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Friday, April 23, 2004

## Business Digest

### Jones Soda doubling distribution in Zumiez

Jones Soda Co. said yesterday that it will nearly double its distribution in Zumiez Inc. skate and snowboard stores. The Seattle-based beverage company currently sells its products in 67 Zumiez stores; it will be available in 120 stores in June. Zumiez is based in Everett.

### Fruit packers' layoffs become permanent

Custom Apple Packing said seasonal layoffs that likely will become permanent June 11 will leave 70 packers out of work. Bill Leonard, plant manager, said workers have been notified that the recent layoff will continue for an indefinite time, and they should seek other employment. The company plans to pack apples from Brewster at its Wenatchee and Quincy plants to move operations closer to Interstate 90, he said. The loss of 70 jobs is more bad news for Okanogan County, where unemployment rates remain in the double digits.

"It will have a big impact on the city, I'm sure," Brewster Mayor Bonnie House said. Two fruit-packing cooperatives in Tonasket have closed in the past four years: Chief Tonasket in 2000 and Regal Fruit in 2001. About 180 jobs were lost.

Custom Apple's seasonal workers were laid off the first week of April, about two months early, because of the small crop last year.

### Simpson Resource is changing its name

Simpson Resource Co. of Seattle said it is changing its name to Green Diamond Resource Co. Simpson Resource was set up to manage the timberlands formerly owned by Simpson Timber Co.; Simpson, one of Washington's oldest companies, last year split its manufacturing and timberland operations into separate companies.

## NEW TOP OFFICER

- Bellevue-based **Evader Inc.**, a maker of electric high-performance vehicles, has hired **Dwight Davis** as vice president of advertising. Davis has worked with major New York advertising agencies.

**This report includes information from P-I staff, The Associated Press and Bloomberg News.**

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