



JA BizBrief

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Introduction

Each sponsor in **JA BizTown** is a member of our local business community. Without the support of these businesses, we would not be able to offer **JA BizTown** as a key educational resource to districts, schools, teachers, and students in Oregon and SW Washington.

Each business in **JA BizTown** is a part of the free enterprise system that we are so fortunate to have in America. These companies have taken chances and put forth the effort to become successful by beginning with an idea or an identified need, making a plan, and taking their vision from dream to reality. They provide employment for area residents, strengthen our local economy, and also give back generously to the community through company donations and employee volunteers for schools and community programs. There is much to learn from their example, and in many ways, we can apply their stories to our lives.

These stories will give you a better understanding of the businesses at **JA BizTown**. As you read about them, look for what happened that made them successful and what type of product or service they offer. Find out why each of them is an important part of our community and think about how you might be familiar with or a user of what they provide.

It is with great pleasure and gratitude that we present to you the business sponsors of **JA BizTown** in this “**BizBrief.**”

Alaska

Alaska Airlines is a major American airline headquartered in SeaTac, WA. We are the 5th largest airline in North America, but we are more than just an airline. We're a team of people who are passionate about creating an airline people love. From our roots connecting remote villages in the state of Alaska to our global reach today (with more than 44+ million customers a year), much has changed over the last 92 years. But what hasn't is our commitment to the communities we serve and our desire to deliver genuine, caring service for our guests.

In everything we do, we're guided by our five core values: own safety, do the right thing, be kind-hearted, deliver performance, and be remarkable.

Our mission is to be one of the most respected US airlines by our customers, employees and shareholders. Our motto is "for the same price, you just get more."

Here in JA BizTown, we offer vacation incentives to all participating businesses as well as flight experiences to customers and the option to join our loyalty program.



Chick-fil-A is a family owned business. It began as a diner (then called Dwarf House) in 1946 in a suburb of Atlanta, Georgia. In 1967 we opened our first restaurant in a shopping center in Atlanta. All restaurants were in shopping centers until 1986 when the first “free standing” Chick-fil-A restaurant opened.

One of the core values at Chick-fil-A is “we are better together” meaning when we combine our unique backgrounds and experiences with a culture of belonging, we can strengthen the quality of care we deliver.

While Chick-fil-A remains a family owned business, they are a franchise. A franchise is a business where the owner pays a fee to the business and in exchange for the fee, they get to use the business name, marketing and, in this case, ingredients and recipes. They also have to follow the rules that the business sets for each owner or franchisee.

Currently, Chick-fil-A serves freshly prepared food in more than 3,000 restaurants in 48 states. Chick-fil-A is the largest quick service chicken restaurant chain in the United States.

Here in JA BizTown, Chick-fil-A is where the students will be able to purchase drinks and snacks. Students will also use the space to eat their lunches and items purchased from Chick-fil-A.

City Hall



City Hall is the headquarters of a city or town's administration and usually houses the city or town council as well as their associated departments and employees. It is also usually the base of the city or town mayor. Many city halls are the centers for taxation and city planning. Construction projects for the city are approved in city planning departments, sometimes housed in city hall as well.

Many city and town halls have distinctive architecture. They may occupy historically significant buildings. Locally, in downtown Portland, City Hall sits on an entire city block along Fourth and Fifth avenues at Madison and Jefferson Streets. The four-story Italian Renaissance-style building houses the offices of the City Council which consists of the mayor, four commissioners, and several other offices. Portland City Hall is also home to the City Council chambers. Completed in 1895, the building was added to the National Register of Historic Places on November 21, 1974.

Here in JA BizTown, City Hall will take a census, tax individuals, make sure businesses are meeting their fire codes and is where students will come to vote using our voting stations to name just a few.



Comcast Cable is one of the nation's largest television, high-speed internet, and home phone providers to residential customers under the XFINITY brand. They also provide these services to businesses under the Comcast Business brand. Lastly, the company provides wireless and security and automation services to residential customers under the XFINITY brand.

Comcast's customers range from business enterprises to residential households throughout 43 states and the District of Columbia. Headquartered in Philadelphia, PA., Comcast was recently ranked as the 34th largest corporation in America on the Fortune 500 list.

Comcast believes in helping make change happen in the communities it serves. The company is committed to making the future brighter through its investments in schools and nonprofit partners that move local communities forward through service, leadership, empowerment, technology, and innovation. Through philanthropic initiatives such as the Comcast Leaders & Achievers Scholarship program, Comcast Cares Day, and Internet Essentials, a low-cost internet adoption program, the company focuses on building tomorrow's leaders, promoting volunteerism and expanding digital literacy. These efforts strengthen communities and help make our neighborhoods a better place for everyone to live, work and play.

Here in JA BizTown, Comcast will install wireless modems, run internet speed checks and provide internet service to all businesses.



Based in Portland, Oregon, Columbia Sportswear is a global outdoor brand that crafts active lifestyle gear fortified with industry-leading technologies and tested in our own backyard. Our apparel, footwear, and accessories reflect our Pacific Northwest heritage and indomitable spirit.

It all began in 1937 when our founder Gert's parents fled Nazi Germany and settled in Portland where they purchased a small hat manufacturer, naming it the Columbia Hat Company. Signifying a fresh start for the family, the business eventually passed from Gert's father to her husband Neal and then to Gert herself in 1970 when she went from housewife to executive overnight after Neal's sudden passing.

Our founder Gert Boyle's "Tough Mother" persona lives on in the Columbia brand. Her legendary perfectionism ("It's perfect. Now make it better") and the high standards to which she held herself and others still guide us today.

At Columbia, we're as passionate about the outdoors as you are. And while our gear is available around the world, we're proud to be based in the Pacific Northwest where the lush forests, snow-covered mountains, rugged coastline, and wide-open spaces serve as our playground. This is where we hike, fish, hunt, camp, climb, shred, paddle, golf, run, and just enjoy the fresh air with friends.

Here in JA BizTown, Columbia is a retail shop where students can purchase items on their breaks.



Emerick Construction is a well-established, locally-owned company that prioritizes long-term stability. It all started with Paul B. Emerick, a teacher who enjoyed building houses as a hobby during his weekends. Through word of mouth, his hobby grew in popularity until he founded a full-time concrete subcontracting firm in 1943. By the 1950s, Emerick

Construction was undertaking commercial projects and even won its first \$1M contract with the Dairy Cooperative Association.

Today, more than eighty years later, Emerick Construction is one of the top general contractors in the Portland metro area. It has earned a reputation as the go-to contractor for complex, team-driven projects. Our business approach and values are based on building partnerships by consistently delivering reliable, responsive, and honest work.

We understand the importance of developing a custom approach for each client, even if the project seems straightforward. Our ultimate goal is not just project success, but also building long-lasting relationships with our clients.

Here in JA BizTown, Emerick Construction will partner with City Hall to create a public works project (building an Adirondack chair) and will partner with Junior Achievement to bid a cross walk project for the JA BizTown space.



iHeartRADIO is an American freemium (free and premium) broadcast, podcast and radio streaming platform. It was founded in 2008 and is part of the iHeartMedia radio network, the largest radio broadcaster in the United States, reaching 9 out of 10 Americans every month.

iHeartMedia's core mission is to give everyone in America a friend who is there anytime, anywhere. We recognize the power of creativity and are committed to encouraging society to embrace artistic development within their own neighborhoods. We also support education and literacy, empowering young people to take control of their futures.

iHeartRADIO has over 860 live broadcast stations in 160 markets across America.

Portland area stations include K103 Portland, 106.7 The Eagle, Z100 Portland, JAM'N 107.5 and Rip City Radio.

Here in JA BizTown, the station is called 7830 The JAR (Junior Achievement Radio) presented by iHeartRADIO. Business representatives will come to iHeart to record their business advertisement. We will also air interviews, traffic and weather updates and play today's hit music.



In 1968 Gordon Moore and Bob Noyce had a conversation about how a semiconductor memory might be the basis for a new company. Shortly thereafter Moore, Noyce and Andy Grove formed the leadership of the company that has produced technological innovations that have created new industries and forever altered the way we live.

Intel began in Santa Clara Valley, CA but by 1974 left to expand in Washington County, OR. Today we are applying our reach, scale, and resources to enable our customers to capitalize more fully on the power of digital technology.

We continuously work to advance the design and manufacturing of semiconductors to help address our customers' greatest challenges.

Our values guide how we make decisions, treat each other, and serve our customers. They underpin how we achieve our purpose: We create world-changing technology that improves the life of every person on the planet. More than simply words, our values are the common thread that unites us.

When you join Intel, you become part of a global organization with big ambitions. Our people have had a profound influence on the world by creating radical innovations that revolutionize the way we live.

Here in JA BizTown, Intel continues to advance technology by doing R&D (research and development) on some new circuits. Businesses will invest in this future technologies.



JA BizTown Realty is a commercial real estate company, which is primarily used for business purposes rather than living space (residential real estate).

Working in the real estate profession offers the opportunity to meet a wide range of people while carrying out a variety of different tasks and responsibilities. It can be very satisfying to assist people with important decisions such as buying, selling or renting a home or investment property.

It takes a special person to work in real estate as it is necessary to have excellent customer service and problem solving skills.

You should be prepared to follow high ethical standards. After all, you will frequently be involved with transactions that might represent the most important financial decisions ever made by a client.

Generally, real estate agents lease, manage, value, buy and sell residential, rural, commercial and industrial property or businesses on behalf of their clients.

Here in JA BizTown, JA BizTown Realty is a business that works with the other businesses in town to meet their rental and property needs. All businesses will pay rent for their business spaces.



In 1932, 16 schoolteachers got together to create a safe place to save their money and provide low-cost loans to other teachers and their families. They named it Portland Teachers Credit Union.

As our community grew, we grew right along with it. In 2005, we were granted a community charter in Oregon and Southwest Washington, allowing us to expand our field of membership. To reflect this growth, we changed our name to what you know us as today, OnPoint Community Credit Union.

A credit union is a not-for-profit financial institution that accepts deposits, make loans and provides an array of other financial services and products.

OnPoint has been improving the lives of our members and the communities we serve – including Portland, Vancouver, Eugene and Bend – for 90 years. In that time, we’ve grown to be the largest member-owned financial institution headquartered in Oregon with more than 539,000 loyal members.

We’re a local community credit union empowering you to get the most from life. When you want to talk to someone about your finances, there’s no better way than to meet in person. We have 55 local branches in Oregon and SW Washington and over 40,000 ATMs

Here in JA BizTown, OnPoint is one of the financial institutions that both businesses and students will bank with.



PACIFIC OFFICE AUTOMATION

— PROBLEM SOLVED —

Pacific Office Automation started in 1976 in Portland, Oregon, selling copy machines. Forty-two years later, we are a recognized leader in office management solutions offering state-of-the-art technology and award-winning customer service that has helped us grow to 25 offices. Pacific Office Automation is dedicated to the belief that a team of individuals who constantly challenge each other will develop the skills and manpower necessary to solve any problem, whether it's for the customer, the company, or the community.

Environmental Impact: At Pacific Office Automation, we believe in the triple bottom line: profit, people, and plant. We make efforts to recycle unwanted machines, toners, and cardboard, and to educate our customers about energy-saving practices. We know sustainability is a top priority for our customers, so as part of our service we offer organizations a complete environment impact assessment and solutions to reduce their carbon footprint.

At Pacific Office Automation, our motto is: "Problem Solved." That means providing custom office solutions that are fast, efficient and secure. The result is a connected and highly productive office that functions at top efficiency, whether it's a one-person shop that wants document management advice or a Fortune 500 company concerned with network security.

Here in JA BizTown, we will provide office and printing supplies as well as technology support to businesses.



Electricity is an amazing product, and it is hard to imagine modern living without it. Whether you're a doctor performing surgery in a hospital, a baker making a cake, a bus driver rolling up to a traffic light, or a teenager playing the latest video game...we all depend on safe, reliable PGE power.

PGE was established in 1889 and today provides electric power to over 800,000 customers in the Willamette Valley. We serve residential customers (people living in houses or apartments), and commercial customers (businesses, government offices, and manufacturing plants). PGE is a unique company for a couple of reasons. First, we are a regulated monopoly. Because the wires and cables and fuel to make and distribute electricity are expensive, it would be wasteful for several companies to compete. If they did, each company would have to put up the poles and wires required to bring electric energy to every neighborhood! Second, because electricity is such a valuable and limited resource, we don't encourage people to use more of our product. Instead, we actually encourage them to use less! PGE is a publicly held company based in Portland, Oregon. Shares of PGE stock are traded on the New York Stock Exchange.

Our mission is to be a company our customers and communities can depend upon to provide electric service in a safe, responsible and reliable manner, with excellent customer service, at a reasonable price. For the future, PGE is focused on securing a reliable supply of electricity for our customers while taking good care of Oregon's environment.

Here in JA BizTown, we will provide electricity and give businesses an opportunity to sign up for renewable energy sources.

The ————— MERCANTILE ————— EST. 2023

The Mercantile is a boutique retail store that provides customers with an old timey shopping experience. Specializing in unique, charming, and artisan goods, shopping in The Mercantile is like a walk back through time.

Customers of The Mercantile can expect to find unique items to take home from JA BizTown, and to have a fun shopping experience.

Historically, mercantiles or general stores served populations in small towns and villages and offered one-stop shopping where citizens could find everything they needed, from fabric to food items, toys and tools. The Mercantile in JA BizTown carries on this tradition by offering thoughtfully chosen goods displayed in fun and eye-catching ways.

The Mercantile's mission is to provide a glimpse back in time at the history of shopping, while offering an enjoyable and inviting experience to customers.

Here in JA BizTown, The Mercantile is a retail shop where students can purchase items on their breaks.



Founded in 1907 as a messenger company in the United States, UPS has grown into a \$42.6+ billion corporation by focusing on the goal of 'enabling commerce' around the world. Today, UPS is a global company – the world's largest package delivery company and a leading global provider of specialized transportation and logistics services. Every day, we manage the flow of goods, funds, and information in more than 200 countries and territories worldwide.

The UPS Store is a locally owned franchise of UPS and offers a range of products and services designed specifically to help and support small business owners in the local community.

We're more than packing and shipping. We provide printing services, a real street address for mailboxes, package notification and even direct mail services (design, print, mail). We are committed to doing everything we can to help small businesses reach their goals.

Our Mission: To provide solutions and world class customer service by ensuring our retailers are supported in the over 5,000 communities we serve.

Our Vision: Passionately support the small businesses in our neighborhoods because their community is our community.

Here in JA BizTown, we provide business supplies, retail items for sale for the day, forms, and other small business support.



South Umpqua State Bank was formed in 1953 in Canyonville, Oregon with six employees. It was started by a group of people working in the timber business who wanted to create a means for the employees to cash their payroll checks.

Now, we are the largest bank headquartered in the Northwest and a leading western U.S. financial institution. We have over \$50 billion in assets and more than 300 locations in Washington, Oregon, Idaho, California, Nevada, Arizona, Utah and Colorado. In addition to retail banking, Umpqua also offers comprehensive business banking and commercial finance services.

Umpqua believes that we can build economic vitality together. We do that by putting our focus on people and the communities they live in. That's true if Umpqua is your personal bank, business bank, or private bank.

While we are a bank, we want you to think of us as your financial partner. Because Umpqua knows that the best way forward is together. Together for people. Together for business. Together for better.

Here in JA BizTown, Umpqua is one of the financial institutions that both businesses and students will bank with.



Virginia Garcia Memorial **HEALTH CENTER**

The Mission of the Virginia Garcia Memorial Health Center is to provide high quality, comprehensive, and culturally appropriate primary health care to the communities of Washington and Yamhill counties with a special emphasis on migrant and seasonal farmworkers and others with barriers to receiving health care.

We believe that health care is a human right and that treating the whole person results in a healthier outcome. We are committed to providing a safe, culturally competent environment where our patient's diversity is celebrated and everyone is welcome. We value our community and work every day to understand the needs of our patients through partnerships and innovative approaches to health care.

We strive to create an environment for our staff that encourages partnership. We understand that the work we do today ensures the health of our patients tomorrow.

Our core values are patient centered, collaboration, health and wellness, diversity, quality, progressive, social justice, fun and thriving workplace, customer service and stewardship

Here in JA BizTown, Virginia Garcia provides health insurance to all businesses and the employees who work at JA BizTown. We also provide health services where students can come to receive a medical and dental checkup as well as receive information about healthy living.



Walmart is a general retail store with a wide selection of goods. A retailer purchases the goods or products in large quantities from manufacturers directly or through a wholesale, and then sells smaller quantities to the customer for a profit.

Walmart is a walk in store, as shoppers are able to see the product up close before they buy. The target customer is both the broad consumer base as well as the high-end customer looking for a special item.

In order to be a successful Walmart employee, you need to have a variety of skills such as oral communication and interpersonal communication while working with the customer, a good eye for setting up merchandise, a great understanding of the goods being sold so you can then market to your customers, mathematics for handling cash, debit, check, and credit as well as giving change.

Walmart is a customer-driven, talent-powered organization that places the customer at the center of its work. Our goals include having fun while being the best, learning from challenge and change, showing respect, humility and integrity. Walmart's mission is to be the #1 retailer for all citizens at JA BizTown.

Here in JA BizTown, Walmart is a retail shop where students can purchase items on their breaks.

WATER PARTNERS

The Water Partners is a collaboration between **The Joint Water Commission** and **The Tualatin River Watershed Council**. Here in JA BizTown, we serve as both a non-profit organization supporting water conservation efforts and as a water service provider for all businesses.



The Joint Water Commission (JWC) is the primary drinking water supplier in Washington County, Oregon and is responsible for treating, transmitting, and storing potable water for more than 458,000 customers. Four agencies share ownership in the JWC –

The cities of Hillsboro, Forest Grove, and Beaverton as well as the Tualatin Valley Water District (TVWD). The JWC also wholesales water to the City of North Plains.

The JWC Water Treatment Plant is the largest conventional treatment plant in Oregon and produces drinking water of exceptionally high-quality. The drinking water continues to meet and exceed all minimum compliance standards set by the Environmental Protection Agency's (EPA) Safe Drinking Water Act.

The Water Treatment Plant was built in 1976 by Hillsboro and Forest Grove. The original plant could treat up to 21.3 million gallons per day (MGD). It has been expanded through the years to accommodate the addition of Beaverton

and TVWD, as well as population growth. The plant is now capable of treating up to 85 MGD.



TUALATIN RIVER WATERSHED COUNCIL

The Tualatin River Watershed Council is a partnership: individuals and organizations work cooperatively to improve the health of the watershed for fish, wildlife and people. We are composed of people who live, work or recreate in the Tualatin River Basin as well as organizations that have an interest in the area.

The Watershed Council coordinates our efforts with many private and public sector partners to produce the greatest benefits for the watershed. We believe that cooperative efforts and relationships will produce lasting benefits for everyone involved. Our habitat restoration projects and basic operations are funded by grants, matching funds from partners and contributions from community members.

Founded by local residents in 1993, the Watershed Council is an independent, non-profit corporation. The Watershed Council is composed of people from the local communities, representing local knowledge of the watershed and its complexity.

The Council is a forum to bring local, state, and federal land management agencies and plans together with local residents. The Council provides local people with a voice in natural resource management that can significantly influence watershed management decisions.

The Tualatin River Watershed is located west of the Willamette River and spans most of Washington County. The watershed footprint extends into four additional counties including Clackamas, Multnomah, Tillamook, and Yamhill.

Company Websites

Alaska	www.alaskaair.com
Chick-fil-A	www.chick-fil-a.com
Comcast	www.xfinity.com
Columbia	www.columbia.com
Emerick Construction	www.emerick.com
iHeartRADIO	www.iheart.com
Intel	www.intel.com
OnPoint	www.onpointcu.com
Pacific Office Automation	www.pacificoffice.com
PGE	https://portlandgeneral.com
The UPS Store	www.theupsstore.com
Umpqua Bank	www.umpquabank.com
Virginia Garcia	https://virginiagarcia.org
Walmart	www.walmart.com
Water Partners – Joint Water Commission	https://jwcwater.org/
Water Partners – Tualatin River Watershed Council	https://trwc.org/



**Junior
AchievementTM**
of Oregon & SW Washington

120 E Main Street (2nd Floor)
Hillsboro, OR 97123
503-238-6430
Fax 503-233-3811

<https://jaorswwa.org>