, because every new business opportunity needs the zeal of a founder to carry the company through the challenges that inevitably come. And in fact, we have lost a few fingers in our time as

entrepreneurs as well.

It is a challenge to hear "no" without taking this as a vote of no confidence in you or your business plan. "No" can sting. But it need not. "No" is almost always followed by business advice. Think of "no" as free business consulting. You might learn how to make your business even stronger and on a better path to success. --



Investor Perspective
Business Planning
with Eric McCallum
President of Arctic Wire Rope &
Anchorage, Alaska

20

20

20





AEDC
Anchorage Economic
Development Corporation

The "Where to Startup" Series: Structuring your business

Recently AEDC launched the Where to Startup video series for entrepreneurs. The online series was created for Alaska entrepreneurs and innovators, aiming to educate and help develop the entrepreneurial environment in Alaska. In this segment learn...

Where to Startup: This segment discusses the Investor perspective and business planning, including angel investors, what investors are looking for in entrepreneurs, pitching your idea and the purpose of a business plan.

Presented by Eric McCallum, President of Arctic Wire Rope & Supply & Angel Investor

Investor Perspective & Business Planning

Topics discussed in this segment:

What is an angel investor?

What do you look for in an entrepreneur?
[02:35]

Advice on pitching your idea. [05:08]

What advice do you have for entrepreneurs in rural Alaska? [07:11]

What's the purpose of a business plan?
[10:42]

...tive &
...ing
...n
Supply



Every month, Unleash will feature a mix made by a local DJ. Overseen by Boardroom member DJ Spencer Lee, the goal is to highlight some of the different styles of DJs that call Anchorage home and provide readers with some jams to inspire their work day.

This month's mix comes to us from Victamone, a turntablist and DJ who's gained recognition for his versatility and polished skills scratching it up or rocking a dance happy crowd on the floor. "Cuddle Season" is inspired by those colder days; the ones that hit you hard and make you feel like staying warm indoors with someone special. Along with the R&B, soul, reggae, house and pop you'd expect on a cuddle mix, there's an added twist of trap, club bangers and samples to keep your body moving.



To download this mix for your work day, click on the headphones to the right.



1. Tuxedo - So Good (Dimitri From Paris Remix)
2. Groove Theory - Tell Me (Fitz Lauder Obviously Rework)
3. Snoopzilla & Dam-Funk - Let It Go
4. Janet Jackson Ft. Q-Tip And Joni Mitchell - Aint Got It Till Its Done (Obas Nenor Edit)
5. Beyonce - Partition (SheaButter Two Step Edit)
6. Teedra Moses - Be Your Girl
7. Ed Sheeran - Thinking Out Loud
8. Marvin Gaye - Let's Get It On (Ingwell Remix)
9. Shai - If I Ever Fall In Love (Serafin Caught Up Blend)
10. Ariana Grande Ft. Big Sean - Right There
11. Robin S - Show Me Love (Cutso Super Blend)
12. Chris Brown Ft. Nicki Minaj - Love More (Chris Villa/Trayze Edit)
13. Moon Boots Ft. Wayne Wonder - Got Somebody
14. Color Me Badd - I Wanna Sex You Up (Alex Mejia Edit)
15. New Edition - Candy Girl
16. Tara Kemp - Hold You Tight
17. Ellie Goulding - Love Me Like You Do (Alex Mejia Edit)
18. Kanye West Ft. Charlie Wilson - Bound 2 (Artiq Remix)
19. WMNStudies Ft. INOJ - Too Damn Dope For Me
20. Common Kings Ft. J Boog, Fiji - No Other Love

You can find him at the Global Block Gallery's monthly "Chop Shop" scratch session and at Bernie's Bungalow Lounge and Subzero Microlounge during the weekends. He's online at www.instagram.com/_victamone, www.facebook.com/djvictamone, www.soundcloud.com/victamone



The Punt e Mes

We've been very big fans of tequila this year and this month's cocktail is an advanced breed not for the faint of heart. It's a new age riff that pile drives your face like a ton of smokey, bitter bricks, and we can't get enough of it. Use a blanco tequila for this one to really bring out those grassy vegetable flavors in the tequila and then be blown away by the bitter herbal Italian vermouth, Punt e Mes (pronounced poohnt-eh-mess). Top it all off with lime juice and orange bitters and you have a true monster on your hands with levels of flavor you didn't know could fit into a rocks glass. Here's what you should do.

INGREDIENTS:

1.5 oz blanco tequila
 3/4 oz Punt e Mes
 3/4 oz lime juice
 1/2 oz agave syrup
 2 dashes of orange bitters
 1 orange twist

Preparation:

1. measure agave syrup, 2 dash of bitters, lime juice, Punt e Mes, and tequila into a mixing glass then add ice
2. stir (counterclockwise) with a bar spoon for 45 seconds to 1 minute (until condensation forms on the outside of the mixing glass)
3. pour into a rocks glass
4. garnish with an orange twist (express the orange peel-side-down into the glass and then rim with the orange oil from the expressed peel)
5. serve, take it all in, and get the s**t knocked out of you

*image courtesy of www.barmansjournal.com



3 LOCAL BLOGGERS ON HALLOWEEN

Finding Halloween inspiration in October can haunt you. Maybe it was the missed opportunity to be Lady Gaga in a meat dress. Or you and your roommate dressed up as the Super Mario Brothers for the fifth year in a row. Or worse, you settled on that sexy (insert any occupation here) costume.

That's the idea behind the Halloween Blog Party. Three local bloggers will get you out of the Halloween rut and come up with clever costumes that you can create on your own.

"I'm one of those people who always thinks of a great costume a day late – and then I forget a year later," said Leslie Boyd of local shopping blog akshopgirl.com.

Boyd, Natasha Price of Alaska Knit Nat (alaskaknitnat.com) and Tess Weaver of TessieStyle Blog (tessiestyleblog.com) are collaborating to bring readers fresh, fun and

accessible Halloween ideas and do-it-yourself tips. Each week in October the bloggers will curate a collection of costumes, décor, crafts, and last-minute ideas focused on a weekly theme. Local traveling speakeasy, The Sawbuck, will contribute craft cocktail recipes, and DJ Spencer Lee will create a playlist to complete the party.

The costume ideas are group and family friendly – and, even better, this party is completely Elsa-free!

Each blogger brings a unique perspective to the project. Price is a lifelong Anchorageite and is a Program Associate at Spirit of Youth. In her spare time she is a florist specializing in flower crowns. "I'd wear a flower crown every day if I could," Price said. She has managed her crafting and cooking blog, Alaska Knit Nat, since 2010. "I mainly have the blog to keep track of what

I make," she said. "I can't ever remember how many stitches I used in a knitting pattern or how much chicken stock to put in a recipe. I'm my biggest fan."

Weaver works as a costumer and stylist in the entertainment industry. She is currently on tour around North America and Canada as the Assistant Wardrobe Supervisor for the musical Annie.

Weaver launched her blog in July 2015 to document "all the fun and beautiful things" she wants to share with the world.

Boyd has been writing about shopping and style in Alaska for more than a decade, focusing on our eclectic, one-of-a-kind local style and shopping experiences. She recently re-launched her blog after taking a two-year

break when her twin sons were born.

"My style goals are simple these days; I just don't want to leave the house with snot and crackers stuck to my pants," Boyd said. "So re-launching my blog is completely aspirational."

Her Halloween motivation was renewed last year when she was able to dress her babies up as the Saturday Night Live characters Wayne and Garth using clothing and accessories they already owned or easily found at local stores. "I'd forgotten how fun the hustle to piece together a really good costume could be," Boyd said. "Hopefully, our Halloween Blog Party will inspire you—and if not, just use our ideas!"

The Halloween Blog Party kicks off Monday, Oct. 5. Party with us at akshopgirl.com, alaskaknitnat.com and tessiestyleblog.com.



FIND THE HALLOWEEN BLOG PARTY ONLINE:

Leslie on Instagram (@shopgirlak), Facebook (<https://www.facebook.com/akshopgirl>) and Twitter (@akshopgirl)

Tess on Instagram (@xotessiestyle), Facebook(<https://www.facebook.com/tessiestyleblog>) and Twitter (@tessiestyletoo)

Natasha on Instagram (@natashaprice), Facebook (<https://www.facebook.com/Alaskaknitnat>) and Twitter (@alaskaknitnat)

We Can Do It!



THE OTHER 51

One often overlooked trend in my generation is the increasingly large role Millennial women play in driving economic development. Since the mid 90s, women have dominated in educational attainment, wage growth, and workforce participation while their male counterparts have largely stagnated in these categories. 36 percent of women ages 25 to 29 had a bachelor's degree, compared with only 28 percent of men in the same age group—a record-high divergence. In 2010, women made up almost half of the labor force--46.7 percent--a number which increases every year. On average women are remaining single for longer periods of time and delaying motherhood as they seek to achieve gains in the workplace and academia. When we think of how to grow Anchorage, diversify the economy, and

recruit a resilient workforce, it is abundantly clear that making Anchorage appealing to young women is paramount. Anchorage does have a lot to offer young women in the "Live, Work, Play" realm--from bustling cultural amenities, unparalleled access to the outdoors, relatively high earning potential--but one of the city's most apparent detractors is women's safety.

The local media likes to tout women who hunt, women who fish, and women who win marathons--all of which are good things. But it obscures the fact that Alaska is inherently unsafe for women, particularly poor and minority women. Due to the oil industry and high wages, Alaska is a good place for women in the workforce, but on almost every other metric Alaska scores dismally.

ranks in the lower tier of states nationally. We've recently been bestowed the dishonor ranking 2nd among states where women are most likely to be killed by men.

Many of my female friends have indicated that they often feel unsafe on Anchorage city streets after hours--particularly women working in downtown or midtown and even female students on the University campus. Our citywide trail system should be a major draw for young professionals, yet I know many women who would never be caught alone on it for fear of attack or assault. Anchorage will never truly be a community to "Live, Work, and Play" in if half of the population lives in fear for their safety, or faces harassment on their way to work, or can only 'play' while always looking over their shoulder.

PERCENT

There has been surprisingly little research on the relationship of city planning on gender violence, but there are clear trends indicating a strong relationship between built environment and violence against women. Urban planning nationwide and especially Anchorage has been largely ineffective in addressing urban violence against women. People often think I'm being trivial when I passionately advocate for public amenities like clear and lighted sidewalks: however, robust

"Feminism: the radical notion that women are people"

- Marie Shear

public infrastructure is critical for decreasing framed as yuppie issues--wanting a dedicated bike lane--but planning is fundamentally a women's rights and human rights issue as well.

Typical places that cause fear and insecurity for women are dark doorways, parks at night, empty and badly lit streets, underground car parks, and pedestrian underpasses. The optimum use of high quality lighting in public areas meets the security needs of women, as well as of pedestrians and cyclists in general. Good lights are not only important along the roads, but also along pedestrian walkways." Lima, Peru sought to combat gender violence by increasing better signage and installing bus shelters citywide which allowed for clear visibility of the surrounding area. Additionally, Lima moved to improve street and park lighting and fenced off large empty lots and

industrial areas. A case study in Cape Town found "extremely high levels of rape, for instance, were more common by narrow paths, open fields, distant communal latrines, unsafe transport hubs, and empty parking lots, and near poor lighting." The UN Habitat report found "one glaring manifestation of rapid urbanization in many cities is urban sprawl, resulting in long distances travelled to places of work, shopping, sports and leisure, and other facilities that cities offer." The city pursued urban renewal strategies

percent decrease in violent crime and the murder rate dropped by a third.

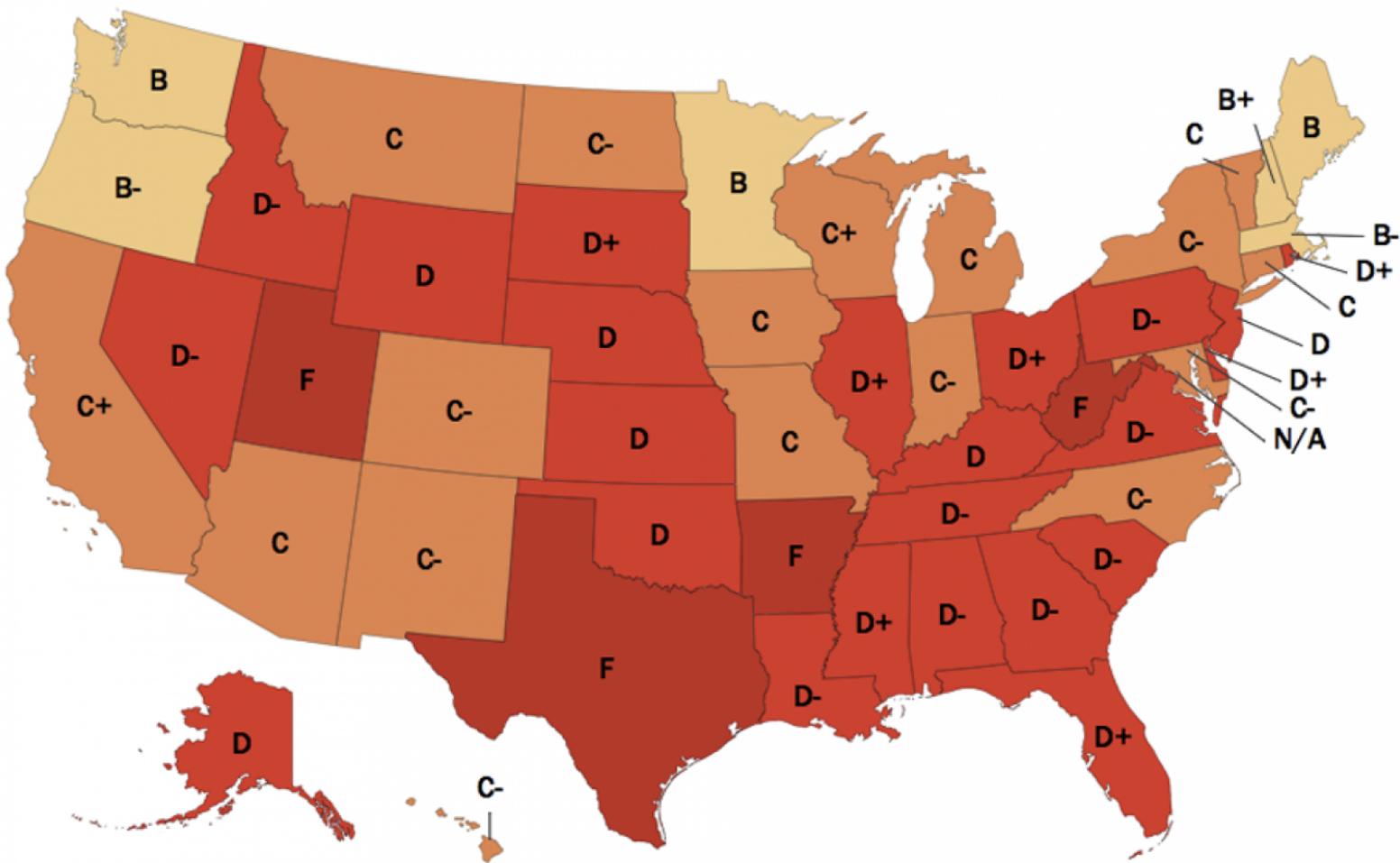
Many of these urban planning concerns can be found in Anchorage. During the dark winter's, most areas of downtown are poorly lit. Public transit stops and sidewalks are poorly maintained, having huge implications on safety. Large swaths of surface parking throughout the city create secluded areas which become hotspots for criminal activity. Lax zoning, absent of long term neighborhood planning coupled with subpar developers has created built spaces that breed gender violence in Anchorage. A lack of affordable housing forces women and families to the substandard margins where they lack support networks and are increasingly vulnerable to violence—think the thankfully demolished Inlet Inn or the Big Timber Motel or the array of site condos in East Anchorage. Mixed use, higher-density development that is linked to an effective mass transit system and pedestrian friendly streets, can create more inclusive

communities and increase social cohesion among Anchorageites.

The last important point to make is the need for increased leadership positions in civic matters for women in Anchorage. We have never had a woman mayor and only three of eleven assembly seats are held by women—and even fewer are held by women of color, which is shocking for a city that is 50 percent female and 41 percent nonwhite. Furthermore, women need to be more included in non-elected leadership positions within the Division of Planning and Division of Transportation. When women are made to feel safe, the effects trickle down and impact the safety of other groups—those with disabilities, minorities, LGBT, and immigrants.

Anchorage can learn from the success of other cities. One of the best programs currently addressing gender violence on the municipal level is the Safe Cities Global Initiative. This partnership of municipal governments, local

Women's political participation grades

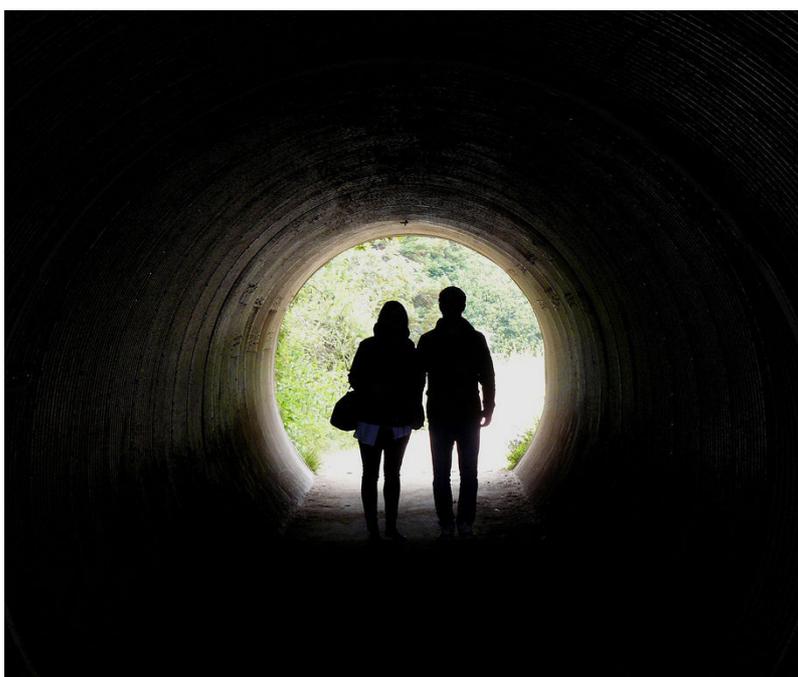


communities and organisations, and the UN, is working to make urban environments safer for women and girls. In the United States, New York City recently signed an agreement to promote women's safety. Every city is unique and requires a local response. This initiative has the benefit of linking multiple cities together and highlights a diverse array of preventive solutions, which is pivotal for finding best practices. Anchorage could be a leader on addressing gender violence nationally, internationally, and in northern regions. Joining successful programs like the Safe Cities Global Initiative would be a promising start for Alaskan women.

Personal experience can create powerful incentives for social change. Sometimes only a woman's experience can rectify a policy mistake. Men and women experience fear and violence differently, and men like myself can never truly know the fear a woman walking alone in Anchorage feels. Margaret Atwood once asked a group of men why they feared women, and they replied "we're afraid they might laugh at us." She then asked a group of women why they feared men, and the women replied "we're afraid they might kill us." --



” Men and women experience fear and violence differently, and men like myself can never truly know the fear a woman walking alone in Anchorage feels.”



Our citywide trail system should be a major draw for young professionals, yet I know many women who would never be caught alone on it for fear of attack or assault.



by **Eric VanOss**
Arctic Urbanophile

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Zoe Styron

The Salmon Project



JOIN THE COMMUNITY!

Community RESOURCE PAGE

THINKING OF **STARTING** A BUSINESS? **DON'T KNOW** WHERE TO **BEGIN**?
LOOKING FOR A WORKSHOP? **CAN'T FIND** ONE?

We've compiled a list of resources to help you find exactly what you need. Check them out below:

- Alaska Accelerator Fund - seed stage venture capital fund
- AK Entrepreneurs - meetup group hosting startup events
- AK Startup Zone - online entrepreneur driven resource
- Alaska Innovation & Entrepreneurship Support Group - virtual incubator
- Alaska Small Business Development Center - training & advisement services
- Alaska Startups - website dedicated to supporting Alaska entrepreneurs
- Alaska Venture Partners - angel capital, venture expertise
- Anchorage Community Works - shared space for artists and creatives
- Anchorage Economic Development Corp - Anchorage economic development agency
- Anchorage Makers Space - shared space for inventors, hobbyist, and professionals
- Code for Anchorage - civic minded coders and friends
- Haa Aani CDFI- funding, biz plan competitions, entrepreneur support for Southeast AK
- HAKathon - projects and events hacking for community
- Innovation Lab - Loussac Library
- Juneau Economic Development Council - Juneau Economic Development Agency
- Nanook Tech Ventures - Commercializing ventures coming out of UAF
- UA Center for Economic Development - university supported economic development
- 49th Fund - private equity fund designed for post-revenue companies

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DJ Spencer Lee

Stephen Trimble

The Sawbuck

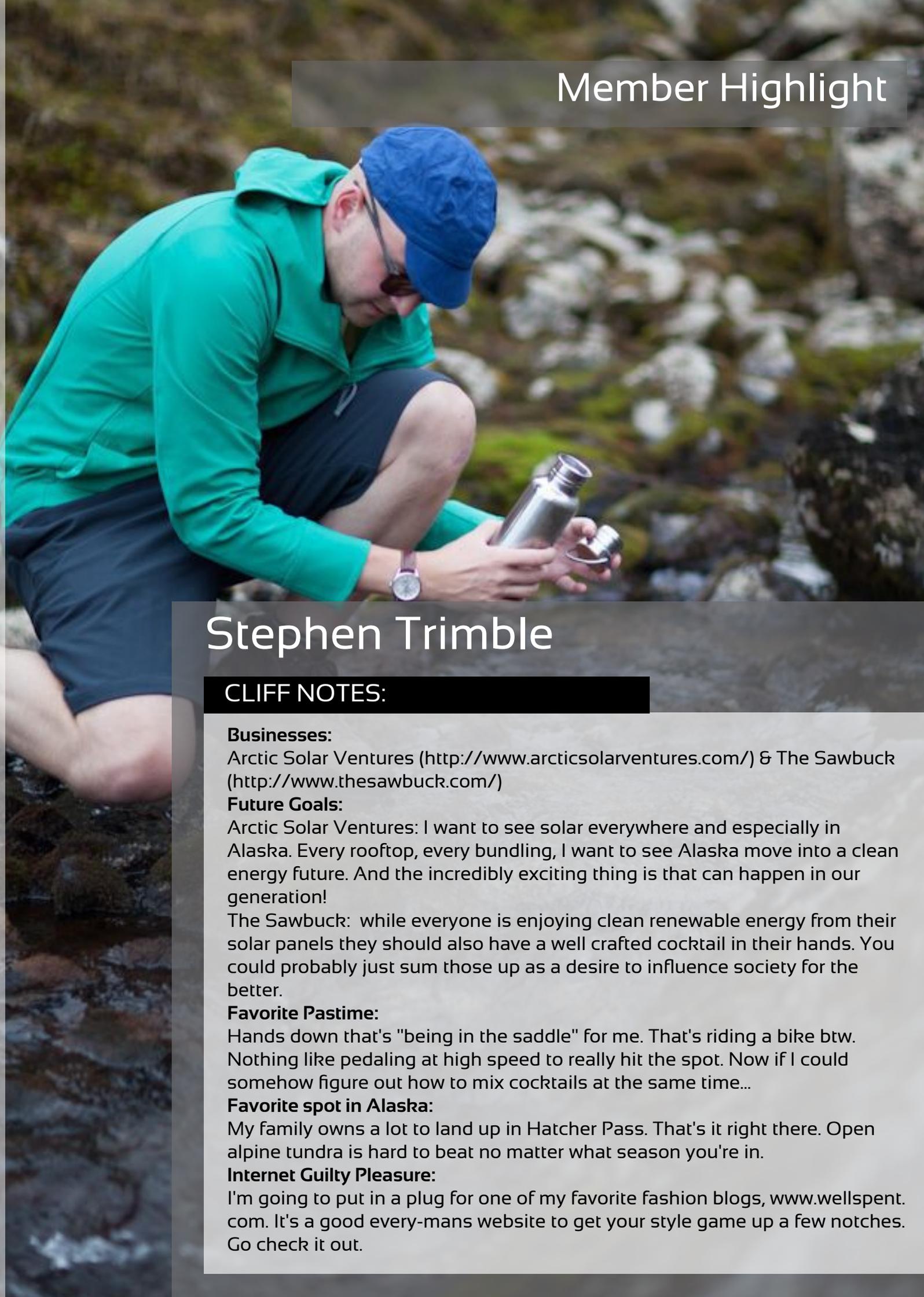
Forrest Nabors

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Eric VanOss

Arctic Urbanophile

Member Highlight

A man wearing a teal jacket, a blue cap, and sunglasses is crouching on a rocky, mossy trail. He is holding a silver water bottle and its lid. The background is a blurred natural setting with rocks and greenery.

Stephen Trimble

CLIFF NOTES:

Businesses:

Arctic Solar Ventures (<http://www.arcticsolarventures.com/>) & The Sawbuck (<http://www.thesawbuck.com/>)

Future Goals:

Arctic Solar Ventures: I want to see solar everywhere and especially in Alaska. Every rooftop, every bundling, I want to see Alaska move into a clean energy future. And the incredibly exciting thing is that can happen in our generation!

The Sawbuck: while everyone is enjoying clean renewable energy from their solar panels they should also have a well crafted cocktail in their hands. You could probably just sum those up as a desire to influence society for the better.

Favorite Pastime:

Hands down that's "being in the saddle" for me. That's riding a bike btw. Nothing like pedaling at high speed to really hit the spot. Now if I could somehow figure out how to mix cocktails at the same time...

Favorite spot in Alaska:

My family owns a lot of land up in Hatcher Pass. That's it right there. Open alpine tundra is hard to beat no matter what season you're in.

Internet Guilty Pleasure:

I'm going to put in a plug for one of my favorite fashion blogs, www.wellspent.com. It's a good every-mans website to get your style game up a few notches. Go check it out.

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