



KEVIN COLE AT KEXP

## Influential Acts

### JOE WHINNEY

The founder of Theo Chocolate, affectionately called “Whinney Wonka” by his staff, is busy raising Seattle’s chocolate profile. His company turns out Fair Trade Certified and organic chocolate bars and truffles—and is the only place in the Northwest (and one of 11 places in the nation) to make the chocolate from scratch from cocoa beans. Like fine wines, his line of luscious dark chocolate bars showcase the terroir of Ghana, Ecuador and other far-flung origins from where the beans are imported. He might not have Oompa-Loompas, but he has chocolatier Autumn Martin to whip up fanciful concoctions with exceptional ingredients. In the planning stages: a restaurant in the front of his Fremont-based factory serving drinks and sweet and savory dishes that feature—what else?—chocolate. *Maureen N. Mintkeski*

### KEVIN COLE

Once a small 10-watt radio station, Seattle’s KEXP, specializing in alternative rock, now has listeners the world over thanks to podcasts over the Internet, and the genius of program manager and DJ Kevin Cole. Heavily

involved with community organizations through Audioasis, a program that connects listeners to a new local charity each month through on-air promotions and live fund-raising musical showcases, the charismatic Cole has led KEXP into a new era of radio in which DJs and station managers not only pick out rocking tunes but help the community. *Kate Palmen*

### TERI HEIN

Hein, founder and executive director of 826 Seattle (826seattle.org)—a non-profit writing center for youth—is a creative multitasker, overseeing 826, running the Greenwood Space Travel Supply Company (all proceeds benefiting 826 Seattle) and creating unique fund-raising events (also to benefit 826) with the help of such heavyweights as Pearl Jam and author Dave Eggers. Under her guidance, the center, in existence for just over a year, is expanding its free services (after-school tutoring, evening writing workshops, field trips and in-school assistance—all free of charge)—a tribute to Hein’s belief in the power of the word and to her determination. *M.N.M.*

### ROGER NYHUS

The CEO of public relations firm Nyhus Communications (nyhus.com), Roger Nyhus, 38, is the marketing and media

# God of the Nectars

TED BASELER,  
[CEO, STE. MICHELLE  
WINE ESTATES]

## 013 WINE

IT MAKES PERFECT SENSE for Ted Baseler, president and CEO of Ste. Michelle Wine Estates (ste-michelle-wine-estates.com), to evangelize about the outstanding wines of Washington state. He comes to it naturally, being the son of a Lutheran minister in Bellevue. With 22 years of service at Ste. Michelle Wine Estates (formerly Stimson Lane), Baseler is recognized as the top leader in the booming Washington wine industry, heading up one of the world’s most successful wine companies with premier wineries, including Chateau Ste. Michelle, Northstar, Spring Valley, Conn Creek, Col Solare and Antinori wines of Tuscany. More important, he has been a steadfast promoter of the enology/viticulture program at Washington State University.

“We have to have our own research facility, and we need to step it up dramatically,” says Baseler, now a member of the WSU Board of Regents. “Our state is unique—it is important that we produce our own enologists and researchers who study Washington techniques rather than import them from California or other regions.”

The future continues to remain bright for Ste. Michelle Wine Estates. It recently purchased the Erath Winery in Dundee, Oregon, and will begin making premium Oregon Pinot Noir, and is planning additional acquisitions in other great wine regions of the world in the next five years. However, Baseler says the core of his company will always be Washington wines, and, like a true missionary, he is bringing Washington wine to China and Japan. Can we hear an amen? *Christina Kelly*

PHOTOGRAPH BY DORON GILD