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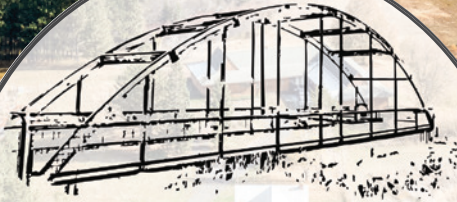
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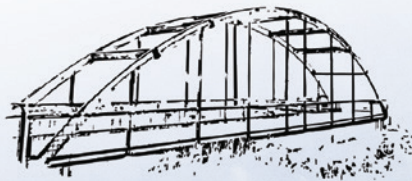
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Positioned east of the Cascade Mountain range, Pullman's thriving agricultural industry and status as one of the world's leading lentil producers owes its success to the region's contrastive climate. The city sees an average of 20 inches of precipitation annually, moderate snowfall, and plenty of days of sun. With four distinct seasons, Pullman is a year-round haven for outdoor enthusiasts. Hiking buttes, cycling on an expansive trail network, playing a round of golf, or partaking in snowshoeing, Pullman caters to a wide range of outdoor activities.

Pullman's agricultural landscape made the city an ideal location for Washington's first land-grant university, which opened its doors in 1890. Today, the university is one of the largest in the Pacific Northwest and continues to fuse its land-grant values of science and industry into the Pullman Community. Washington

State University's faculty and alumni have brought global enterprises to Pullman, including Schweitzer Engineering Laboratories, Inc. and Meter, Inc. Thanks to its flourishing industrial holdings, Pullman offers residents of all professions employment opportunities at leading companies. Pullman thrives as a small community with big-city career opportunities.

Pullman's commitment to education extends beyond Washington State University, providing residents of all ages with high-caliber educational offerings. Pullman Public Schools ranks within Washington State's top 10 school districts and is renowned for its top marking performance on state exams and high graduation rates. Pullman is also home to a selection of private k-12 schools, including Montessori education. Outside of k-12 learning, WSU and Spokane Falls Community College provide residents of all ages with a spectrum of higher education and continuing education opportunities.

An extension of Pullman's commitment to science and industry, Pullman Regional Hospital is a state-of-the-art facility equipped with 24-hour emergency care and innovative services, including robotic-assisted surgery. With satellite offices spread

across the city, offering various therapies and specialized care, Pullman residents don't have to travel far for first-rate healthcare. Dedicated to increasing residents' access to healthcare, plans are in place to expand Pullman Regional Hospital's campus over the next five years, underscoring the city's commitment to providing residents with access to innovative, world-class healthcare.

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The Palouse is THE PLACE

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LINE DRAWS PEOPLE OF ALL AGES



PHOTOS, FROM TOP: ALISON MEYER; CHIANA MCINNELLY

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AT HOME

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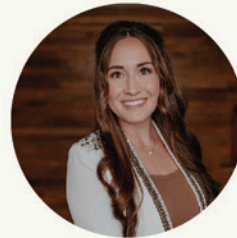
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The gently rolling hills of the Palouse inspire creativity.

Photo by Francisco Aguilar

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The Best of the Palouse

A LOCAL SHARES HIS FAVORITE PLACES TO EAT, DRINK AND PLAY ◦ *By Rebecca Treon*

The best way to get to know a place might be to pick the brain of someone local to find out the top choices to have dinner, grab a coffee, take a hike or even watch a sunset.

Stefan Yauchzee moved to the Palouse region in 1999 to attend the University of Idaho and stayed. He is the owner and operator of Pour Company, a craft beer taproom and bottle shop in Moscow, Idaho.

As a longtime resident, he's an expert on the region. Here are recommendations for some of his favorite places to:

1. Eat breakfast with friends. “The Breakfast Club [in Moscow]! It's been here since 1998. They have great breakfast and lunch. My favorite thing to order

is the stuffed biscuits. It's biscuits and gravy with an egg on top, plus bacon and sausage. Get there early to get on the list because they get very busy.”

2. Order a coffee. “In the heart of downtown Pullman, Washington, Roost Coffee has a walk-up window and patio, great coffee and pastries, and great lunch options. In Moscow, One World Cafe is a great choice. They have a great coffee selection, light meals, and they host music in the evenings.”

3. Meet colleagues for drinks. “I have to self-promote on this one. Pour Company is one of the few bars in town that's not a college bar, so we see a diverse mix of university staff and local professionals throughout the day. It's like the local Cheers, where people come for a good laugh and friendly conversation.”

← **4. Go on a date night.** “Lodgepole is right on Main Street in Moscow, and they have a great patio for the summer months. They have a great wine selection and a rotating



beer selection, and they also do wine-pairing dinners where they'll bring in different wineries and pair the meal with the wines.”

5. Have a relaxing Sunday. “In Pullman, the Palouse Ridge Golf Club is a great place to play golf while taking in the views on the Palouse. Afterward, you can enjoy a meal at Round Top Public House, which is also in Pullman.”

6. Go shopping. “Walk Main Street Moscow. There are amazing shops like Revolver, Intrigue,

Ampersand, and a little outdoor shop that's been around since the '70s called Hyperspod Sports. There are tons of coffee shops and restaurants – you could fill a lot of bags and/or get a bite to eat.”

7. Take a walk. “The University of Idaho Arboretum is one of the major arboretums in the Pacific Northwest. They have plant life from all over the world, trails and a couple of ponds. It's just beautiful. You can bump into a moose every once in a while, too!” 🌲



“We're surrounded by rolling hills, so whenever we want to watch the sunset, we just drive outside of town on a country road – you'll have an amazing view from really anywhere – that's the perfect place to do it.”

PHOTOS: FROM TOP: STEFAN YAUCHEE; LODGEPOLE



The Palouse





is the Place

THE REGION ALONG THE IDAHO-WASHINGTON LINE DRAWS PEOPLE OF ALL AGES



Hiking, stunning scenery, dynamic downtowns and pristine parks are among the many amenities that make the Palouse a special place.

PHOTOS: CLOCKWISE FROM TOP: LEFT: MOSCOW CHAMBER OF COMMERCE VISITOR CENTER (1, 3, 4); FRANCISCO AGUILAR (2); VISIT IDAHO (5)

Tony Poston likes the quick commute that gives him more family time.

Angela Lenssen loves her active community service work now that her kids are almost grown.

And Alys Lease finds the local arts

scene a big draw for people her age.

They all agree: The Palouse region, which includes Moscow, Idaho, and Pullman, Washington, is the place to be.

Its sweeping natural beauty, proximity to two major universities

and enviable quality of life make the Palouse region the perfect place for people of all ages.

Whether you love to ski, cheer on your college football team, enjoy musical theater or volunteer, you'll find it here in this vibrant, warm region that values diversity.

Great Opportunities

“One of my favorite things about the Moscow community is the inclusive, ambitious energy,” says Lease, who attended the University of Idaho and now works for the Moscow Chamber of Commerce + Visitor Center. “Everyone is down to try new things and make sure that everyone in the community feels able to be involved.”

Lease says professional prospects are one part of the area’s draw for those starting out.

Hotel McCoy murals in downtown Pullman



Downtown Moscow Saturday Market

With two major universities – the University of Idaho and Washington State University – in proximity, cutting-edge companies such as Schweitzer Engineering Laboratories (SEL) and Lightcast, health care providers such as Gritman Medical Center and Pullman Regional Hospital, and the many startups that are developing, there are great opportunities in a wide range of industries, Lease says.

A self-described “comedy nerd,” Lease says theater, concerts and other shows are a big part of local socializing.

Poston also attended college locally, in his case Washington State University, and after a few years in Seattle, he moved back to Pullman to grow his business, enjoy a more relaxed quality of life and, as it turned out, meet his wife, Emily, who teaches fifth grade. He is the executive director of CougsFirst!, a unique Washington State University alumni business network, and he also started College Hill, which sells branded logo merchandise.

Short Commutes

The Postons live in Pullman, where they are raising Jack, 3, and Tyler, 6 months, both named after university quarterbacks. He says the area’s outstanding health care and education are among the ways the Palouse region is great for families. Poston likes his quick commute, either the 15-minute walk to his local office or his commute via plane to his Seattle office.

“We have a great airport here, Pullman-Moscow Regional,” he says. “From my door, if I leave at



4:30, I can be in my office by 6:30. I have friends in Seattle that have longer commutes than that.”

The short commute means more time with his kids, enjoying the area’s many family-friendly activities, among them skiing, camping and hiking, and being involved in school and community activities. He is especially pleased that his children are growing up in a community that prizes diversity.

Diverse Populations

Lenssen agrees. “Moscow and Pullman are so similar,” says

Lenssen, who has raised three children in Pullman but spent considerable time in Moscow while they were growing up. “Both have large research institutions, both strongly prioritize education, both are very diverse in population. People here are connected and interested in learning about each other. We’re always getting to know new people.”

Lenssen works with Poston at CougsFirst!, as executive assistant and special events coordinator. A University of Idaho grad, she and her husband, Dwayne, moved to the region 20 years ago to work on the family farm, which is an 1885 homestead.

When children entered the picture, they moved to Pullman for its proximity to schools and amenities. Today, their youngest is a high school senior, and they are thinking of moving to their own farm about a half-hour north of town.

“One of my favorite things about the Moscow community is the inclusive, ambitious energy.”

– Alys Lease



Downtown Moscow

In the meantime, she enjoys volunteering in organizations such as Palouse Pathways, which counsels and supports local youth, and the Pullman Educational Foundation.

She is an avid hobby photographer and finds there is much to do now that the family's busy schedule has calmed down.

"There's boating – we have such amazing lakes close by. And mountains for skiing and winter activities. There are wineries and breweries in the area. And arts and culture are more expansive here than you might imagine. I love that I can be busy with things I enjoy because I don't have to spend so much time commuting," she says.

– Laura Hill

Thinking about living and working in this region? Find more information at livability.com/on-the-palouse.

PHOTO: MOSCOW CHAMBER OF COMMERCE + VISITOR CENTER



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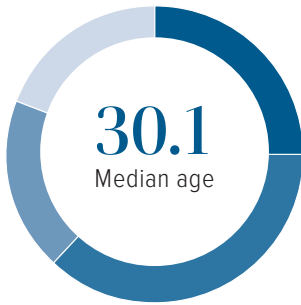


Community Profile

MOSCOW AREA

POPULATION

25,336



AGE

■ Under 19	25%
■ 20-39	37%
■ 40-60	19%
■ 60+	19%

7% Population with veteran status

EDUCATIONAL ATTAINMENT

High school grad or higher	96.5%
Bachelor's degree or higher	43.9%

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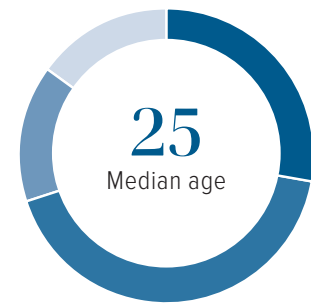
WHAT'S IN A NAME?

The Native American name Palouse was likely converted from the French word, "pelouse," which means "ground covered with short, thick grass."

PULLMAN AREA

POPULATION

48,197



AGE

■ Under 19	28%
■ 20-39	42%
■ 40-60	15%
■ 60+	15%

4.8% Population with veteran status

EDUCATIONAL ATTAINMENT

High school grad or higher	95.4%
Bachelor's degree or higher	47.7%

Sources: Census Reporter, Washington State University, Washington Secretary of State's office, University of Idaho

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Getting Plugged In

A NEWCOMER SHARES HOW SHE GOT CONNECTED TO HER COMMUNITY ◦ *By Rebecca Treon*

Samantha Martinet, the executive director of the Moscow Chamber of Commerce + Visitor Center, moved to the Palouse region in 2017 from North Carolina when her then-husband got a job at the University of Idaho. The Palouse region comprises Moscow, Idaho, and Pullman, Washington. Livability chatted with Martinet about how she successfully connected with her new community.

Moving to a new area can be challenging.

How did you overcome those challenges?

When I got here, getting plugged into the Moscow Chamber was huge for me because participating in Leadership Moscow [a program through the chamber that works to cultivate leaders] really got me to understand the community in a way that I probably wouldn't have otherwise. As a participant in Leadership Moscow, you meet city and county government officials, work with business owners, and learn about the dynamics of your community. The community connection aspect was the biggest takeaway from my experience.

When you first moved there, what were some of the things that you did to explore your community?

For me it was helpful that I had small children at the time because I was able to plug into play groups or mom groups. For example, the Moscow Food Co-op has a kid's program that does weekly things for moms with small children.



Downtown Moscow

What do you love most about Moscow?

One of the things I love most about Moscow is that it's a very well-connected community, and I think that people here are so welcoming and inclusive. I appreciate the way our community comes together to celebrate diversity, cultivate inclusion and honor our shared sense of place.

What's the best way to get connected through volunteer opportunities?

There are tons of volunteer opportunities that you can find directly through any one of our local nonprofits. I also recommend a stop by the Moscow Chamber of Commerce + Visitor Center. My team and I spend the day sharing stories that highlight the vibrancy and diversity of our city. As the

official "Front door to our community," we never get tired of welcoming folks from all over and helping them find their place. You can enjoy the great outdoors, get a taste of our unique culinary culture, enjoy a shopping tour of downtown, or find your next community workshop.

What are some of the recurring events you have throughout the year?

We think that Moscow is the Fest City in Idaho. We have festivals going on year-round, especially in the spring and summer months. We just had the third annual Moscowberfest, which drew over 6,000 people downtown coming from communities everywhere. We have our annual Renaissance Fair that lasts three days in May, and we have Rendezvous in the Park in the summer, a three-day concert series in East City Park. 🍷🍷

livability.com/on-the-palouse

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Google Review



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A great day on the Palouse may involve spending time with friends at Colter's Creek Winery, visiting the Jordan Schnitzer Museum of Art and dining at the Black Cypress.



Weekend Adventures

HOW TO SPEND 36 FUN-FILLED HOURS IN THE REGION —————>

Moscow, Idaho, and Pullman, Washington, aren't technically sister cities, but they have plenty in common, from their locations in the heart of the Palouse region to their college-town vibes. The presence of the University of Idaho and Washington State University make for a unique blend of small-town atmosphere and big-city amenities.

Dre Arman, Idaho and Nevada chapter coordinator for Backcountry Hunters & Anglers, and Alexis Foran, tourism promotions manager for the Pullman Chamber of Commerce, are both transplants (Arman from Ohio, Foran from Colorado).

They've weighed in on the perfect weekend itinerary for visitors looking for the best way to enjoy the Palouse.

Friday

Moscow and Pullman are so close to each other – less than 10 miles and a few minutes apart – that either community is a perfect home base for exploring the area. Since both are university towns, there's no dearth of hotel rooms, many of which are great values, but visitors looking for something a bit more stylish can opt for the exclusive Hattabaugh Hotel in Moscow (located above the Colter's Creek Winery tasting room in a historic building) or the hip Hotel McCoy in Pullman (which has its own bar, bottle shop and grilled cheese bistro).

Foran recommends kicking off the weekend with dinner at The Black Cypress,

where diners can enjoy modern American food with Mediterranean flavors like Cypriot sandwiches (halloumi cheese, seasonal jam and mint on grilled bread) and ribeye with XO rub in an upscale but comfy dining room.

"It is one of Pullman's finest restaurants," she says, pointing out the Main Street restaurant's romantic vibe.

The dining room is on the small side, so reservations are



PHOTOS, CLOCKWISE FROM LEFT PAGE: CHIANA MCINNELLY (1,3); COURTESY OF HOTEL MCCOY

recommended, but making them is well worth the effort.

After dinner, Foran doesn't have far to go for a nightcap.

"A lot of smaller communities have a local dive bar, a hole in the wall," she says, "but because Pullman is a weird mix of small-town and metropolitan amenities, next door is an upscale cocktail bar."

Etsi Bravo toes the line between grown-up bar and nightclub,



with velvet chairs, chandeliers and an ever-changing roster of events giving it a sophisticated feel.

Saturday

Rise and shine with a trip to Moscow's One

World Cafe, where Arman often grabs her morning joe.

The cafe brews Landgrove Coffee, which is roasted just down the road in nearby Troy, Idaho. One World offers three different drip coffees – Arman's pick is the Guatemalan beans.

"I'll grab a coffee, and if the farmers

market is happening, I'll walk around with coffee," she says. "If it's not happening, I'll hole up in One World for a while."

The Moscow Farmers Market takes over three blocks of the city's Main Street every Saturday from May through October, with over 75 vendors setting up shop. Pick up luxurious, cozy, handknit mittens and scarves from CountryTime Alpacas, grab cold-pressed juice blends (like beet, strawberry, pineapple and lemon) from Palouse Juice and nab a jar of local honey from Woodland Honey.

Next, head out for a hike and take in the Palouse's natural beauty.

PHOTOS, FROM TOP: ISTOCK.COM/FONGFONG2; EMILE DARNEY



Hiking, sipping a great cup of coffee, enjoying Etsi Bravo and taking in the public art are must-dos on the Palouse.

Both Arman and Foran recommend a trip to Kamiak Butte County Park, where the 3.5-mile Pine Ridge Trail offers great views of the rolling hills of the region.

“It’s a really nice sanctuary out there, with wildflowers and birding,” Foran says. “The good thing about out here is you don’t have to climb a 14-er to get the view.”

Head back to Pullman for lunch at Rico’s Public House, a historic tavern that’s been serving the community since 1909. Whether

“It’s a really nice sanctuary out there, with wildflowers and birding.”

– Alexis Foran, Pullman Chamber of Commerce

you’re ordering from the brunch or lunch menu, a Scotch egg on the side is mandatory.

Make your way to the Washington State University campus for a visit to the Jordan Schnitzer Museum of Art – you can’t miss the building’s

blindingly reflective scarlet facade that’s been dubbed “the crimson cube.” Those who prefer their art alfresco can tool around the city and check out the many murals that have popped up in recent years. They range from brightly abstract to elaborate still life.

The most recent, Riverside Mural, is an over 100-foot-long stylized landscape that echoes the scenery of the Palouse in tones of blues and greens. It debuted in October 2023 on a building overlooking a section of the South Fork Palouse River that runs through downtown Pullman. Or check out The Gathering Place Candle Bar on Main Street, where customers can create custom candles with their own labels and scent blends.

“I’m obsessed,” Foran says.

For dinner, choose your own adventure, whether laid back



Jordan Schnitzer Museum of Art



or upscale, in Moscow at either Humble Burger (“The best smashburger ever,” says Arman, “and the best fry sauce in the West”) or modern American restaurant Lodgepole (“If I’m treating myself, I go there ... It’s Northern comfort food.”)

Afterward, visit the Pour Company for craft beer. The taproom serves beer and cider from Idaho producers as well as a strong selection of bottle imports from Japan (Hitachino), Belgium (3 Fonteinen), Italy (Birra Baladin) and England (J.W. Lees).

The Pour Company closes at 9 p.m., so for late-night live music, head to John’s Alley Tavern for affordable drinks, a round of darts or a turn on Big Buck Hunter, tunes and an all-around good time.

Sunday

For Sunday brunch, there’s one option that Arman recommends “hands down”: The Breakfast Club, a Moscow institution that has been serving breakfast and lunch to residents and students for 25 years. Be sure to get there early to snag one of the first open tables (doors open at 7 a.m.).

The Harvest Bagel, toasted and topped with avocado, tomato, onions and sprouts, is Arman’s go-to, but the menu also boasts temptations like stuffed biscuits and gravy and pound cake French toast.

And before heading home, make time for an experience you’d be hard pressed to find anywhere else: Stop by Pullman’s WSU Bear Center, where you can watch grizzly bears (subjects of the university’s bear research, conservation and education program) in their outside enclosures.

You may see them playing in their exercise yard or lounging in a pool (no word whether they are smarter than the average bear).

—Amy Antonation



Pour Company

For more information about living and working in the Palouse region, visit livability.com/on-the-palouse.

PHOTOS: FROM TOP: DESIGN WEST ARCHITECTS; COURTESY OF POUR COMPANY



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CAREER *&* *Community*



Washington State University and the University of Idaho (right) serve as educational and cultural hubs.



PHOTOS: FROM LEFT: WSU PHOTO SERVICES; JOSEPH PALLEN

Universities and the region work together to foster economic growth and culture

The University of Idaho in Moscow and Washington State University in Pullman play significant roles in enriching their respective communities. Not only do these institutions stimulate the local economy through research, entrepreneurial innovation and workforce development efforts, they also serve as cultural hubs, attracting diverse populations and fostering community engagement through events and partnerships.

“The relationship between the University of Idaho and the city of Moscow is symbiotic,” says Jodi Walker, co-chief marketing officer and executive director of communications for the University of Idaho. “Moscow’s businesses support our students in all they do and provide a warm welcome to the families and friends who come to Moscow to be a part of the Vandal experience.”

PRIMING THE PIPELINE

At the forefront of the university’s contributions to the community is a ready pipeline of talent. The university works closely with industry leaders to facilitate internships and research collaborations that provide students with real-world experience.

“Training the new workforce drives everything we do at the university. Our students engage in community businesses through internships, training and even part-time jobs,” Walker says. “We listen to employers. We collaborate with leaders to provide internships and pathways for Vandals to get hands-on experience while still in school doing meaningful work that often results in jobs after graduation.”

The University of Idaho also actively collaborates with local



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I University of Idaho

schools to provide young students a head start on their path to college and careers. Through outreach programs, such as mentoring, workshops and campus visits, students are introduced to local career pathways as well as the possibilities of higher education.

“From our Engineering Expo to the UI Extension’s statewide 4-H program, we touch the lives of thousands of K-12 students each year,” Walker says. “They spend time on our campus, engage with

“Our mission is to prepare students for their career and for the workforce, but we’re also preparing them for life.”

– Elizabeth Chilton, Washington State University

our employees and students and build affinity for our university. In turn, we provide more than \$40 million a year in scholarships and grants to ensure students get every chance at a college education.”

ECONOMIC STIMULUS

Washington State University (WSU) in Pullman also plays a critical role in workforce and economic development in the

Washington State’s sports teams are a key economic player in the region.



PHOTO: WSU PHOTO SERVICES



The region's universities are preparing students for bright futures in a number of key fields.

region. The university's 30,000 students have access to a wide variety of academic and research programs designed to equip students with the key skills and knowledge needed to thrive in various professional fields.

"Our mission is to prepare students for their career and for the workforce, but we're also preparing them for life. We are giving them a broad education, and we are giving them job-ready skills, such as oral presentation, writing group work and exposure to diversity, no matter what they end up doing professionally," says Elizabeth Chilton, WSU chancellor.

"We're also in that top tier of research universities, which means our students have the opportunity not just to sit and receive knowledge from our stellar faculty, but also to get into the lab, into the field, into

PHOTO: WSU PHOTO SERVICES



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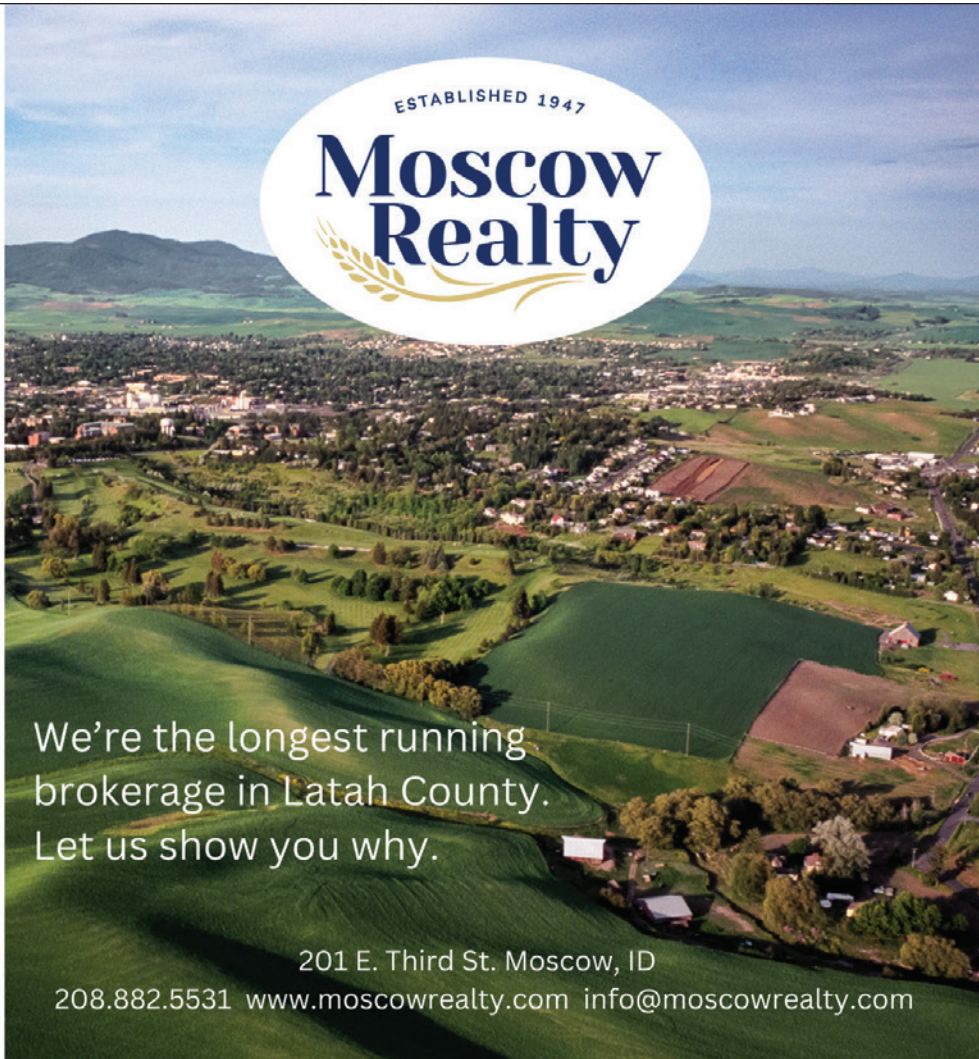
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the barn, into the studio, and produce new ideas and new solutions.”

The university is also the largest employer in Whitman County, and Chilton says many of WSU’s alumni decide to live and work in the region. Recently the university partnered with the city to launch the Downtown Pullman Association, a nonprofit organization dedicated to sustaining the vitality of the city’s historic downtown area.

CULTURAL CATALYSTS

“Our success depends on having a vibrant community and being able to attract faculty, students and staff. And their success, of course, relies on the social and educational and economic benefits that come with having a large research university in your city,” Chilton says.

In addition to the impact the university has on the local economy, Washington State also serves as a cultural center for both local residents and visitors.

Large football weekends bring tens of thousands of people to campus, and many local businesses rely on these weekends to supplement slower summer months or winter months when there aren’t these large events happening.

“That’s part of the Cougar spirit,” Chilton says. “WSU also has robust music and arts events programming. We have the top-notch Jordan Schnitzer Museum of Art, with exhibits open to the public. We also have a stellar school of music that hosts our Fridays at the Clock summer music series. Families can come and have picnics, and those are all free to the community.”

– Teree Caruthers

For more information about these universities, be sure to visit uidaho.edu and wsu.edu.

University Developments

Meat Science and Innovation Center Honoring Ron Richard at the University of Idaho in Moscow

- » Broke ground on the approximately \$14.1 million building in the fall of 2023. Expected to open in the fall of 2025.
- » Constructed for faculty and students in the College of Agricultural and Life Sciences.

- » Will support teaching, research and outreach of meat science and livestock management, both vital industries in Idaho.
- » The building will also be the home of Vandal Brand Meats.

Schweitzer Engineering Hall at WSU in Pullman

- » Broke ground on the \$80 million hall in September 2023. Expected to open in the fall of 2026.

University of Idaho

11,507

Enrollment

4%

International student enrollment total

5

Campuses/locations (including the flagship in Moscow)

\$113M

Research funding

100

Undergraduate majors

65

Graduate majors

2,223

Full-time employees

Washington State University

26,490

Enrollment (21,923 undergraduate; 4,567 graduate)

5.4%

International student enrollment total

6

Campuses/locations (including the flagship residential campus in Pullman)

\$368M

Research funding

200

Undergraduate majors

150

Graduate and professional degree programs

Landscape *Dreamscape*

The Palouse region offers
a spectacular backdrop for
artists and photographers.

DAY AND NIGHT, NATURAL BEAUTY ABOUNDS IN THE PALOUSE REGION

By day, Jeremy Tamsen is a lawyer in Pullman for Washington State University. By night, he's a Moscow, Idaho-based astro-photographer, specializing in dramatic, starry sky landscapes.

"I have work on display all year in different places," he says. "We have the ability to exhibit around town: hospitals, hotels, restaurants, galleries. The Palouse values art, artists and events around art."

Fellow photographer Justin Miller agrees.

"This small community is very tight-knit and supportive of the arts and music culture, which are fostered at both universities. We are lucky that it spills out into our community and enhances the culture here," he says.

Tamsen spent a good chunk of his life in Colorado before moving to Moscow to pursue his law degree at the University of Idaho.

"I learned film photography when I was in high school and really fell in love with it," he says. But the rigors of law school caused him to take a break from his hobby.

"But then when I began studying for the bar exam, I needed an outlet, so I started to learn the basics of digital photography," Tamsen says.

With dark skies and a diverse terrain, the Palouse region turned out to be an ideal





“From the rolling hills looking like the colors of the rainbow in the spring to summertime velvet green and then our harvested brown fields with winter wheat patches, it’s farmland that is a photographer’s paradise.”

Francisco Aguilar

location to develop his craft. He was particularly moved by the contrast between heaven and Earth.

“It struck me how many old barns, old structures and clusters of trees there are here,” he says. “Stars speak to timelessness. They are always there. They change very little year after year. I like combining the

imbalance of the stars with these buildings that represent just a brief moment in time.”

The Scenery Might Make You Cry

The skies and landscape are central to Francisco Aguilar’s photography, too.

“I love learning about the old homesteads that were passed down from family to family over the years. Some still stand; some are just a memory captured in a picture,” he says. “From the rolling hills looking like the colors of the rainbow in the spring to summertime velvet green and then our harvested brown fields

PHOTOS: FRANCISCO AGUILAR



with winter wheat patches, it's farmland that is a photographer's paradise. It conveys colors and lines like nowhere else in the world."

Aguilar's Pullman-based business includes photography tours and workshops for those who want to explore the Palouse while capturing the region's unique splendor with their cameras.

"One time, I had a group of 10 who got to see the biggest northern lights show I've seen with my naked eye," he says. "Some of the students broke into tears because of the immense beauty that came from the Palouse night sky."

The Palouse Makes Amateurs Look Good

While Aguilar and Tamsen moved to the Palouse, Miller is a local. Growing up in Moscow, Miller developed a love for cameras and technical equipment at a young age. He went away for school and then lived in several other states before coming home in 2010.

"The landscape on the Palouse is unlike anywhere else in the world," he says. "There are other places that have rolling hills that are similar, but not that lead into large, forested lakes, mountains, deep canyons and desert. It's an unparalleled place for a photographer who is into landscape and nature."

All three artists say you don't need to be a pro to get the perfect shot.

"Having a good digital SLR with full manual controls is ideal," Miller says. "But anyone with a current cell



phone with a decent camera can take gorgeous shots in the area."

It's more about the time of year, particularly with dark sky photography.

"The camera sees things we don't

with our naked eye, so it's super fun to see what's out there," Aguilar says. "The northern lights occur year-round but are more likely to be visible November through February, thanks to longer nights and darker skies."

— Greg Phillips



"Stars speak to timelessness. They are always there. They change very little year after year. I like combining the imbalance of the stars with these buildings that represent just a brief moment in time."

— Jeremy Tamsen



Recreation *Destination*

THE REGION BOASTS AWESOME OUTDOOR OPPORTUNITIES

Kurt Dahmen and David Schott both know a thing or two about recreational opportunities in the Palouse region.

After all, Dahmen is the parks and facilities director for the City of Pullman, Washington, while Schott is Moscow, Idaho's parks and facilities manager.

"Pullman and Moscow are two university towns that have a lot to offer, but in 30 minutes, a person can be on a river boating, fishing, camping, mountain biking or on a spectacular hike

on Steptoe Butte," Dahmen says.

Schott says he and his family enjoy the area for the outdoor lifestyle and all the kids' activities.

In Moscow, that could be learning the fundamentals of baseball and softball through a youth sports program or taking swimming lessons at Reaney Park Pool, Pullman's favorite outdoor pool. Both cities invest a lot of money and time into their parks. In fiscal year 2022-23, Pullman invested over \$1.5 million in its parks system, Dahmen says. Projects included

a new picnic shelter, new playground equipment and near completion of Mary's Park, Pullman's first ADA-accessible playground.

Linking the two cities is the Bill Chipman Palouse Trail, an old railroad corridor that's now a 7-mile paved pathway for biking, walking and running. Read on for 10 ideas of ways to enjoy the outdoors in the Palouse region.

1. Go for a stroll along Pullman's Downtown Riverwalk. After a peaceful walk across pedestrian bridges and by beautiful waterfalls,



There is so much to see and do (and explore!) at the various parks in Pullman and Moscow.

this meandering Riverwalk puts you near shops, restaurants and cultural attractions. The Downtown Riverwalk is part of a city trail system that encompasses almost 8 miles of routes, and it's connected to the Bill Chipman Palouse Trail, which leads to Moscow.

2. Try disc golf at Sunnyside Park in Pullman. Pickleball courts (have you tried this fun, growing sport yet?), free yoga classes for seniors, new playground equipment and an 18-hole disc golf course are features of this diverse park.

PHOTOS, CLOCKWISE FROM LEFT PAGE: ROD SCHWARTZ/PALOUSEPICS.COM; ISTOCK.COM/CHRISTIANNAITZGER; FRIENDS OF PHILLIPS FARM

3. Take a class at the Pullman Recreation Center.

When the weather gets iffy, Pullman has a first-rate indoor option for year-round recreation enthusiasts.

“The rec center opened in 2020 and has become the hub for many of our programs,” Dahmen says. “We felt this was one type of facility the Pullman community was lacking. Now, we’re able to offer a preschool, senior center, year-round walking track and many other programs all under one roof.”

4. Play golf at Palouse Ridge in Pullman.

Incorporating the beautiful rolling hills of the Palouse, this challenging and fun 18-hole championship golf course also offers lessons and a restaurant.

5. Play fetch with Fido at Pooch Park at Pullman.

With lots of grass, trees, shady relaxation areas and separate sections for large and small dogs, this off-leash park is full of fun for furry friends and their people. Access to the park is on a paid membership basis.

6. Enjoy the artistry of Berman Creekside Park in Moscow.

A walk along Paradise Creek reveals sculptures and four themed gardens in this small park, which is also the perfect place to have a picnic with family and friends.

7. Join a pickup game (or two) at East City Park in Moscow.

Basketball, volleyball, horseshoes and a playground make this one of Moscow’s most active recreation areas with plenty of shade trees and places to relax.



Enjoy a wide range of fun activities in the region, from hiking and swinging at a local playground to doing yoga and having a family picnic.

PHOTOS: CLOCKWISE FROM LEFT: WSU PHOTO SERVICES; ISTOCK.COM/ROBERT HUBNER; WSU; CITY OF PULLMAN/PARKS & RECREATION DEPARTMENT

8. Hike and spot wildlife at Virgil Phillips Farm Park in Moscow.

Primitive trails through open fields, forests and wetlands provide the chance to spot native Palouse species, from deer, elk, moose and black bears to many birds and amphibians.

“Moscow parks are robust because of strong community support and a dedicated staff.”

– David Schott

9. Camp and relax at Rambler RV Park in Moscow .

Along with gorgeous scenery and quick access to local attractions, this new and affordable RV park features power (20/30/50 amp), water, sewage, garbage collection and fast Wi-Fi.

10. Learn pickleball at Ghormley Park in Moscow.

Schott recommends this all-ages park for pickleball, softball, picnicking, the playground and horseshoe pits. A perfect place for family fun day.

“Moscow parks are robust because of strong community support and a dedicated staff,” Schott says. “People are drawn to a community [where] they can live, work and play.”

– Greg Phillips



CARE TO CONVERSE?

Area doctors share why they love practicing on the Palouse



The Palouse region of the Pacific Northwest is rich with wheat fields and vineyards, leading colleges and universities and a stellar collection of innovative and highly skilled health care facilities and providers.

Two local physicians share why they wouldn't want to practice anywhere but here.

Dr. Nancy Panko
General and Minimally Invasive Surgery, Pullman Regional Hospital

Growing up in Alaska, Dr. Nancy Panko, a general surgeon and medical director at Pullman Regional Hospital's Pullman Surgical Associates, was used to big mountains and an ocean. These days, she has come to love

the region's scenic, rolling hills, saying, "the Palouse is a hidden gem that has a wonderful sense of community."

After earning her medical degree from the University of Washington WWAMI (Washington, Wyoming, Alaska, Montana and Idaho) in 2013, her general surgery residency was at Saint Joseph Hospital in Chicago.

Afterward, Panko attended the University of Texas Medical School in Houston and completed an Advanced GI and minimally invasive surgery fellowship.

After training in Chicago and Houston, the physician and her family wanted to find a smaller town to call home in the Pacific Northwest.

“I knew of the Moscow/Pullman area from some friends in medical school who had been WWAMI students here, and so when I saw a job opening, I pursued it,” she says. “I loved the area and the partners when I interviewed and have happily been practicing here since 2019.”

During her off days, she is fond of being outdoors with her 8-year-old daughter.

“My daughter is an avid horseback rider. I am a crazy horse woman and am usually riding with my daughter when I’m not at work,” Panko says. “I also enjoy yoga and hiking.”

She is a strong advocate of the medical community on the Palouse, saying she is “continually impressed with the wealth of knowledge in our medical providers. I also feel so lucky to take care of patients here – my desk is full of kind notes and little gifts given to me by my patients.”

Health Hint: *Be proactive about your health. Regular screenings for colon cancer and breast cancer are important because these diseases can be prevented or caught in an early stage with regular screenings.*

Dr. Adam Kappmeyer
Internal Medicine and Pediatrics,
Gritman Medical Center

Dr. Adam Kappmeyer doesn’t wear ruby red shoes to his office, but for the Moscow, Idaho, native, there was no place like home to start his medical practice. Gritman Medical Center has long been part of Kappmeyer’s story.

“I grew up in the Moscow area and was a volunteer there starting as a



“I loved the area and the partners when I interviewed here and have happily been practicing here since 2019.”

– Dr. Nancy Panko, Pullman Regional Hospital





“I sought a way that I could reinvest the support I had experienced back into the community.”

- Dr. Adam Kappmeyer, Gritman Medical Center

junior high student and continuing through college,” he says.

He remembers hanging coats during community events, stuffing envelopes and shadowing in the emergency department.

“I was fortunate to have had the opportunity to receive a world-class medical education through the University of Washington School of Medicine, Idaho WWAMI program,” Kappmeyer says.

The Idaho WWAMI program is a partnership between the University of Washington and the University of Idaho.

“When it came time to choose a practice location, I sought a way that I could reinvest the support I had experienced back into the community,” he says.

Kappmeyer completed his residency at the University of Rochester at Strong Memorial Hospital in Rochester, New York, and is happy to bring both internal medicine and pediatric specialties to the community.

“My philosophy in medicine is to slow down, take time to listen to patients and to practice in a holistic style,” he says.

He recommends the area to other physicians because of the excellent care and resources offered by the medical center as well as the friendly, rural community and many recreation opportunities that dovetail with cultural enrichment fueled by the University of Idaho.

Away from his office, Kappmeyer likes to grow tropical plants and spend time with his wife and two young boys. They like to spend free time walking, biking, frequenting parks, hiking and enjoying coffee shops.

Health Hint: *Whether you are young and setting lifetime habits or older and striving to stay active, remember to eat right and keep yourself moving!*

– Patsy B. Weiler

Thinking about relocating to the Palouse? Unpack great information at livability.com/make-your-move.

Quality Care

OUTSTANDING FACILITIES SERVE RESIDENTS OF THE PALOUSE REGION

Pullman Regional Hospital

Pullman, Washington

Pullman Regional Hospital is an independent, award-winning organization that has served the Palouse region since 2004. Over 600 employees serve patients and communities through the hospital and a growing network of clinics, making it one of the largest employers in Pullman. It is a community leader in health care activities and partners with Washington State University. It works to nurture and facilitate a healthier quality of life for the region.



Top-notch health care is a key asset that residents of the Palouse region enjoy.



Gritman Medical Center

Moscow, Idaho

Gritman Medical Center is a nonprofit critical access hospital

delivering exceptional health care through its Moscow hospital and network of primary care and specialty clinics. Ranked as one of the top 100 private companies in Idaho, Gritman

Medical Center has brought advanced technology, comprehensive service and care to the communities it serves for more than 125 years. The medical center is Latah County's largest private employer, with over 700 people working to support patients and the community.

—By Kevin Litwin and Patsy B. Weiler—

PHOTOS, FROM TOP: PULLMAN REGIONAL HOSPITAL; GRITMAN MEDICAL CENTER

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Recipes for SUCCESS

Two restaurateurs share why the Palouse region is a good place for their businesses



Nick Pitsilionis, chef and owner of The Black Cypress

The Palouse lies in some of the country's most fertile land, where multicolored agricultural fields sweep the landscape like impressionist paintings and small farms raise heirloom vegetables, make sausage and bottle honey. It's an ideal place to have a restaurant. Two successful chefs share their advice on doing business on the Palouse.

Nick Pitsilionis

Chef and Owner, The Black Cypress

Born in Greece and raised in Alaska, Nick Pitsilionis owns and operates The Black Cypress in Pullman, Washington, one of the most popular and highly decorated restaurants in the Palouse region. In 2023, it was nominated for a James Beard Award, considered the

Academy Awards of the food world. Featuring New American and Mediterranean cuisine, specialties include lamb chops, roasted chicken, Cypriot cheese sandwiches, pork souvlaki and carbonara.

How would you assess Pullman as a place to live and run a business?

Pullman is a well-kept secret. People don't appreciate what's

in play here. It has all the virtues of a small town, all that great friendliness, cooperation, looking out for one another, community feel, and yet, it has all these amenities you associate with a worldly, big city. Washington State University is very supportive of small businesses and the downtown.

Why is the Palouse a smart place to start a business?

There's a steadiness here year after year that will weather the storms of any economic cycle.

When you started your restaurant, what kinds of business support did you use?

When I opened, I didn't use any small-business support. I wish I would have. I've learned a lot. Definitely look into Small Business Development Centers, which are partly funded by the Small Business Administration. There's an SBDC office in Pullman. The SBA realizes that small businesses are highly critical to the economy, and so the local SBDC helps you with resources, financing, business plans, market analysis, etc. Their services are free.

How has your business grown since you started?

When I opened The Black Cypress in 2009, it only occupied half the current space. In 2010, I added a cocktail program. In 2011, I took on the additional space next door, which doubled the restaurant's footprint. Then, in 2012, I purchased the building. Keep that in mind from the very start: own versus rent. The most critical thing you can do is own your building. Don't miss the opportunity. It's life changing. The SBA's 504 loan program has long-term, fixed-rate financing. It's the best loan program. I've heard it referred to as the least known and most consequential tool for a small-business owner.



The Black Cypress restaurant features New American and Mediterranean cuisine.



George Skandalos

Chef & Owner, Maialina Pizzeria Napoletana, Sangria Grille, Moscow Hotel & Garden Lounge

Born to a Peruvian Japanese mother and Greek father and raised in Peru and Greece, George Skandalos has

lived in Moscow, Idaho, since 2003, where he owns a portfolio of businesses with longtime friend, Carly Lilly. Their original restaurant, Sangria Grille, is currently closed but will reopen once the new location is completed





“Moscow has an incredible downtown with so many events going on, and yet, it’s still a reasonably priced place to live.”

George Skandalos

downtown. Their second restaurant, Maialina Pizzeria Napoletana, specializes in wood-fired Naples-style pizza and handmade pasta.

How did you end up in Moscow?

We chose to open Sangria Grille in Moscow because Carly is from here. She came home to visit her parents and saw there was a restaurant location available in a great spot. Initially, I was skeptical about moving to Moscow. I thought it was way too small. But it’s just a really great town. Because there are two major universities (University of

Idaho and Washington State University in nearby Pullman, Washington), it’s a different kind of clientele. People are well-traveled, so Peruvian food wasn’t that much of a stretch. When we opened, we just went gangbusters.

Apart from borrowing money, what resources did you use to get started?

We didn’t use help. We came into this being a little more sophisticated because we had run restaurants before. We just figured out business plans, leases and financing on our own.

Why is the Palouse the right place to open a business?

We have economic stability with the universities, health care, Schweitzer Engineering Laboratories, and Lightcast. There’s an educated workforce. Our airport is expanding. Our quality of life is great. We have amazing schools. Moscow has an incredible downtown with so many events going on, and yet, it’s still a reasonably priced place to live.

– Greg Phillips

PHOTO: GEORGE SKANDALOS

PEOPLE. POSSIBILITY. PALOUSE.

As the foremost economic catalyst for our communities, the Port of Whitman County has been developing land and infrastructure to help businesses flourish for over 65 years.

For every \$1 of local tax levy, an estimated \$8.56 are created by the businesses associated with the Port and reinvested into economic development efforts.

Our region’s array of available properties and the wealth of skilled talent emerging from our two neighboring land-grant universities contribute to our enduring quality of life and resilience. Join us in Whitman County, where the alluring Palouse landscape meets business savvy and unparalleled hospitality, offering a backdrop for your ideas and people to thrive.



Agriculture... *and More*

Other economic sectors are gaining momentum in the region

The key employment sector in the Palouse region for many, many years has been agriculture, but that has recently shifted.

“Area farms are still vital to our economy, but they have become very efficient these days with machinery and other factors, so they don’t need 110 people per farm to bring in their yields anymore,” says Rich French, executive director of One Palouse, a nonprofit organization focused on economic development for both Moscow and Pullman.

With fewer workers in agriculture, French says the largest area employers are now in education and health care.

“Our two largest employers are the University of Idaho and Washington State University,” he says.

“They are major research campuses only 8 miles apart, and both are land-grant universities that have obligations to give back to the community. Both are very active in giving back.”

In health care, major employers include

Gritman Medical Center in Moscow, Idaho, and Pullman Regional Hospital in Pullman, Washington. Gritman Medical Center was established in 1897 and has clinics throughout Moscow, Potlatch, Kendrick and Troy, while Pullman Regional opened in 2004 and overlooks the Washington State University campus.

Manufacturing & Recreation

French says manufacturing is an industry that the Palouse region wants to see grow.

A key manufacturer in Moscow is NRS, known nationwide for

making kayak gear, raft supplies, life jackets and watersports equipment. Pullman is home to Schweitzer Engineering Laboratories, which produces power system technologies for utilities and industries worldwide.

French adds that the recreation industry is also doing well, thanks to attractions like hiking, boating, hunting and fishing, along with close proximity to Coeur d’Alene.

– Kevin Litwin



Riding along Highway 26, the road to Washington State University; Top: Pullman Regional Hospital

Economic Profile

MOSCOW AREA

\$31,027

Per-capita income

\$56,673

Median household income

HOUSEHOLD INCOME



Under \$50,000	44%
\$50,000-100,000	33%
\$100,000-200,000	17%
\$200,000+	6%

COMMUTE

19.2 Minutes

Mean travel time to work

REAL ESTATE

MOSCOW

\$261,500

Median value of owner-occupied housing units

HOMEOWNERS / RENTERS



PULLMAN

\$245,100

Median value of owner-occupied housing units

HOMEOWNERS / RENTERS



Source: Census Reporter

PULLMAN AREA

\$26,254

Per-capita income

\$43,613

Median household income

HOUSEHOLD INCOME



Under \$50,000	62%
\$50,000-100,000	19%
\$100,000-200,000	14%
\$200,000+	5%

COMMUTE

16.5 Minutes

Mean travel time to work

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