

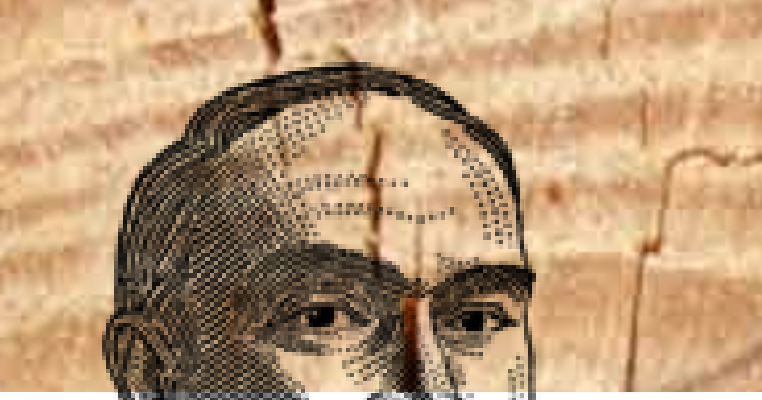
Pacific Northwest

While things were going one direction in California, another kind of trail was being blazed in the PNW. If we look at the regions in a side-by-side comparison of chronological events, a pattern begins to emerge.

California



1898: Filson opens first store in Seattle



1898

Take **Clinton C. Filson**. He was a former Nebraska homesteader who saw an opportunity to help some of those fortune hunters get outfitted for the Alaskan wilderness. While the League of California was proposing the installation of statewide electric lighting in 1898, Filson was setting up shop in Seattle and providing high-quality gear for camping, fishing, and logging. Today, anyone carrying a Filson bag will almost always hear about a happy Filson product experience from a passerby on the street. Famous for its customer service, Filson ownership is a point of pride.



1898: Installation of electric lighting

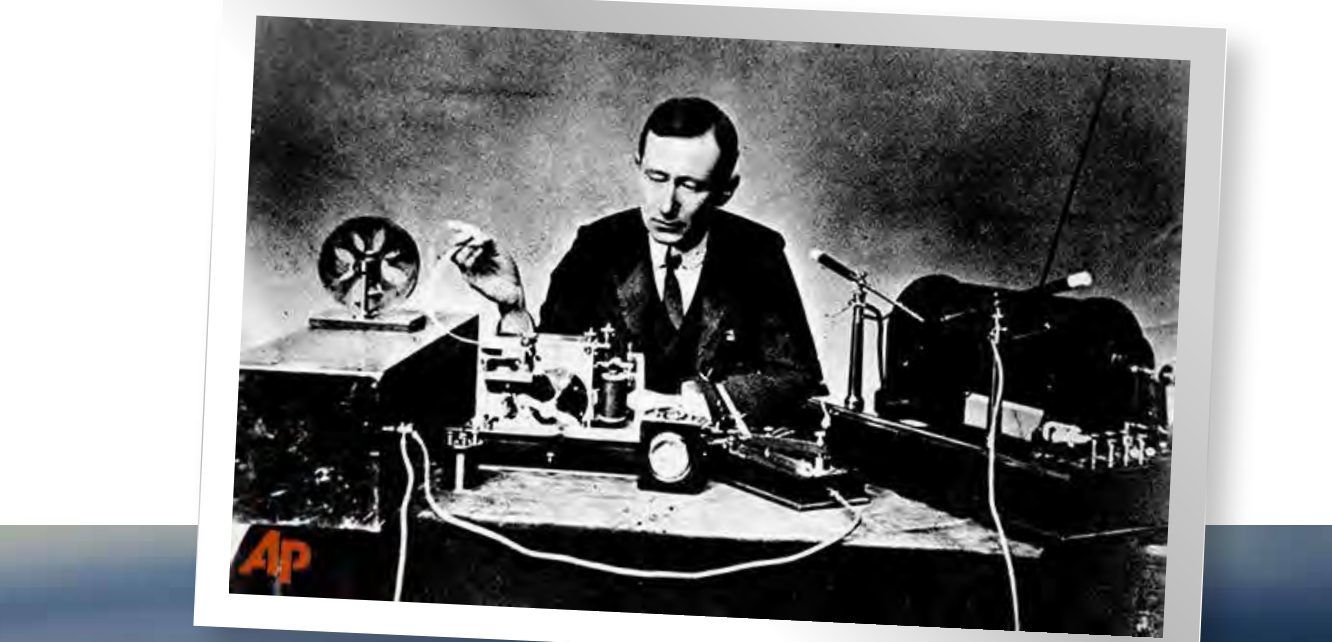


1898: First Weyerhaeuser mill, Everett, WA

Pacific Northwest

It was about this time that a determined logger named **Frederick Weyerhaeuser** was looking for his own gold in the form of trees. As the first ship-to-shore wireless signal was being sent in San Francisco in 1899, Weyerhaeuser was making his way to Washington State where he built a lumber empire that now employs 15,000 people and controls six million acres of timberland.

1899 California



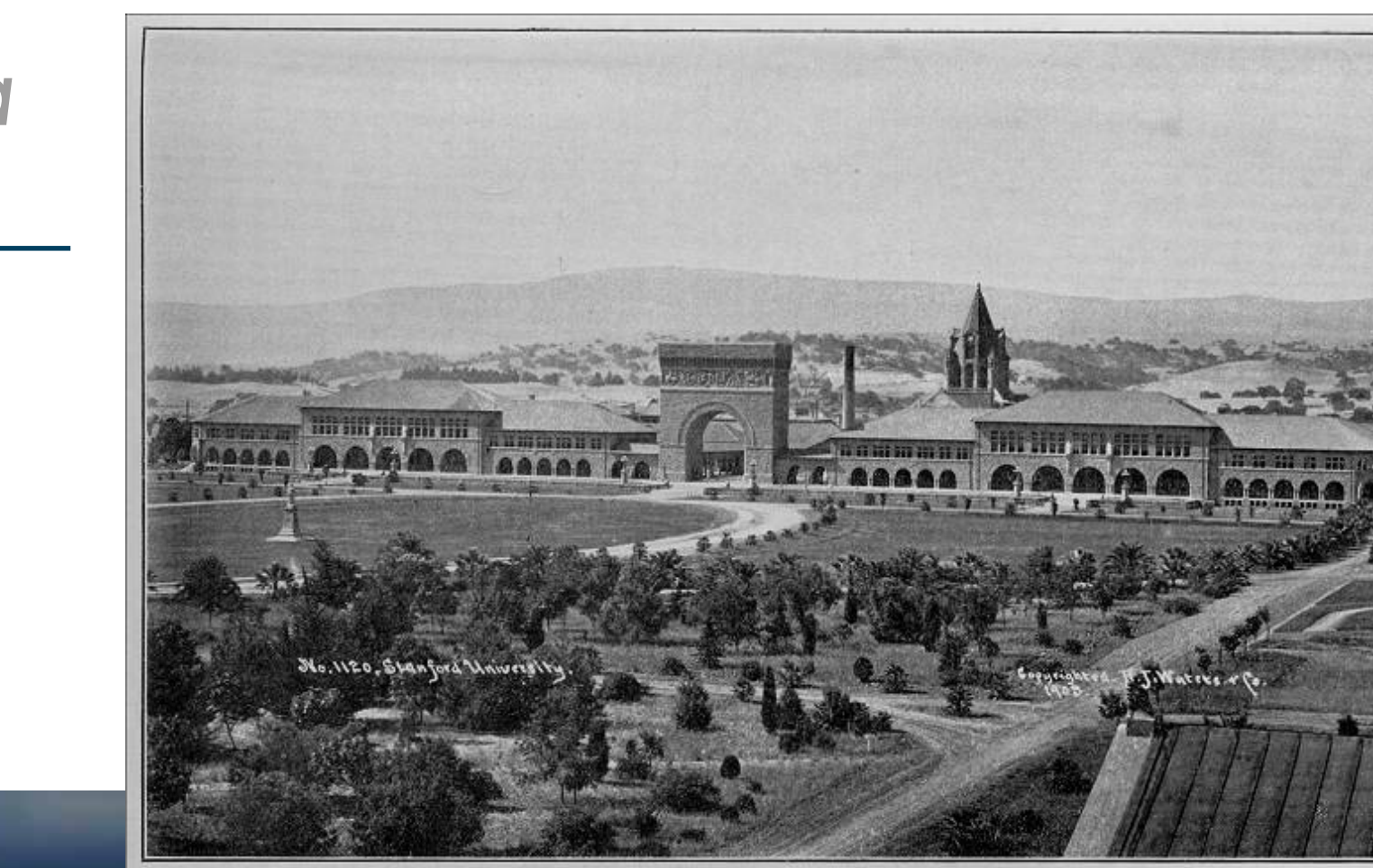
1899: first ship-to-shore wireless message



1901: 1901: Stanford University (founded in 1891) gains reputation for technology.

1901

In 1901, about the time Stanford University was starting to carve out a tech niche for itself in Palo Alto (it had been founded in 1891), our friend John Nordstrom was opening his modest shoe store in Seattle.



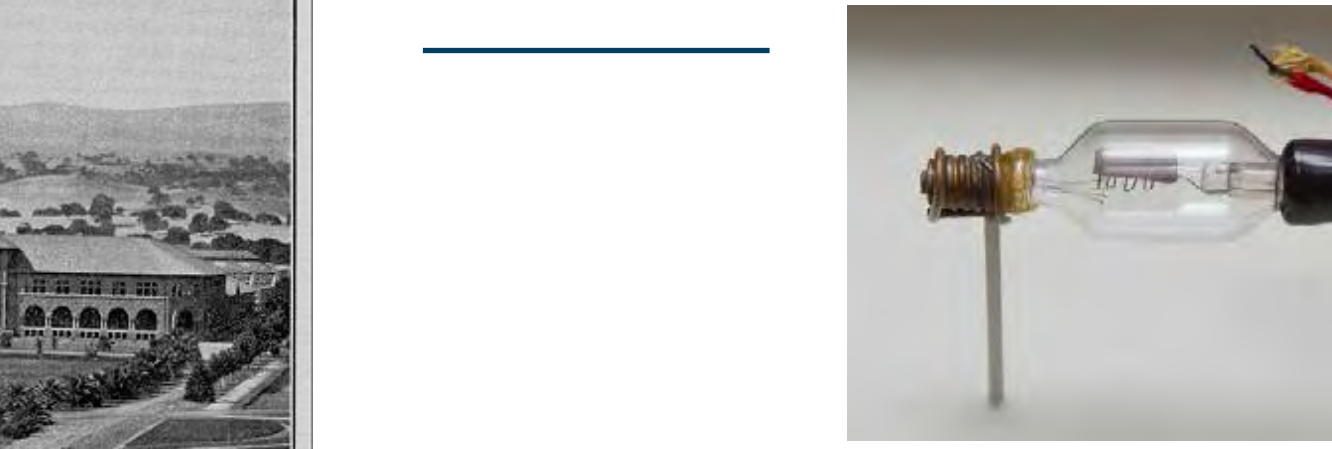
1901: 1901: Stanford University (founded in 1891) gains reputation for technology.



1901: John Nordstrom opens first store

1906-07

Close to the time noted technologist and self-proclaimed "Father of Radio" Lee de Forest was relocating to San Francisco, James Casey was in Seattle creating the American Messenger Company. Today, that company is known as United Parcel Service (UPS) and delivers more than 15 million packages a day.



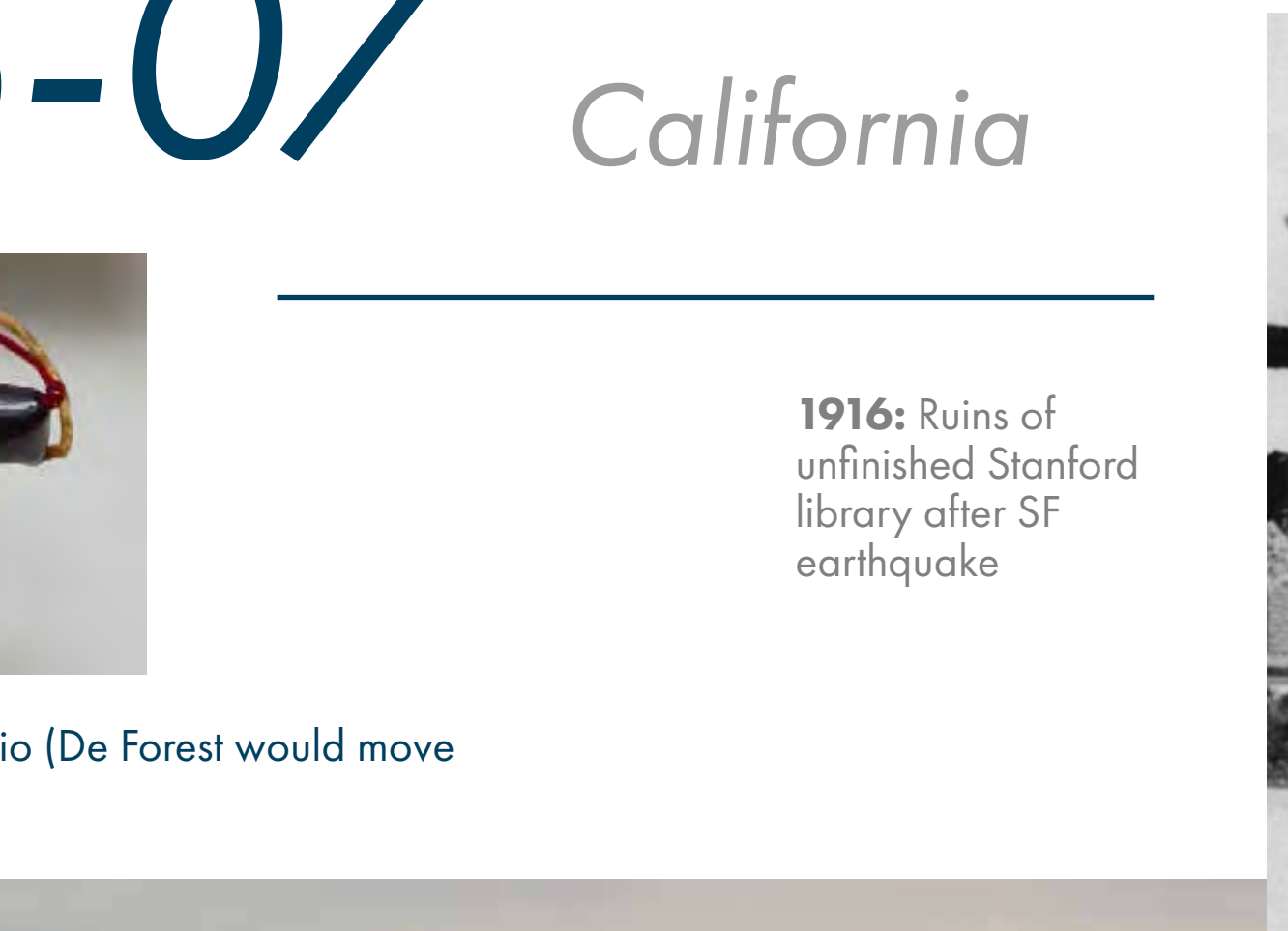
1906: De Forest grid Audio (De Forest would move to San Francisco in 1910)



1907: United Parcel Service founded in Seattle

1916

In 1916, while the Santa Clara Valley inhabitants were busy building a technology stronghold that would come to be called "Silicon Valley" decades later, William Boeing was incorporating his modest airplane manufacturing plant and it now serves all the major airline carriers and armed forces.



1916: Ruins of unfinished Stanford library after SF earthquake



1916: Boeing first incorporated as "Pacific Aero Products Co"

1937-39

And finally, while **William Hewlett** and **Dave Packard** (recent graduates of Stanford University) were tinkering in their garage funded by some of the first venture capitalists, a humble pilot by the name of **Linious "Mac" McGee** was flying his runs between Anchorage and Bristol Bay in a three-passenger aircraft. This little airline made sure medicines, food, and other essentials were delivered to people in remote towns in Alaska in what they still call "Milk Runs" to this very day. This became Alaska Airlines.



1939: The Hewlett Packard garage and the birthplace of Silicon Valley



1937: McGee flies supplies to remote Alaskan communities

1970's

The list keeps going: 1930 – **Eddie Bauer**; 1938 – **REI**; 1964 – **Nike**; 1971 – **Starbucks**. The pattern in these early stages of the two regions is clear: from the start, business thinking and approaches in California and the Pacific Northwest ran along very different fault lines in a great continental divide.



By the mid-1970s when Microsoft came on the scene, the split was complete.



Pacific Northwest

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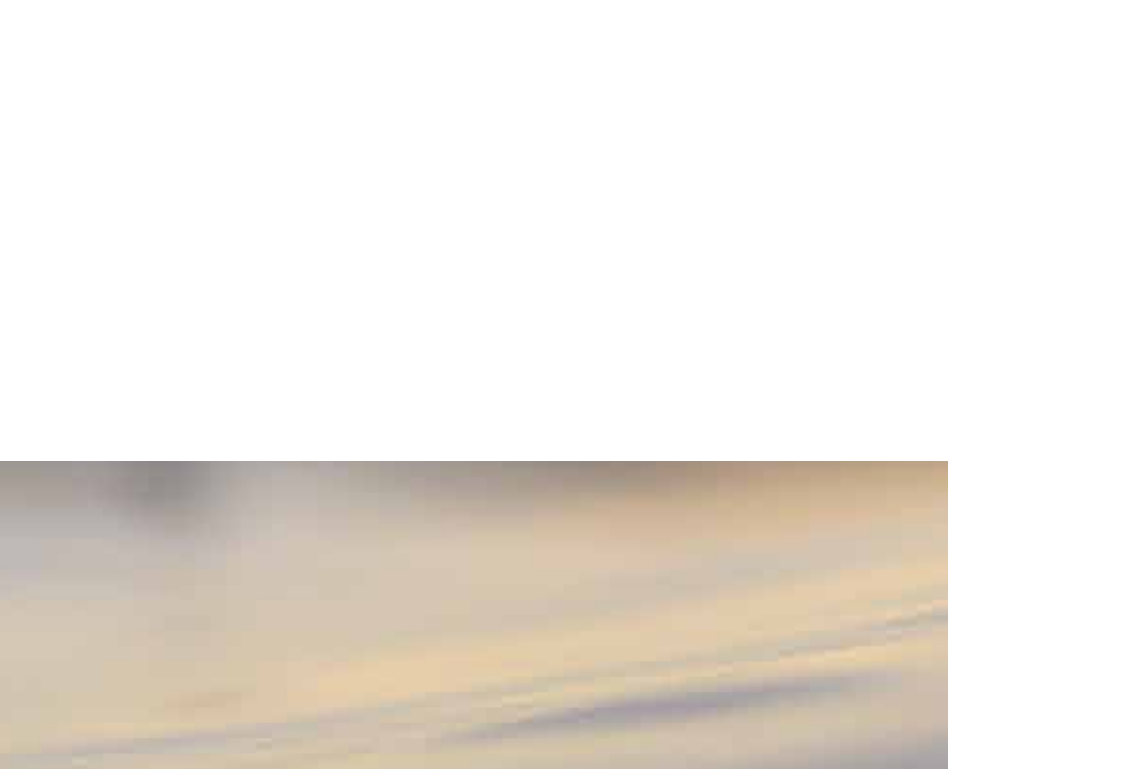


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