

Join the team . . .



Be well.



Life as a medical professional in southeast Idaho.

BE WELL AT PMC



By NORM STEPHENS
PMC CEO

Over the past few decades, hospitals were the place to visit when sick or in need of emergency care. Today, hospitals are educators and employers, consumers and caretakers, activists and advocates; leaders in assuring the health and well-being of the community. The hospitals of today and tomorrow are places for ongoing health, focusing on preventing disease rather than just treating it.

Portneuf Medical Center has become just such a facility, with a focus on ongoing health and wellness. In addition to high-quality medical care, we also focus on developing community programs, investing in continuous improvement and integrating technology to assure the highest levels of health and wellness. In the spring of 2011, PMC transitioned to a single state-of-the-art campus, allowing us to further our philosophy of maximizing health by offering programs on wellness, prevention, early detection and ongoing health management.

PMC has built a 21st century health center not just through bricks and

mortar, but by also orchestrating a true consumer-focused organization with a genuine, core focus on the patient's experience and well-being. PMC delivers more choices, more resources, more specialists and greater quality patient care. We value individual health over sickness. We promote and encourage healthy lifestyle choices in our communities.

Our physicians and staff have created a focused model of care to promote greater success in clinical outcomes, operational efficiency and patient satisfaction.

Our main role and commitment has been and will continue to be the treatment of medical conditions, thoroughly and efficiently. We have a legacy of care dating back to the early '50s. We have made a difference in many lives and in our community. As we embrace the next generation in health care, we continue to remain committed to giving back to those we serve.

Part of our commitment to giving back is demonstrated in our continued involvement and support of local organizations through sponsorships and volunteerism.

Communities view hospitals not just as medical delivery systems, but also as active participants in public and environmental health and education. Stewardship of the environment was integral to the design and daily operations of the new facility. Eco-friendly technologies resulted in a high-performance building with environmental and economic benefits.

Portneuf Medical Center continues to find new and meaningful ways to extend our reach to improve the health and quality of life for people in the region. We look forward to a culture of health by focusing on wellness, prevention, early detection and ongoing health management. We want our communities to be well.

Norman Stephens, Chief Executive Officer, Portneuf Medical Center, has twice been awarded the Continental Medical Systems Presidents Award for Most Improved Hospital, and his career has led him across the country to serve as an executive in hospitals spanning from Las Vegas, Nevada, to Palmer, Alaska. He holds a bachelor of science in Physical Therapy from Loma Linda University, California and an M.P.A., Healthcare Administration Option, from California State University.

Portneuf Medical Center

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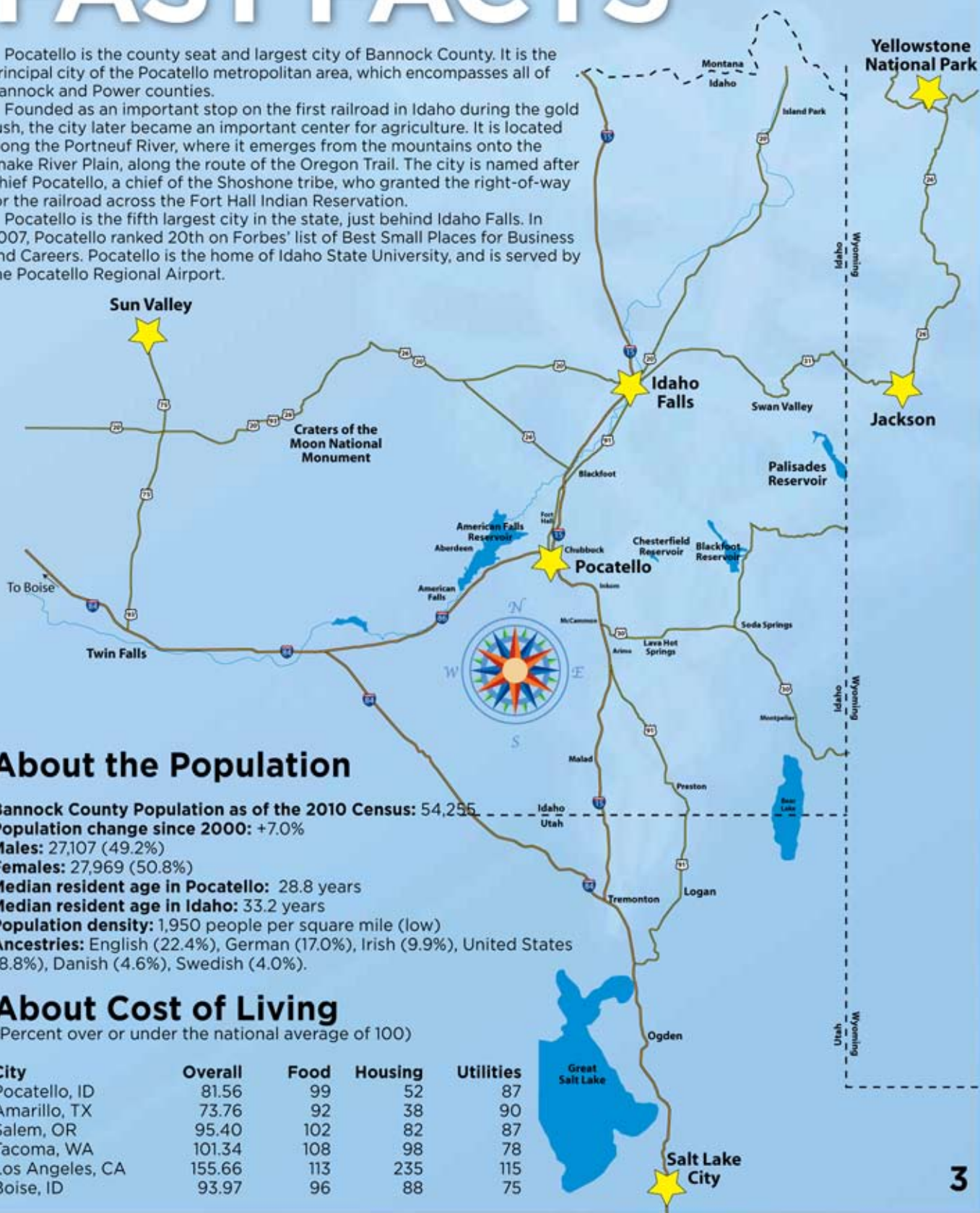
 **Portneuf**
MEDICAL CENTER
WOMEN'S SERVICES

FAST FACTS

Pocatello is the county seat and largest city of Bannock County. It is the principal city of the Pocatello metropolitan area, which encompasses all of Bannock and Power counties.

Founded as an important stop on the first railroad in Idaho during the gold rush, the city later became an important center for agriculture. It is located along the Portneuf River, where it emerges from the mountains onto the Snake River Plain, along the route of the Oregon Trail. The city is named after Chief Pocatello, a chief of the Shoshone tribe, who granted the right-of-way for the railroad across the Fort Hall Indian Reservation.

Pocatello is the fifth largest city in the state, just behind Idaho Falls. In 2007, Pocatello ranked 20th on Forbes' list of Best Small Places for Business and Careers. Pocatello is the home of Idaho State University, and is served by the Pocatello Regional Airport.



About the Population

Bannock County Population as of the 2010 Census: 54,255
Population change since 2000: +7.0%
Males: 27,107 (49.2%)
Females: 27,969 (50.8%)
Median resident age in Pocatello: 28.8 years
Median resident age in Idaho: 33.2 years
Population density: 1,950 people per square mile (low)
Ancestries: English (22.4%), German (17.0%), Irish (9.9%), United States (8.8%), Danish (4.6%), Swedish (4.0%).

About Cost of Living

(Percent over or under the national average of 100)

City	Overall	Food	Housing	Utilities
Pocatello, ID	81.56	99	52	87
Amarillo, TX	73.76	92	38	90
Salem, OR	95.40	102	82	87
Tacoma, WA	101.34	108	98	78
Los Angeles, CA	155.66	113	235	115
Boise, ID	93.97	96	88	75

PHYSICIAN LEADERSHIP

When we say physician leadership, we mean engaged physician leadership, accountable to our patients and our team. Our physician leaders, along with community members, foundation and staff, have created a model of care designed to promote greater success in clinical outcomes, operational efficiency and patient satisfaction.

In conjunction with sound fiscal management, the source of our continued success is a number of well organized, well led, essential, leadership teams.

"Dedicated and experienced physician leaders are one of the most important factors in improving standards of care. They are the foundation of our mission to provide unsurpassed clinical excellence, and they drive clinical innovation," said Norman Stephens, CEO of PMC. "As we strive to provide physicians with the tools needed to care for patients, physician leaders offer valuable feedback and strong leadership. Here at PMC we are honored by our physicians' dedication and talents."

Our medical staff is organized into clinical services lines, generally including one specialty or several closely related specialties. Each service line chair is elected by the clinical service members, approved by the Medical Executive Committee and referred to the Board for comment. Clinical services chairs focus on credentialing, peer review and clinical education.

The Medical Staff president and vice-president, elected by voting members of the Medical Staff, serve a two-year term and provide oversight for the clinical services lines.

The Medical Executive Committee, one of the few required by the



Joint Commission, consists of Medical Staff officers including the president and vice-president, four at-large members who represent the general medical staff, the Credentials Committee Chair, the Medical Staff Quality Committee Chair, the past Medical Staff President, and several ex-officio members.

We expect our medical staff leaders, which includes all of those listed above, to have proper training in administrative duties prior to and during their terms as officers and chairs. To support and educate our leaders, the hospital's general fund and physician membership dues contribute to leadership education. In addition to off-site training, local educational sessions are available.

Medical staff members devote a

great deal of time to their respective administrative roles.

"In addition to their medical expertise in their own clinical practices, they are dedicated to improving all the systems affecting patient care," said Marna Sorensen, director of Medical Staff Services.

"They work diligently to learn the hospital systems, and requirements for credentialing and quality review. We are fortunate that a high percentage of physicians volunteer for leadership opportunities."

Our physician leaders represent a cross-section of the medical staff. They participate in all aspects of operations, including strategic development, key initiatives, quality improvement, and patient and employee satisfaction.

TESTIMONIALS



Sherwin D'Souza, M.D.

When deciding on where to set up a practice, build a home and participate in a community there is much that needed to be weighed. For my family, we determined that professional opportunity, environment, affordability and quality of life were at the top of our list.

Where we live influences many elements in our lives, not just what we do, but the hobbies we pursue, the friends we make and the even how our children will grow up. We ap-

proached our decision deliberately and thoughtfully.

Professionally, Pocatello is a growing community with room to expand and explore ideas. It is a comfortable, friendly, affordable place to live. With private and charter school options, we have found solid educational opportunities for our children. Housing and utilities are very reasonable. The city has safe neighborhoods, low crime and a four season climate. We are also quite

fortunate to have a new high-tech hospital and high quality medical care here in Southeast Idaho.

While Pocatello may not offer the same range of cultural attractions as a larger community, if it is not available locally, many opportunities are just a day trip by car. The physical environment and recreational offerings both within the city limits and in the outlying areas provide ample moments to do the things you enjoy.



Katie J. Fritz, M.D.

Pocatello is a small enough community where you can really make a difference. Having grown up in Montana, the Inter-mountain West was a great fit for me. It is wonderful to work in a state-of-the-art hospital with the latest equipment and tech-

nology.

As a single woman, it was important for me to relocate to a safe community. I am here and I love it.

I am a part of a strong surgical team and connected to a comprehensive medical community.

The opportunities Portneuf Medical's surgical team provides are beyond my initial expectations. The team approach to medicine and ensuring each patient receives the highest quality of care is the foundation from which we all work.



Gregory Harrison, M.D.

I moved here with my family in February to pursue my specialty of Neurosurgery. The hospital and medical community had not had Neurosurgery coverage for about 6 years. The medical community has been very welcoming and I have had the unique opportunity to lead the hospital in organizing a neuroscience center. I welcomed a second neurosurgeon to the practice in October.

Beyond medicine, the appeal of Pocatello for our family lies just outside the window. We enjoy the tremendous variety of outdoor activities Idaho offers — hiking, biking, skiing, fishing and hunting are often out the back door and certainly within a short distance driving. Beyond Pocatello, Sun Valley, Jackson Hole and Salt Lake City are a few hours' drive away with world-class skiing as well as outstanding

opportunities for a long list of outdoor activities. City slickers will get their share of culture in Salt Lake City. The quality of life and cost of living are excellent here in Southeast Idaho.

The decision to move to Idaho was easy for me once I considered the quality of the medical community, the short commute to work and the local offerings for the outdoor enthusiast.

TESTIMONIALS



David L. Francis, M.D.

Having been raised in Salt Lake City, Utah, and making most of my favorite childhood memories in Yellowstone, Jackson Hole, Island Park and Driggs, I always hoped that I would be able to live near those places and pass on a love of this area to my children.

After scratching an urban itch and completing emergency medicine residency training in New York, I completed an Emergency Ultrasound Fellowship at Stanford University Medical

Center. Though we temporarily enjoyed the weather, my wife and I both missed the Rocky Mountains.

I am impressed by the group of emergency physicians at Portneuf Medical Center, as well as the nursing and ancillary staff. I was excited about the opportunity to join such a group and expand the use of ultrasound in the Emergency Department.

Our decision to relocate to Pocatello was simple when I

considered the small, college town appeal, the absence of crowds and traffic, a warm and welcoming hospital staff, a new facility and the administration's receptiveness to advancements in emergency medical care. My colleagues and I enjoy caring for the community as much as we enjoy the local natural recreation.

What I've found in the short time I've been here is — I don't miss the big city life for a minute!



Fahim Rahim, M.D., FASN

I relocated from New York six and a half years ago for professional reasons. There were more kidney doctors on my street in New York than in the whole state of Idaho. What we found when we arrived in Pocatello is a small town where word of mouth and a take-it-easy attitude comes with the territory. Unlike in New York, where everything is rushed, I find I really have time to build a relationship

with each of my patients and my referring physicians.

The community is fertile ground for new and innovative ideas, where physicians and business leaders alike can carve their own niche. Idaho Kidney has been able to expand into outlying rural communities, launch a weekly radio show, and explore various community involvement and enhancement opportunities.

There is nowhere else on earth where I can ski in the morning and see patients in the afternoon, or finish rounds at the end of a day and get in a solid mountain bike ride. When it comes to culture, there are a variety of local theaters, as well as the Idaho State-Civic Symphony. However, Pocatello also has easy access to many larger communities, such as Salt Lake City and Boise.



Julio Vasquez, M.D.

This is an ideal place to raise a family. It is very safe and has a low-crime rate and good day care facilities. If you couple that with a healthy, low-pollution environment and short commute times, you have everything you need here. In general, the community is very friendly and inviting, it is essentially a small-town community feeling.

Unlike some other commu-

nity hospitals, most medical specialties are represented in the staff here.

The administration is very supportive and encourages the continual development of the hospital. As for the facility, it is a brand new, state-of-the-art hospital that is second to none in the United States. Not only is it an esthetically outstanding facility, it is a cozy place for patients. It is spa-

cious, well-planned, functional and well-equipped. We have a top-notch hybrid operating room.

Portneuf Medical Center is quickly becoming a regional referral center in many different specialty areas.

I am confident that this tendency will continue and the hospital will become an example to follow in the intermountain region.

TECHNOLOGY

Today's unprecedented rate of technological advancement is transforming the practice of medicine. We can now do more for patients than any group of healers in human history.

The more breakthroughs in technology, the more important it is to continue to invest and to provide the latest, high-quality medicine.

Physicians who practice at Portneuf Medical Center are able to test, diagnose and treat patients with the best technology available in the medical field. Our philosophy remains enterprising, open and eager to accept new and innovative advancements.

"We are dedicated to providing our patients excellence in medical care and access to the latest technology," said Norman Stephens, CEO of PMC. "As we continue to invest in the latest technologies, physicians can be confident they will be able to provide the highest level of care to their patients."

Listed below are just a few examples of the recent investments Portneuf Medical Center has made to ensure cutting-edge modern medicine is available to members of our communities.

21st Century Hospital: At Portneuf Medical Center, we recognize that to be a part of an integrated health-care system, which includes a strong prevention component and high quality, patient-centered care, we have to be here from the beginning of life to the end. As a center for ongoing health and wellness, our focus is on developing community-based programs, investing in continuous improvement and integrating technology in the care-delivery process. To that end, PMC built a 21st century health center not just through bricks and mortar, but by also orchestrating a true consumer-focused organization with a genuine, core focus on the patient's experience and well-being. PMC delivers more choices of greater quality. We value individual health over sickness and we encourage all to become healthier.

Heart Hospital within a Hospital: PMC knows hearts — so well, in fact, that one of the nation's foremost health care ratings companies awarded PMC



a five-star rating for coronary bypass surgery for three consecutive years, making us the only facility in Idaho to receive that distinction three years running. From diagnostic angiograms to lifesaving surgery, Portneuf Heart and Vascular Center offers patients state-of-the-art care and the first hybrid cardiovascular interventional operating room in the region. PMC is now one of just a handful of hospitals in the country with a hybrid operating room. The revolutionary room is a cross between a traditional operating room and an actual cardiac catheterization lab. Fusing together an operating room with the advances of radiology, Portneuf Heart and Vascular Center is further ahead of the curve than most places in the country.

State-of-the-Art Cancer Center: At the new Portneuf Cancer Center we have Southeast Idaho's most advanced radiation therapy system. Additionally, by investing in the latest CT scanning equipment, we have fulfilled our mission to provide the best and most comprehensive cancer care for the community. From our state-of-the-art new cancer facility to our educational programs, from our support services to our committed team, Portneuf Cancer Center was built with patients in mind. By pioneering sig-

nificant innovations and clinical solutions for treating cancer, we strive to continue the advancement of human care.

"I know what good care is. I don't think I could have gotten this good of care anywhere else," said patient Bernadette Bradburn. "I could not have received the same quality professional and social support anywhere else. Our Cancer Center is truly the top of the heap with a very comprehensive nature to care."

Telemedicine Solutions for Rural Communities: Many specialists "see" patients in their own communities by using high-speed telecommunication systems, computer technology and specialized medical cameras. PMC's use of sophisticated telehealth equipment makes specialty health care convenient, cost-effective and accessible for those living in remote and underserved areas.

Surgical Solutions: Robotic surgery offers many benefits for patients and represents a significant step up in surgical accuracy and patient comfort. The precision of the da Vinci system offers desired results without the long-term impact of traditional surgery. The use of robotic technique in surgery is expanding all the time. Physicians and their patients have the latest in surgical solutions here in southeastern Idaho.

CLIMATE



City Creek in the fall

If there's one thing that makes a big difference in one's lifestyle, it's the weather. The weather in Pocatello can be described as not too hot, and not too cold: it's just right.

Jack Messick, a meteorologist with the National Weather Service in Pocatello, says the climate is moderate. "We don't get the high temperatures as many other places," he said. "On average we have five days a year with the temperature over 100, as opposed to states like California, where in the Central Valley you can get 30 to 40 days a year with the temperature over 100."

Messick went on to explain that Idaho does have a dry climate, with the recent 10-year average of precipitation reported as less than a foot per year in the Pocatello area.

"We don't get huge amounts of snow, either," said Messick. "But you can drive to the snow, if snow sports is your thing."

Considering its elevation and its

proximity to snow sports in the surrounding hills, the city of Pocatello actually receives moderate amounts of precipitation and snowfall, with lots of sunshine even in the fall and winter months.

"A lot of the Western states don't get all four seasons," said Messick. "They get a hot, dry season, followed by a cold, wet season. But we get all four seasons here."

Here's a short rundown on what to expect in each of the four seasons in the Pocatello area.

In winter, one can expect cold temperatures, and the first snowstorm by late October. But the snow often melts before the next storm.

Temperatures hover in the 20s to 30s with a handful of subzero days each year.

Spring brings some precipitation and windy days, but storms are usually short-lived, with afternoon highs in the 60s and 70s becoming more common

as the season goes on. Nights are still jacket weather, however, as cool night air keeps the atmosphere fresh.

The warm days of summer offer the great weather one needs for camping, hiking, biking, fishing, boating and every other sort of outdoor activity.

Evening temperatures are in the 70s and 80s, with the occasional summer thundershower. Afternoon temperatures often reach the 90s, with a few days hitting the 100s.

Fall is marked by a quick decline in temperatures, with highs in October in the low 60s. Expect some periodic nighttime snows, which often melt during the day.

From balmy spring days, to warm summer sunshine, from the invigorating breezes of autumn rustling the orange leaves, to the fresh snowfall creating a winter wonderland,

Pocatello enjoys four distinct seasons that make the climate ideal and extremely livable.

EDUCATION



Education is a top priority in Pocatello, as the community strives to provide a better future through better education.

Pocatello School District #25 serves schools in Pocatello and Chubbuck. Its three major public high schools, Pocatello, Highland and Century, along with New Horizons Alternative high school, teach over 3,500 students every day. These high schools offer students a dual-enrollment program, which allows them to take special interest classes in one of the other schools, or to earn credits that can be used toward some college programs.

With 15 elementary schools, and three middle schools, District #25 offers a wide range of educational opportunities for all students, including students with special needs, and also offers sports programs.

Private elementary and middle schools in Pocatello include Grace Lutheran School (PK - 8), Holy Spirit

Catholic School (PK - 6) and the Calvary Chapel Christian School (PK-4). The Pocatello Community Charter School teaches grades K-8.

Among the online educational opportunities are ICON (Idaho Connects On-Line School) and the I-DEA (Idaho Distance Education Academy) virtual school. Pocatello also has an active organization to assist those parents who wish to home school their youngsters, in the Southeast Idaho Home School Association. Two local libraries assist with educating the community. The Marshall Public Library is located in Pocatello, while the Portneuf District Library is in Chubbuck.

Idaho State University is the gem in the crown of educational opportunities in the Pocatello area. With a full-time enrollment of close to 9,000 students, the university also offers Master's and Doctorate programs. ISU is especially known for its College of Technology,

and its growing association with its new research center. The school also boasts an excellent Pharmacology program, and is renowned in the area for a superior music program, not to mention the Stephens Performing Arts Center, a premier venue for musical performances.

ISU also offers English Language Services, Continuing Education programs, and Adult Basic Education. Visit www.isu.edu for more information about the university and its programs.

Pocatello believes that one is never too old to learn, and provides young-at-heart students over the age of 50 with a program called New Knowledge Adventures. This program offers older adults a chance to stimulate their thinking by participating in a host of learning opportunities in a wide variety of subjects. The goal is to expand one's educational horizons in the company of other active older adults. You're never too old to learn!

AREA HISTORY



The famous explorers Meriwether Lewis and William Clark, along with their equally famous Native American companion Sacagawea, weren't the only ones who braved the wilderness that is now Idaho.

Captain Benjamin Bonneville's expedition explored the Snake River in the spring of 1833. Captain John C. Fremont came west as a surveyor in the mid-1800s and Captain Nathaniel Wyeth came to trade with the local Native Americans. His venture saw little success, but he did successfully establish Fort Hall as a fur trading post in 1834, which became an important post for pioneers, miners and settlers traveling the Oregon Trail. To pay tribute to these explorers, local streets throughout Bannock County still carry their names.

In 1853, Congress created the Northwest Territory, which included Idaho. In 1868, Idaho took the shape it has today, and in 1893 Bannock County was formed. In 1889, Pocatello was born, bearing the name of Chief Pocatello, a Shoshone leader well known in the region. Because of its location at the west-

ern entrance of Portneuf Canyon, it was nicknamed "the Gate City."

At this time, it was common for towns to spring up along well-traveled trails, river crossings or at intersecting trails. The trading post, drinking or gambling house, livery stable, blacksmith shop, hotel and church became essential establishments for early towns. And according to local historian and former Chubbuck Mayor John O. Cotant, Pocatello and its northern neighbor, Chubbuck, had most of these elements.

But the railroad element is particularly important in Pocatello's history — indeed, the railroad grew Pocatello. In 1882, when railroad promoters secured a right-of-way through Fort Hall, people started settling nearby, hoping to capitalize on the area's development. Pocatello was chosen as the location for the terminal, and in successive years the railroad hired many local men. The town, particularly the downtown area, grew steadily in the following few decades and became a trade center and transportation junction for the region.

Bannock County Historical Museum, located at 3000 Alvord Loop on the upper level of Ross Park, includes exhibits of Pocatello's early railroad history, Shoshone-Bannock Indian artifacts and more. An adjacent Fort Hall Replica is also open to the public. For more information, call 233-0434.

The Bingham County Historical Society, with an office at 74 N. Broadway in Blackfoot, is staffed by volunteers who have posted historical photos on the walls, documents for perusal and maintain steady hours for answering inquiries.

The society saved volumes of courthouse legal documents that were destined to be destroyed, and its office houses local newspapers dating back to 1897. The historical society is located at 75 N. Broadway in Blackfoot.

Not far to the south is the National Oregon/California Trail Center in Montpelier. It offers visitors an interactive wagon ride, a look at the process of gunsmithing, a mercantile shop display, and special exhibits. For more information, visit www.oregontrailcenter.org.

OUTDOORS

What's the best thing about living and working in the Pocatello area? Local resident Todd Corsetti has a quick and definitive answer: it's the great outdoors.

"I like outdoor activities. It's kind of a key thing about where I choose to live," said Corsetti, who works at a local technology firm. "It's nice to be able to work in the high-tech industry ... and also enjoy that quality of life. Outdoor activities in Idaho, and especially in Pocatello, are incredible."

Corsetti is an avid skier, boasting that he manages to get out 40 to 50 days a year. But with all the options in and around Pocatello, that's not hard to believe.

Easily accessible within half an hour's drive from the Portneuf Medical Center facilities are two great ski opportunities — the Pebble Creek Ski Area and the Mink Creek Nordic Center.

Pebble Creek is just south of Pocatello, outside the nearby town of Inkom. The mountain has an elevation of 9,271 feet and the slopes feature a vertical drop of nearly 3,000 feet.

The ski area features three triple-chair lifts and 54 runs on 1,100 acres. A little more than half of that is rated advanced, with 12 percent rated for beginners. Intermediate slopes comprise about 35 percent of the runs.

The Nordic Center offers more than 20K of groomed trails for the cross-country ski enthusiast. There is a wide diversity in trail difficulty and plenty of opportunities for the novice cross-country skier. And, of course, you can rent all the needed equipment from the Nordic Center, if you're thinking about giving the sport a try.

Fortunately for Corsetti, he has a preference for both downhill and back country skiing. "The skiing here is inexpensive and great," he said. "There's a local ski resort that's incredible."

But winter is just one part of the equation. Some of the same terrain that makes for outstanding winter recreation,



makes for some of the best mountain biking within minutes from the city.

In warmer weather the numerous trails in the Mink Creek area become a haven for mountain biking, hiking or just taking a pleasant stroll. There is also ample room just outside town for those off-road vehicles.

It's the summer outdoor activities that Pocatello resident Andy Broom most enjoys. "I'm more into camping and fishing in the summer," Broom said. "You can go out to the wilderness here in less than an hour. Good wilderness. You can get out and away from it really quick, which is very rare."

For local rock-climbing enthusiast Mike Engle, it's a good rock to climb that does the trick. "I'm very outdoor oriented, and the outdoor recreational opportunities in Pocatello were what brought me here originally," Engle said. Whether it's state parks, such as City of Rocks and Massacre Rocks, or the mountain ranges of the Grand Tetons and Sawtooths, Engle takes ample advantage of those opportunities.

Of course, with Idaho's vast amount of relatively untouched federal lands, it's



considered a premium location for hunting as well, and the fishing is outstanding. In fact, Pocatello ranked No. 2 in Outdoor Life's Best Towns 2010 for hunters and fishermen.



LIVING HERE

The friendly city of Pocatello, also known as the Gateway to the Northwest, is uniquely positioned at a central point between some of the nation's greatest playgrounds. With a population of over 55,000, Pocatello is within a short drive of some of America's natural wonders and outdoor recreational areas for hiking, biking, skiing, cross-country skiing, fishing, hunting, swimming, golf, and rock climbing. The unique four-season climate and predominantly sunny skies allow for both summer and winter recreation opportunities.

One of the hallmarks of Pocatello is the diverse economy fueled by manufacturing, mining, transportation, medical products and high-tech research and development. While Pocatello is the fifth largest city in Idaho, it is home to several corporate and multinational headquarters.

Idaho State University is an important aspect of the community. It's home to the nation's first collegiate covered domed sports stadium and a new multi-million dollar performing arts center that is ranked nationally in acoustic performance.

Pocatello receives plenty of local accolades and is gaining much national attention:

- The World Health Organization just ranked Pocatello 8th lowest in air pollution in the United States.
- In June 2011, FDI Magazine - American Cities of the Future 2011/12 edition ranked micro cities. Pocatello was 6th overall in the category, 4th for FDI Strategy and 9th for Business Friendliness.
- In June 2009, FDI Magazine - North American Micro Cities of the Future 2009/2010 edition ranked Pocatello 10th overall in the micro cities category, Top 5 Best for Economic Potential and Top 5 for Best Quality of Life.

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REAL ESTATE

Although the national real estate market has had a rocky time of it over the past few years, the Pocatello real estate market seems to be weathering the storm. Three prominent Pocatello real estate agents discussed local market trends in recent interviews with the Idaho State Journal.

Real estate agent Gary Seymour, of ERA The Brokerage, feels optimistic that the real estate market in Pocatello is moving in a positive direction, stating that from January to July in 2011, about 350 homes sold in the Pocatello market. "I have a generally positive prognosis, at least in certain price ranges in the real estate markets," said Seymour. "Our market values never got up so artificially high, so we're not going so far down either. We're not going to lose the value that so many other markets have, like in Boise."

Randy Spencer, with Gate City Real Estate, is a longtime Realtor in the Pocatello area, and says now is a great time to buy real estate in Pocatello. "There are several things going on now, that I have never seen come together before in my 35 years of experience, that makes this a very good time to buy," said Spencer in a recent interview. "One is that interest rates have never been lower. When you calculate the interest savings over the life of the loan, that's a lot of money."

"Secondly," Spencer continued, "seldom in my career have I seen valu-



ations soften to below what a buyer paid. In other words, the buyer may not have to pay top dollar, because the home they buy has most likely been reduced several times while it's been on the market. Also, sellers are becoming more accustomed to paying some of the buyer's costs. Another plus for the buyer is that they are probably able to buy a newer home than they could have before."

Longtime real estate broker Gordon Wilks of Gate City Real Estate in Pocatello has this piece of advice for

anyone considering buying property: "Now is the time," he says. "The interest rates are low, but they're not going to stay there."

With his decades of experience in the Southeast Idaho real estate market, Wilks is anticipating that the Pocatello/Chubbuck area housing market will show signs of an upturn by the end of 2011. "I think that we are blessed or lucky to live where we live, because we haven't seen the really steep highs or the really deep lows in this area."

LIVING HERE

Continued from page 14

- American Cowboy's 20 Greatest Places to Live in the West. (April/May 2011 issue).
- Outdoor Life Magazine - America's Top 200 Towns for Sportsmen. (June/July 2010).
- Forbes.com list of Best Small Places for Business and Careers. (April 2010).
- Forbes Magazine ranked Pocatello 6th on its list for best places to live cheaply. These locations boast some of

the lowest living costs in the nation. They also have highly rated schools and low unemployment and crime rates.

- Kiplinger.com's 10 Great Cities for Raising Families. (2010).
- The Daily Beast's list of top Christmas cities for kids. (#8 in December 2010).
- The U.S. Census Bureau ranked Idaho as the #5 Best Homeownership rate in the nation.
- Milken Institute ranked Idaho as #5 state for the Lowest Cost of Doing

Business.

- Milken recently ranked Pocatello MSA 3rd in growth rate of high-tech manufacturing companies.

Pocatello residents care about each other, care about their town, and work to continually improve their small corner of the world. To see videos on life in Pocatello, visit www.portmed.org/physician-opportunities. The four videos on the site run back to back. Each video shares a glimpse into how physicians work and play in Pocatello.

SAFE COMMUNITY



All communities experience some crime, but on the whole, Pocatello has a low crime-rate that is a credit to the city.

Lt. Paul Manning, a 29-year veteran of the Pocatello Police Department, says that Pocatello's strong sense of community helps keep the crime rate lower than average. "We have very proactive citizens," he said. "We have a very well organized Neighborhood Watch program, with lots of volunteers that help the Police Department."

Manning went on to describe the working relationship between the Pocatello Police Department, the Bannock County Sheriff's Department, and other local law enforcement entities. "I think we do have a good cooperation between ourselves and other law enforcement agencies," Manning said.

"Having a good relationship with your neighboring agencies helps us complete investigations that cross jurisdictional lines," he explained.

Pocatello has a ratio of 1.59 law enforcement personnel for every 1,000 residents, according to the available data for 2009. In that same year, the city of Pocatello employed a workforce of 124 law enforcement personnel, with 88 of those as officers.

According to City-Data, a statistical information collection site, the violent crime rate for Pocatello in 2009 was lower than the national violent crime rate average by 28.38%. The city property crime rate was also lower than the national average by 2.69%.

"I think our community involvement is one of the factors that keeps our crime-rate low," Manning concluded.



AREA CULTURE

Pocatello is a diverse community. With its Native American roots, its history of German, Irish and other European settlers, ethnic Chinese and Hispanic populations, and international students from a host of countries attending Idaho State University, the Pocatello area is enriched by a variety of cultures and influences.

ISU's associations of international students include African, Asian, Muslim, Japanese, Nepalese, and Hispanic student groups, just to name a few. These groups periodically offer events to showcase their food and cultural affinities.

Meanwhile, the nearby town of Blackfoot, Idaho, held its first annual Cultural Diversity Fair in summer 2011. It featured Native American and Hispanic dancing. The Fort Hall Indian Reservation of the Shoshone-Bannock Tribes is located on the Snake River Plain north of Pocatello. Crossing four local counties, it is named for Fort Hall, a trading post that once was an important stop along the Oregon Trail. Each summer, the Fort Hall Indian Reservation hosts the Shoshone-Bannock Festival, which draws visitors from all over the surrounding area.

And the growing Latino population of Idaho, which has doubled since 1990, has had a positive impact on Idaho's economy. In 2009, the buying power of the Hispanic population in the state totaled \$2.5 billion.

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Shoshone-Bannock Festival

AREA CULTURE



RaNae's Rolls

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With a lively and diverse dining scene, Pocatello residents and guests are just minutes from down-home cooking at places like ButterBurr's, or foreign fare at restaurants like Sumisu, Thai Paradise, or wining and dining at restaurants like Marigolds. Familiar franchise restaurants — such as Ruby Tuesday, Texas Roadhouse and Panda Express — round out the dining possibilities.

For locally made brews with your meals, try Portneuf Valley Brewing, Pocatello's only microbrewery.

And drop by 309 E. Center St. for sushi at Sumisu. Owner Doug Smith, who attended the California Sushi Academy in Los Angeles, promises a

broader Asian influence on the menu. Some of his suggested dishes include Teppanyaki-style dishes, soups, noodle dishes and Tempura-style desserts.

Whether you love Thai food, or have never tasted it, be sure to sit down for dinner at the Thai Paradise restaurant. Its traditional pho soup is delicious, and its range of curries, noodle dishes, Thai steak and barbecued chicken will draw you back again.

Buddy's Italian Restaurant is another local haunt. Especially famous for its salad dressing, the diner has been a favorite in Pocatello since 1961. Stop by 626 E. Lewis for an Italian overload.

If you love Mexican food, you've got plenty of options. A few favorites are Señor Iguanas, 961 Hilline, which of-

fers large-portion sizes and especially huge burritos, and Mama Inez at 390 Yellowstone Ave., a place that's earned a reputation as a favorite restaurant in Pocatello.

A short list of other old standbys offering ethnic fare include the New Hong Kong Restaurant at 107 N. 5th Avenue, Remo's Italian restaurant at 160 Cedar, and the Grecian Key at 314 N. Main St.

Marigolds Wine and Delicacies co-owners look beyond simply serving food, although they do that as they dish up lunch, treats and beverages Tuesday through Saturday. To make eating experiences more meaningful, they offer diverse opportunities to learn about food,

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AREA CULTURE



Marigolds Wine and Delicacies

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with classes on sushi to wine pairings.

Pocatello also offers a variety of bakeries and coffee shops. Marsha Lamprecht never set out to be a restaurateur, but the bagel changed her plans. Lamprecht runs the 5th St. Bagelry, located at 559 S. 5th Ave. The shop's most popular varieties of bagels and bagel sandwiches are Parmesan and all grain, but specialty bagels with fruity or savory flavors also have a following. "The more you get into nutrition, the more you realize how bad a high-fat diet is. I got interested in bagels because I enjoyed eating something that was so good that was so low-fat," Lamprecht said.

Lamprecht, who'd always been interested in healthy baking and a lot of entertaining, saw the restaurant business

as the ultimate party. "The concept of having a restaurant was really appealing to me because I love to entertain. I love being around people. It's kind of like having a party down here every day," she said.

Geraldine's Bake Shoppe and Deli has enjoyed decades of success, thanks to a reputation for quality baked goods at affordable prices. Owners John and Sherri Horsley work to maintain that reputation by baking soft and fluffy bread, building sandwiches overflowing with quality meats and veggies, and retaining bakers with talent and experience. "It takes skill to produce beautiful breads and make them not just pretty, but tasty as well," Sherri said. "We keep striving to be the best each day, and when you taste our food you can see the effort."

By adding personal touches to the menu, the couple has made the business even better, Sherri said. The breads and rolls today come from original recipes. "Why change a great thing?" Sherri said. Instead of changing what worked, the Horsleys focused on increasing the selection of sweets and desserts, and venturing into good-for-you fare by broadening healthy salads and lunch offerings. Visit Geraldine's at 246 E. Chubbuck or 815 S. 1st Ave. Be sure to try RaNae's Rolls at 121 S. Main, as well as Pocatello's two Great Harvest Bread Co. locations.

Pocatello also has two Starbucks locations, as well as coffee shops with a local flavor, such as Mocha Madness, 546 S. 5th Ave.; College Market Books and Coffee, 604 S. 8th; and Snake River Coffee, 1319 Bench Road.

SHOPPING

The Pocatello/Chubbuck area offers a wealth of shopping opportunities from locally owned shops and markets to some of the nation's most popular chain stores.

In addition to supermarkets such as WinCo, Smith's, Fred Meyer, Nel's Bi-Lo Market and Albertson's, residents can pick up fresh produce at the Portneuf Valley Farmers Market. Located at 420 N. Main Street, the market features more than 100 vendors and is open on Saturdays from May through October from 9 a.m. to 1 p.m. Along with fresh vegetables and fruits, the market sells products made by local vendors, from stationery to plants to hair bows for babies. The market is also open Wednesday evenings during the warmer months in conjunction with a free summer concert series. For more information, visit portneufvalleyfarmersmarket.com.

When it comes to shopping, familiar favorites such as Walmart, Shopko, Kmart and Sears are open in Pocatello/Chubbuck. Lowe's and Home Depot can help the do-it-yourselfers, and several sports outlets, including Snake River Outdoor Sports and Dick's Sporting Goods, offer all the sports, hunting, fishing and camping equipment one could need.

The community also offers the Pine Ridge Mall to shoppers, as well as discount outlets such as T.J. Maxx, Tuesday Morning and Ross.

One of Pocatello's strengths is its selection of antique and vintage shops. Vain and Vintage, 318 E. Center, sells goods for decorating a home, as well as clothes from days gone by. Kanda Klassie and Co. (502 N. Main), Abigail's (330 N. 4th) and Her Alibi (211 S. 4th) also sell antiques, from furniture to conversation pieces.

For crafters and artists, Sierra's Crafts and Frames, Jo-Ann Fabrics and Crafts, and Cushman's Arts and Crafts sell artist supplies, paints, brushes, and more.

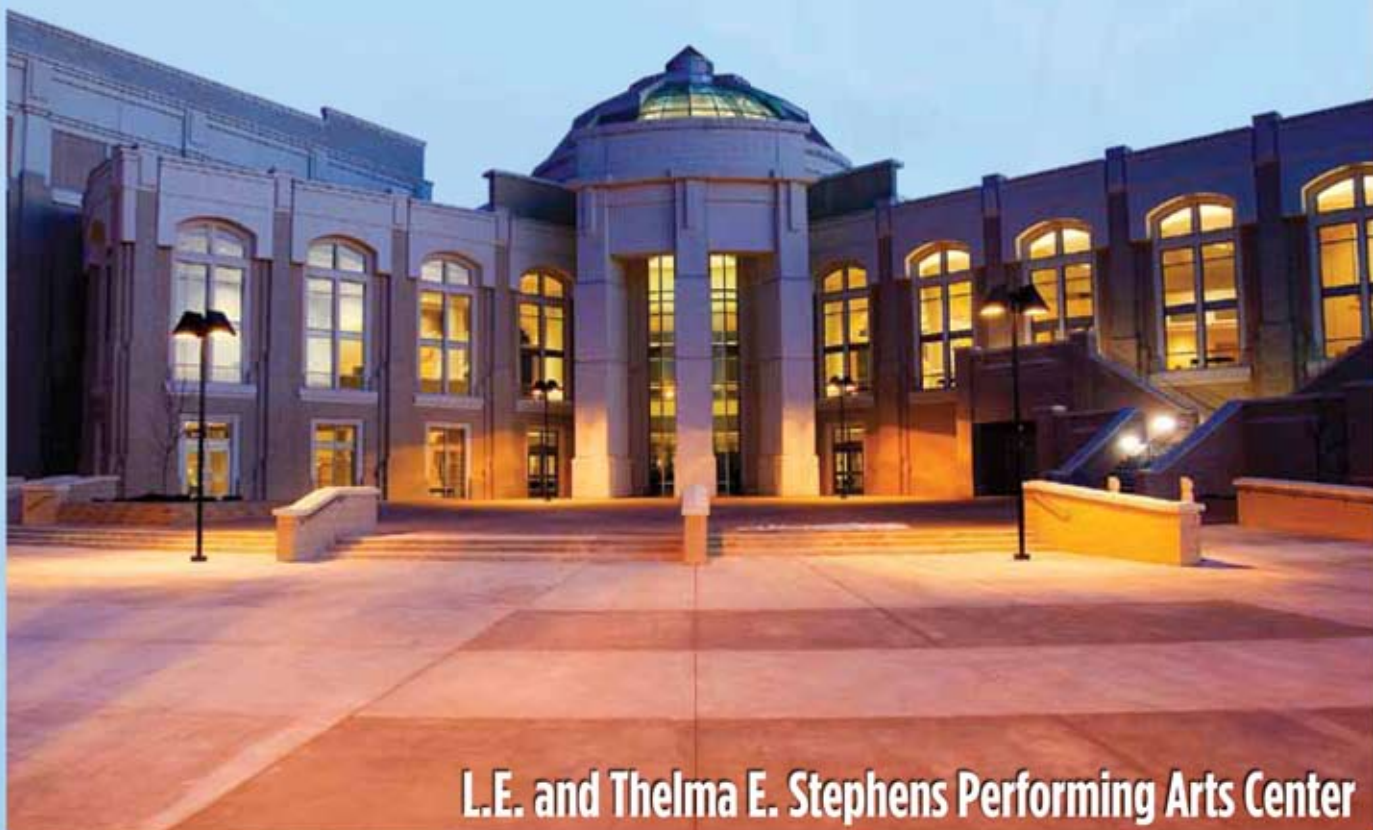


Local specialty stores, many of them downtown, run the gamut of services, offering appliances, fresh-baked bread, custom photography, fine art, antiques, formal wear and coffee.

For those with a green thumb, garden centers are plentiful in Pocatello. Town and Country Gardens is at 1300 E. Oak, and McKee's

Pet, Garden and Feed Centers operate at two locations, 244 Yellowstone Ave. and 130 Evans Lane. Cobblestone Creek Nursery and Garden Center is open at 145 E. Linden, and Pinehurst Floral and Greenhouse, 4101 Pole Line Road, is a convenient location for those living in the Chubbuck area.

MUSIC AND ARTS



L.E. and Thelma E. Stephens Performing Arts Center

While Eastern Idaho may be an outdoor recreation paradise, Eastern Idahoans are also passionate about the arts.

The area has a rich mixture of live theater, symphonies, dinner theaters, kid and adult theater options, art exhibits, museums and other arts entertainment.

The region's universities each contribute something unique to the cultural environment in eastern Idaho. Locally the L.E. and Thelma E. Stephens Performing Arts Center, located on the Idaho State University campus, is a new multimillion dollar center.

The new facility houses a 450-seat thrust theatre equipped with computerized lighting and sound sys-

tems. Additionally, it houses a flexible 200-seat black box theatre, perfect for more intimate productions and a 1,200-seat acoustically perfect concert hall.

The Idaho State-Civic Symphony performs in the grand concert hall.

Theatre ISU offers a season of theatrical productions, which range from classics to contemporary, from intimate to large-scale, and from student-directed to faculty produced.

They also include dance productions ranging from jazz to ballet and hip-hop to modern in their seasonal repertoire.

During the summer, ISU presents a Summer Concert series in which families can spread their blankets, pack a picnic and listen to music or enjoy

Shakespeare in the Park.

Beyond the many varied university sponsored activities, many small theater companies call Pocatello home.

Mystique Theater has become one of Idaho's premier dinner and chamber theaters, and features many fine theatrical performances.

And Pocatello's Westside Players, established 25 years ago in 1986, is an all-volunteer community theatre company dedicated to offering fine dining and entertainment.

The Old Town Actors Studio is also a center for theater performances, production, education, training and experimentation. By presenting both classical and new theater works, OTAS showcases quality theatre arts

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MUSIC AND ARTS



Transitions Art Gallery



Sagebrush Arts Fest

Continued from page 21
that strengthen and challenge both the artist and the audience.

Family friendly theatre, musicals and youth acting classes have a home at Gateway Theatre.

Art galleries and antiques can be found in the historic downtown district. Old Town is alive with crowds and music for visitors on the First Friday Art Walk and during the summer Revive @ Five concerts.

The monthly Art Walk provides an opportunity to view and experience art by local, regional and national artists.

Many downtown businesses including restaurants and galleries participate in the Art Walk, some with displays and others with art demonstrations. Revive @ Five offers family friendly entertainment on Wednesday nights from May to September. Crowds come and dance, eat and browse through the Portneuf Valley Farmers Market.

Pocatello sits at a central point with easy access to Salt Lake City, Boise, Jackson Hole and Sun Valley.

Within a few hours, residents can find an extended selection of museums, theaters, ice shows and art exhibits.

WE GIVE BACK

Being a leader in a community does not come by simply providing a valuable service. Leaders are difference-makers. At Portneuf Medical Center, we know that providing state-of-the-art health care is not enough. We strive to make a difference in our community and we do so in a multitude of ways.

Educational Opportunities

PMC provides many valuable and free educational opportunities to community members through programs such as first aid clinics, support groups, educational seminars, screenings and self-help programs. We are proud of our commitment to the community's health and we want them to stay healthy and be well.

Charity

We have an ongoing commitment to provide grants and sponsorships to various organizations in the communities we serve. Annually, PMC donates over \$250,000 to local organizations. As an ongoing part of our commitment to keeping the community healthy, PMC, in 2010, provided \$1,088,728 in quality medical care to the uninsured (charity) and wrote off \$12,988,622 in debt for the underinsured residents in our service area.

Economy

As a member of the community, we have a vested interest in the overall economy. In 2010, \$1,658,326 in non-tax income went to the general fund to support local schools and the community. Throughout the construction phases of the new hospital, \$76 million in construction costs and \$24 million in direct labor costs went into the local service-area economy. We spent \$17 million for materials directly through local vendors. As we continue to invest in new equipment and technology, over \$11 million in 2010 and over \$35 million in 2011, our expenditures continue to benefit the community, and protect and enhance the health of our residents.

Outreach

Each year, PMC lab services reach thousands of people through annual health fairs. Our mobile mammography van annually provides mammography screenings to thousands of women in



PMC donates to Brooklyn's Playground

rural communities. We offer free or low-cost health screenings, including blood pressure, cholesterol, heart-risk and sports injury. In addition, we recognize that ongoing support for patients and their families is essential to their well-being and recovery. Support groups for individuals concerned about alcohol use, joint surgery, cancer, caregiving, depression and diabetes are facilitated by hospital staff and community members.

Beyond Our Doors

Members of the PMC staff are part of the community as friends, neighbors and family members. A significant percentage of our staff members volunteer their time and talents throughout our service area. Individually and collectively, we provide support to not-for-profit organizations, community events and health clinics. A number of staff members spend time coaching city recreational basketball, soccer and baseball. We sit on boards and actively participate in fundraising events.

Portneuf Medical Center continues to find new and meaningful ways to extend our reach and improve the health and quality of life for all those in our community.

All-Terrain (ATV) Ambulance

The ATV ambulance is an emergency medical services support vehicle for the Pocatello Fire Department. It helps EMS crews cover and serve the rural and wilderness terrain of Bannock County, serve and be on location when regular ambulance access

is limited and work in partnership with other agencies to help regional search and rescue efforts. The ATV is outfitted with a special medical package.

Portneuf Greenway

The Portneuf Greenway Foundation establishes and improves the Portneuf Greenway as a community resource and to encourage restoration of natural areas along the Portneuf River. Through a grant to the Portneuf Greenway Foundation, the paving of the Jim Rogers and Abraszewski Trails was made possible. The continuing development of the greenway improves the quality of life for residents of Pocatello and Bannock County.

Brooklyn's Playground

Brooklyn's Playground is a place where children of all abilities can come together, interact and grow through the wonderful gift of play. It is a remarkable playground for all the community's children. In an extensive, community-wide volunteer effort, the whole community came together to build the first fully-inclusive playground in the area. Volunteer and fundraising efforts touched every segment of the population: children, civic service groups, church groups, businesses and individuals. The Portneuf Health Care Foundation is proud to have participated with a generous donation to the grass-roots movement and to play a role in building something truly special for the children in the community.

Portneuf Health Care Foundation

– A Solid Partner

The ownership and governance of Portneuf Medical Center is through a joint venture partnership between LHP Hospital Group Inc. and the Portneuf Health Care Foundation.



"You would be hard-pressed to find another hospital in which to practice that invests so much in true community health. We are capable of making significant and innovative investments for the benefit of the community and your patients."

—Shaun Menchaca, CEO,
Portneuf Health Care Foundation.

The Portneuf Health Care Foundation owns 23 percent of the hospital but holds 50 percent control in the decision making. Twenty-three cents of every revenue dollar returns to the Portneuf Health Care Foundation.

Our mission is to enhance and improve health care in Southeast Idaho and surrounding areas by focusing on building and strengthening Portneuf Medical Center and investing in the promotion of health in our region through organized, thoughtful stewardship.

The foundation's record of success includes purchasing an all-terrain ambulance for the Pocatello Fire Department, paving Portneuf Greenway trails and generous donations to make the region's first all-access playground a reality.

Shaun Menchaca

