



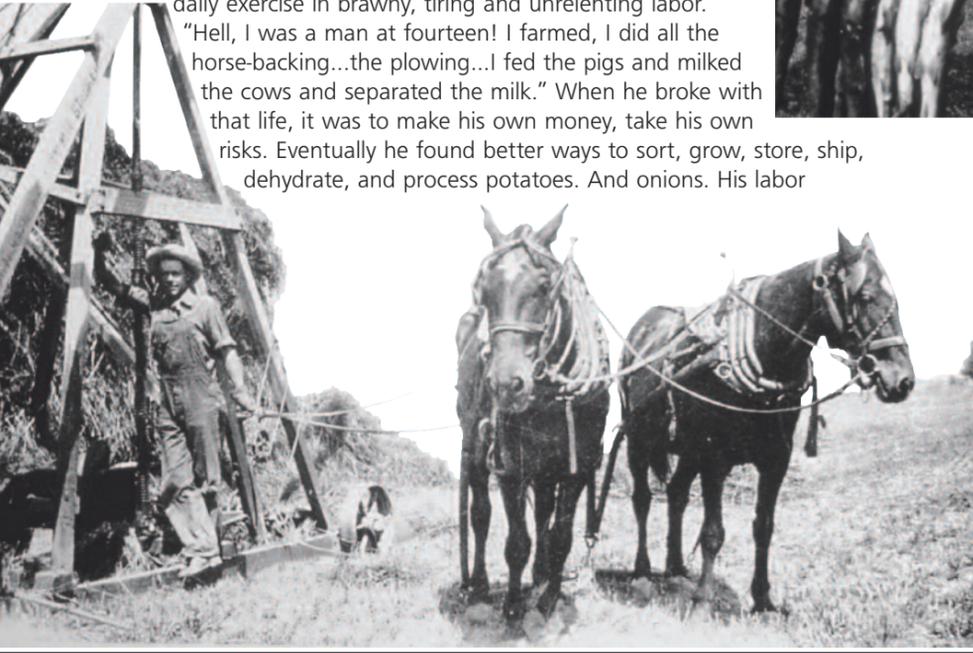
J.R. Simplot has distributed his "share" widely around the State of Idaho, elsewhere in the Pacific Northwest, in Canada, Australia, Mexico, China and beyond. But his home is in Boise City and Ada County. Here, for over half a century, he has deployed his share in ways that build, that educate, that improve, that solve problems, and that make the texture of community life more interesting than before. J.R. Simplot has been making history in Ada County.



Simplot: the man, the company, the spouse, the father. The Simplot name is affixed to a vast complex of personal and business enterprises, and the boundaries among them sometimes blend softly into one another. But the historic original is J.R. Simplot, the entrepreneur. He has called himself a venture capitalist; and the Board of Ada County Commissioners is pleased to thank him for the many ways his ventures have enriched Ada County.

### "Well, you know, honey, when I started...I hired them for brawn... Today [we're] after brains."

J.R. Simplot's childhood on his father's Declo farm was a daily exercise in brawny, tiring and unrelenting labor. "Hell, I was a man at fourteen! I farmed, I did all the horse-backing...the plowing...I fed the pigs and milked the cows and separated the milk." When he broke with that life, it was to make his own money, take his own risks. Eventually he found better ways to sort, grow, store, ship, dehydrate, and process potatoes. And onions. His labor



continued unrelenting, but it aimed to wring more and more efficiency – and satisfaction – from the labor exerted.

He created and founded the J.R. Simplot Company, engaged in agriculture and livestock, food processing, mining and fertilizer manufacturing, lumber. Ventures in real estate began when he had to solve housing-shortage problems for his employees during World War II.

Simplot moved his headquarters to downtown Boise in 1947. He had a staff of two. In 2006, the headquarters staff numbers 700 people, the brains at the center of a worldwide enterprise. Downtown Boise has had its good and bad years, but Simplot remained. Deliberately. He, the company, and the employees have persisted, consistent contributors to the economy and vitality of Ada County.



### "And the birds! Millions of parrots living off that dam."

Perhaps vivid memories of those parrots in Venezuela sharpened his interest in peregrine falcons. By 1975, DDT had reduced the state's population of the birds to zero. After unsuccessful efforts to reintroduce them in the 1970s, the Idaho Fish and Game Department had an opportunity in 1980 to obtain 90 birds from the Peregrine Fund's breeding center in Colorado over a period of several years. But they needed funding help to carry out the project. Simplot pledged a multi-year commitment, and young peregrines began arriving in Idaho in the summer of 1982.

In 2005, a nesting pair of peregrines hatched five chicks in a box on a ledge above the J.R. Simplot corporate offices at One Capital Center.

### "The J.R. Simplot Company presents..."

A Sunday evening in 1952, 7:30 p.m. KDSH (later KBOI) Radio was airing The Simplot Company Radio Hour. To the surging strains of a musical intro, actors read their parts in a historical tale of Idaho entitled "Incident at Arco," aided by dramatic sound effects. Other episodes of The Idaho Story told of Steamship Norma, Massacre Rocks, and others. The audio tapes became available for elementary school classrooms.



The Ada County Board of County Commissioners is pleased to present its first annual Making History Award to J.R. Simplot. His contributions to the economy, culture, youth, students, and future of Ada County have been constant, creative, and constructive. We thank him.

### "We want to do our share." J.R. Simplot



2006

MAKING HISTORY IN ADA COUNTY



Photos courtesy of the J.R. Simplot Company, Micron Technology, The Peregrine Fund and University of Indiana.

J.R. Simplot's contributions to Ada County are impossible to calculate. Two great businesses are headquartered here, their employees creating legacies and gifts to the community in their own names and in the name of J.R. Simplot and Micron Technology. Our landscape contains Boise Hills Village, Somerset Ridge, Columbia Village, the Marriott Courtyard, the Basque Block, and Idaho Ice World, thanks to Simplot enterprises. His hilltop house and flag have gone for a future governor's mansion. (Simplot to Legislature: "Here it is. You fuss with it.") J.R. Simplot's deliberate investment in One Capital Center was the pivot making it happen, the first private project in Boise's downtown redevelopment. Simplot invested in the Grove Hotel, its privately owned arena (a rarity in the United States), and the Idaho Steelheads, too. Every corner of the BSU campus – and at Albertson College of Idaho next door – offers more to the community and to students with the help of J.R. Simplot. Most of the good things about life in Ada County have J.R. Simplot's optimistic vision and constructive "share" stamped upon them somewhere... the BSU Pavilion, Boise State University Athletic Center, St. Luke's and St. Alphonsus medical centers, Ronald McDonald House, Boise and West Boise YMCAs, Aquatic Center, Silver Sage Girl Scout Council, Idaho Botanical Garden, Idaho Elks Rehabilitation Hospital, Idaho Anne Frank Human Rights Memorial, Salvation Army, Philharmonic Youth Symphony, Idaho Children's Chorus, Women and Children's Alliance, Idaho Humane Society, Idaho Theater for Youth, Bronco Athletic Association, Beau Arts, Boise Public Library, Idaho Black History Museum, Lee Pesky Learning Center, Little League Baseball, Optimists Youth Football, Humphreys Diabetes Center, Discovery Center, United Way, Learning Lab...





Decades later, Simplot gave Idaho Public Television \$250,000 toward its Endowment. He helped underwrite Idaho Public Television's history series, "Proceeding On Through A Beautiful Country."

After that, video tapes enhanced school lessons in Idaho history.



### "It's a helluva place to ski."

Bogus Basin. After a rough new road connected the end of Harrison Boulevard to the resort in 1941, Bogus Basin opened for business. J.R. Simplot was one of the skiers, and a little more. He was one of many investors behind the operating concession awarded by the Bogus Basin Recreation Association. By 1951, things weren't going well, and it seemed that Bogus might not open that year. When the editor of the *Idaho Daily Statesman* understood this, he appealed to J.R. Simplot. In turn, Simplot bought out the other investors and then proposed a way to give the rope tow, a T-bar, and other assets to the Association. His attorney said, "You can't do that, it would be illegal." J.R. said, "You're the lawyer, find a way to do it legally." He did.

Bogus got free of its debts and began its ascent as the ski resort it has become, Ada County's incredible back yard ever since.

golfing, to make the deal. "They just came up and I said I'll take 60 percent and you guys take 40 percent and we'll just build it." Just like that. The Center opened in 1986.



### "The little woman talked me into it."

While J.R. Simplot refers to it as "toe dancing," his wife Esther Becker Simplot, calls it ballet. When in the 1980s, many, many people were coming up with their "shares" to build the Morrison Center for the Performing Arts, the Simplots contributed \$1 million of the \$3.7 million raised by donors other than the Idaho Legislature and the Morrison Family Foundation.

Esther Simplot was a charter member in 1973 of Boise Civic Opera, now Opera Idaho. Her love of ballet led her and her husband to build the Esther Simplot Performing Arts Academy in 1992, and then expand it with the Academy Annex in 1996. The institution represents a singular patronage of the arts as unique as the vision and the couple who inspired it.

The Simplots gave \$1 million for a park on the Boise River Greenbelt. It will bear Esther Simplot's name, a tribute to her partnership with J.R. Simplot.

### "I'm so damn proud I'm a stockholder. We're here to stay."

Ward Parkinson, once a worker on a J.R. Simplot potato field, was in Boise in 1978 with ideas about making DRAM computer chips. He helped Allan Noble, a maker of irrigation equipment, solve a certain production problem at the Ron Yanke Machine Shop, where Noble had his work done. Noble, Yanke, and Thomas Nicholson, an Ada County sheep rancher, decided to back Parkinson, but building a plant required more money than they had. Simplot listened to his son Scott, who said, "We've got to do this." Later Scott said, "I

### "Someday they'll outlaw those damned cigarettes – they're addictive and they kill people."

After watching the "tough young bucks" he hired in the 1930s die early deaths, coughing – and smoking – to the end, Simplot bought a big bus, fitted it with educational exhibits, and hired a man to visit every junior and high

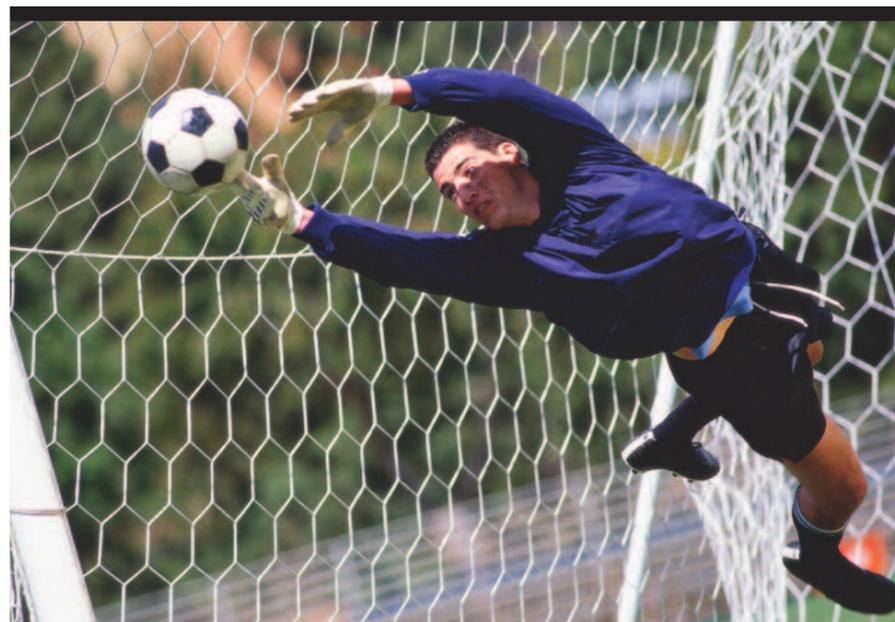
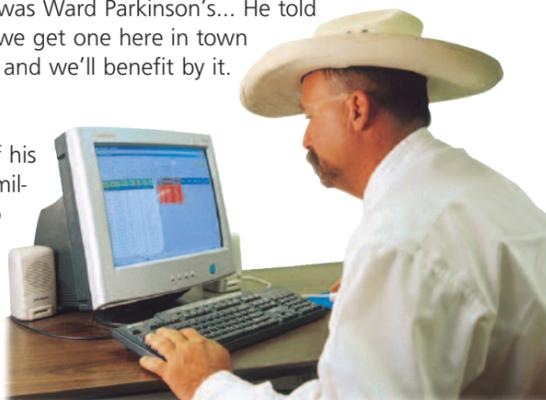


can't say I had a hard sell...something triggered in him...and he jumped on it." He went in for \$4 million. The money helped obtain bank loans to finish the job. In 2006, Micron Technology, Inc., represents over five percent of Ada County's labor force. Their combined efforts bring revenues from all over the world, supporting families, homes, trade, local governments, and other businesses in Ada County.

### "Technology... How far can we go? I don't know."

"We've got to innovate; we've got to eliminate as much labor out of everything we can and make better pay for the people doing the work...Well, you know it wasn't my idea. It was Ward Parkinson's... He told me about the building [and] if we get one here in town we'll attract the best engineers and we'll benefit by it. And I said, "Get at it..."

For Simplot, getting at it meant donating 8000 shares of his Micron stock, worth about \$4 million, to Boise State University to build and equip the Simplot Micron Technology Center. Ward and others had flown up to McCall in Allan Noble's helicopter, where Simplot was



school in Idaho to "preach against cigarettes. And booze." He supported man and bus for 28 years.

His interest in healthy young people has continued ever since. He has built for them often. In the 1980s, soccer moms and dads recognized that their children were wrecking the turf at Boise's parks and needed proper soccer fields. One of them learned that the Yamhill landfill, not far from Columbia Village, was for sale. A few years later, the soccer parents had mobilized the Ada County Commissioners and Columbia Village developers; thousands of volunteers picked broken glass from the surface of the future fields. And they had staged a "Have we got a deal for you" scene at the desk of J.R. Simplot. The deal proved intricate, but Simplot donated \$1.5 million to build the Simplot Soccer Complex. The turf was ready in the early 1990s.

### "The zoo ought to have a damn elephant."

J.R. Simplot had seen elephants in Thailand and had always liked elephants. He proposed to give the Zoo Boise Foundation \$160,000 if they would get an elephant. Zoo board and staff traveled to other zoos and researched the requirements of elephants. They found, to Simplot's – and everyone's – disappointment, that Boise's zoo simply didn't have enough space to keep an elephant healthy and happy.

But Simplot gave the money anyway. It went to create exhibit space for small animals, the zoo's gift shop, its educational center, and a new entryway to the zoo.

(continued on back)