

Inland Business CATALYST

EXECUTIVE SPOTLIGHT

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Written by Shaun Cross

CEO Philosophy

Every CEO should aspire to be a great leader. A great leader views leadership as an opportunity to serve rather than be served. A great leader creates a vision of what an organization could be if everyone sacrificed to reach a common goal. Finally, a great leader is able to balance a never-give-up attitude and focus with unbounded optimism and humor.

What's On My Mind

While there's definitely room for improvement in regard to the state and local tax and regulatory environment, overall, the last few years have been nothing short of a renaissance for Spokane. We're blessed with a great work force, wonderful K-12 and higher education institutions and a remarkable, growing health-care community.

Doing Business

What have you done in your career that you are most proud of?

I'm probably proudest of my five-year involvement with the Spokane Public Facilities District and the role that I played in the expansion of the Spokane Convention Center. A close second is my representation of the Catholic Diocese of Spokane over the past four years. It is definitely the toughest project I've ever worked on.

What's the most valuable lesson you have learned in business?

Persevere and never give up until you've accomplished your goal.

What business advice have you found doesn't work for you?

That leadership is somehow acquired by reading self-help management books.

On a Personal Note

Where were you born?

I was born in the City by the Bay. Just kidding. I was born in Ritzville, not San Francisco.

What's your favorite local diversion or activity?

Floating down the Little Spokane River on a hot summer day. Also, hosting my weekly, half-hour radio show on law, culture and politics.

What would you do with your time if you didn't work?

Read, write, speak out and volunteer more.

Who is the most influential person you've never met?

Abraham Lincoln or Winston Churchill.

What is your favorite gadget?

My Pocket PC.

