

## PROFILE

BUDD GOULD:

## A Northwest Classic



His restaurant empire is 23 strong and growing, an essential presence on virtually every developed Northwest waterfront worth mention.

Yet Budd Gould (BA 1962), the founder and principal owner of Anthony's Restaurants, is far from the flamboyant restaurateur you might expect to find at the helm of so indomitable a vessel. Gould embodies the easy-going, self-effacing, no-nonsense character of the archetypal Seattle native. And, not surprisingly, the prominent family of waterfront seafood restaurants he's cultivated over the past 30 years delivers the quintessence of the Northwest in a meal—the geographic splendor, the laid-back atmosphere and the freshest local delicacies served in season and without pretension, from Copper River salmon, Olympia oysters and Dungeness crab to Yakima asparagus, Walla Walla sweets and Cascadian wild blackberries. Throw in a Chateau Ste. Michelle Riesling, and you'll get the picture in high definition.

"That's a good way of putting it: Northwest on a plate," Gould says. "We're

blessed with the quality of seafood and produce we have in this region. So we put that on the plate."

Not that he was born to the vocation. When Gould was growing up in the 1950s, there really was no restaurant "industry" to speak of, which actually worked in his favor. He had some wild professional oats to sow after graduating from the Business School and then earning his MBA from Harvard in 1965. When classmates dispersed to flashy jobs in New York, Boston, Chicago and London, he had other plans. "A couple of us Seattle boys wanted to come back to the Northwest," he says. "Nobody could understand why."

Opportunity in provincial Seattle was pretty scarce in those days. Eventually, though, Gould landed a job at Seattle First National Bank, rolling out the state's first credit card.

But soon he, like many of his contemporaries who went on to shape the modern Northwest economy, got a hankering to start something of his own. With some friends, Gould hatched a string of doomed business plans: a

lobster farm; a boat business; a line of pet stores, lodges and hospitals.

"In everyone's career you're going to fall down," he says. "But it makes you cautious; you don't want to repeat a mistake. You learn from them."

And Gould's next entrepreneurial move was no mistake. In 1968 he and some friends opened a steak and lobster restaurant that survived a Boeing layoff by selling food half-price and cashing unemployment checks in the bar. The economy improved, and a culture of eating out took hold. "We started making money and it started being fun," Gould says. "I learned the entire business at The Fox, though I was a terrible cocktail waitress and I wasn't a very good bartender. You could see where this industry was going to go."

In 1973, Gould opened a second restaurant called Mad Anthony's, a colonial-themed tavern that served mulled ciders, hearty ales and Baron of Beef plates. He named the cozy, cavernous place after General "Mad" Anthony Wayne, the top general in George Washington's Revolutionary Army. "He was a rogue and a womanizer. A perfect character," Gould says, with a laugh. "He would have loved our place."

Mad Anthony's was a success from the start. "But it wasn't on the water," Gould says.

"On the water" became a mantra after the overnight success of his third restaurant, Anthony's HomePort, on the Kirkland waterfront, where it capitalized on the growing seasonal tourism and taste for fresh seafood. "We called it Anthony's, but no one really got the connection," Gould says. "So now, years later, we have this family of restaurants and nobody knows who Anthony is."

By Ed Kromer

Not that he's complaining. Through cautious, self-financed expansion, Anthony's archipelago has extended from Bellingham to Spokane to Richland to Bend, Oregon. Except for a restaurant in the new Pacific Market Place at Sea-Tac airport, all of Gould's eateries sit on the picturesque shore of some body of water, be it sound, sea, lake or river.

Today, Gould shares ownership with family and senior management but remains active in the operations and menu development. Anthony's wholesale seafood business allows the company to ensure quality and reasonable prices. And Gould's personal connections with vintners, farmers and foragers around the region ensure the richest ingredients.

But good food alone does not make a restaurant a good neighbor. Gould has built loyalty among customer and employee alike. And following his own commitment to philanthropy, he insists that each location be actively involved in its community. "For some companies, participation in United Way is a way to do this," he says. "In the restaurant business, we have these great facilities that can be used for fundraising."

So Anthony's sites host benefits for environmental organizations, charitable foundations, hospitals and many other causes, raising tens of thousands of dollars in a sitting. That's more than a meal. And the National Restaurant Association has noticed, honoring Anthony's with its National Restaurant Neighbor Award in 2003.

But Gould puts more stock in kind words than awards. "I can't tell you how satisfied I am when I go into a community and see how well Anthony's is received, or how proud of my crew I am when I hear someone raving about the meal they ate there. That's why we do this." ■

*The Business School has honored Budd Gould with its 2005 Alumni Leadership Award.*

## PROFILE

JOANNE HARRELL:

Philanthropist by Vocation and Avocation *By Nancy Gardner*

Joanne Harrell (MBA 1979) approaches business and philanthropy in much the same light. She has excelled in both arenas through an abundance of energy and self-motivation, a pragmatic approach to problem solving, and a commitment to continued learning that has led her to study management and marketing at Harvard, Stanford, Columbia and the Brookings Institution.

"I have clear priorities that are rooted in a desire to learn, grow and help others," Harrell says. "I am motivated by the satisfaction I get from feeling that I have done my very best and helped others do theirs."

Harrell's skills have clearly served her well in the various management positions she's held at InfoSpace, US West Communications and Microsoft, where she currently serves as general manager of the enterprise sales strategy group.

While executive director of the United Way of King County from 1997 to 2000, Harrell led the chapter to successive national fundraising records and wide recognition for excellence in marketing communications and brand management. She grew the non-profit from the 14th to the largest United Way program in the country.

But Harrell considers giving back to the community more than a job. She

began her career at Pacific Northwest Bell in 1983, where she and her colleagues were encouraged to volunteer in the community. She has served on a host of boards, including Seattle Urban League, YWCA and the Salvation Army. She's currently a trustee of the Seattle Art Museum and the UW's Evans School of Public Affairs and is a member of the International Women's Forum.

Harrell says the growth in Seattle-area philanthropy is not surprising, given the maturing of the young, wealthy high-tech crowd. "Sitting on a pile of money is not what gives satisfaction to the human soul," she says. "So we have people looking around asking, 'How can I make a difference?'"

Harrell has always strived to make a difference. And several indicators—namely her two youngest children—point to a carrying forth of her business wisdom. Each year during Seafair, her 8-year-old daughter and 11-year-old son run a lemonade stand. This year, says Harrell, her daughter was forced to fire a neighbor/employee, because the 8-year old simply wasn't pulling his weight. Her kids made over \$130 and paid back their supplier (grandmother Rose Harrell), paid their two employees, and met the expectations of their board of directors (mom, dad, older brother). Harrell says the experience taught her kids the importance of marketing, pricing, quality control and management. They saved most of the proceeds, gave some to charity and will be able to capitalize themselves next year.

And so the Harrell tradition of savvy philanthropy continues. ■