

DESIGN AND CONSTRUCTION

This focus section features timely news of projects in Southwest Washington and a closer look at regional design and construction trends. This section also features columnists and field experts taking up issues that are relevant to architects, engineers, contractors, remodelers and other design and construction professionals, as well as the business owners contracting with these professionals. Readers look here for upcoming industry events and relevant news briefs.

REAL ESTATE AND DEVELOPMENT

This focus section hones in on the latest deals and dealers while stepping back to view the commercial real estate picture in Southwest Washington. Readers look here for columns and expert advice on such topics as relocating their businesses, new investment opportunities and trends, and potential tax and legal pitfalls.

INNOVATION AND TECHNOLOGY

This focus section takes a regional look at the latest advances in technology and the firms that are behind them. The section also highlights technology that is used in hospitals, research facilities, factories and in the everyday office setting. Readers look here for information on new products that will make business easier and more profitable, columns on subjects such as intellectual property and effective paperless marketing, as well as news on the growth of the tech sector in Southwest Washington.

WORKFORCE DEVELOPMENT

This focus section delves into the force that drives Southwest Washington's economy – its workers. Readers look here for information on workforce demographics, employment trends, and training and readiness programs. Columnists will touch on issues facing both employers and employees such as language barriers, the best way to incorporate apprentices into the workflow, and productivity through proper training.

BANKING AND FINANCE

This focus section offers a broad look at regional banking and finance trends as well as “news you can use” to keep your business financially healthy. Readers look here for news on banks and other financial institutions in Southwest Washington and what they are doing to respond to today's economy. Expert columnists answer questions about tax and investment strategies and provide economic forecasts the local business community can rely on.

HEALTH CARE AND HOSPITALS

This focus section will shine a light on one of the fastest growing industries in the state – and the nation – health care. Clark County medical clinics are being built at an unprecedented rate. In these pages, readers will learn about new clinics and practices – their challenges and successes, rising stars and longtime staffers. The industry's issues with insurance providers, developing a strong workforce and related legislation will be explored here, as well as business' challenges with health care coverage for their employees and legislative action on the topic.

BUSINESS AND CONSUMER

Retailing in Southwest Washington, often thought of as a stepchild to sales tax-less Portland, has been growing faster than any other sector, except single family residential, throughout the last decade. This focus section will provide the largest group of business owners in the region a look at the trends in retailing, new technology for improving customer interaction, how to stop shrinkage and the latest in advertising to attract new customers.