

**Bunch of vagabonds**

Eclectic klezmer band celebrates its 10th anniversary  
— See LIFE, B1



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# Portland Tribune

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## Lovejoy's city work shines in new light

Author brings to life an overlooked leader in Portland's history

By **STEVE LAW**  
The Tribune

Bubonic plague struck San Francisco in August 1907, and Portland and other Pacific ports feared they'd be hit next.

One month into her job as the nation's first big-city female public health officer, Esther Pohl Lovejoy moved quickly.

Resisting calls to scapegoat Chinatown, Lovejoy enlisted the news media to expose rotting piles of garbage and open sewers at Portland waterfront businesses. She led a city crackdown forcing the use of enclosed garbage receptacles and screens to keep rats from stockpiles of wheat and other foodstuffs. And she enlisted professional rat catchers and offered residents a nickel bounty for every rat they brought in, dead or alive.

The plague did spread to Seattle that fall, but Portland was spared.

During Lovejoy's tenure as a public health official here, Portland became the first city in the nation to conduct government inspections of meat markets — a year before the release of Upton Sinclair's muckracking book "The Jungle" and passage of the Federal Food and Drugs Act.

Lovejoy went on to become a pivotal leader in the 1912 campaign that finally granted Oregon women the right to vote, after five failed ballot measures.

In 1920, she became the first woman to run for Congress in an Oregon general election. And for nearly five decades, Lovejoy was a pioneer in international medical aid, inspiring groups like Doctors Without Borders.

Now Lovejoy, relatively unknown in Oregon, is getting her due, with the release this month of Kim Jensen's new biography, "Oregon's Doctor to

See **LOVEJOY** / Page 9



## SCHOOL'S ARTS GO A LITTLE 'WILD'



**Buckman Arts Focus Elementary**, a district-wide magnet school, doesn't get extra funding for their arts focus. Third-graders enjoy music class on Monday.  
TRIBUNE PHOTOS: CHRISTOPHER ONSTOTT

## Portland author Cheryl Strayed lends hand to Buckman program

By **JENNIFER ANDERSON**  
The Tribune

Cheryl Strayed was terrified. She wasn't facing a bear, or a rattlesnake, or a scorching or snowy landscape, as she chronicled in her New York Times bestseller, "Wild," an account of her 1993 solo journey on 1,100 miles of the Pacific Crest Trail.

Strayed, a Northeast Portland mom, was thinking about what she'd say to a bunch of grade-schoolers. Sure, she was a guest of Oprah this summer to talk about kicking off the billionaire's book club 2.0.

Sure, Reese Witherspoon has



PHOTO: JONI KABANA  
**CHERYL STRAYED**

signed the movie rights to portray her in a "Wild" movie set to film next summer. But Strayed wasn't sure if the kids at Buckman Arts Focus Elementary School would think she was all that cool. Or if they'd listen.

"I've talked to thousands and thousands of people," 44-year-old Strayed said by phone this week from a hotel room in St. Paul,

Minn. "I've given probably 200 talks, but none of them have been to children. ... I thought that keeping the attention of a roomful of elementary-school children, they can get easily distracted. What if I'm boring?"

Strayed somehow managed to keep the crowd at bay at Buckman, where she's sent her second-grade son and first-grade daughter since kindergarten.

Despite the adult-only passages in the book, "I actually did tell them a lot of the story," she says. "I told them my mom died and in my sorrow I just didn't know what to do with myself. The two things that made me feel

good were walking and being in the wilderness, so I set out on this adventure."

For the first time in any of her public presentations, she showed the children a slide show of photos, and brought her backpack and pitched the actual tent she used on the trail back in 1993, when she was 26.

Strayed thinks they got something out of it. After hearing her talk, students returned to their classes to do illustrated writing projects that will be on display the night of Oct. 29, when she lends her star power to a

See **BUCKMAN** / Page 2

## North Plains: Stinkin' plant hurts

Small shops say many driven away by compost pile stench

By **JIM REDDEN**  
The Tribune

Portland's aggressive composting policies are raising a stink in North Plains — and critics there are afraid the problem will spread if other cities adopt similar policies.

The controversy revolves around

Nature's Needs, a large composting facility that accepts much of the Portland's commercial food waste and residential yard debris mixed with residential food waste. It is just east of North Plains, the small community north of Hillsboro along Highway 26.

The Washington County Board of Commissioners must decide

whether the facility can continue accepting food waste before the end of the year. A work session on the issue has been scheduled for Oct. 23.

Many residents and business owners charge that offensive odors frequently waft from the facility through neighborhoods and commercial areas. Ruth Peterson, who

owns the Corner Deli less than a mile away, says the odors have driven customers away.

"I've seen people drive up outside, get out of the car, wrinkle their noses, get back in the cars and drive away," Peterson said last week. "They're not going some-

See **COMPOST** / Page 4



A couple walks passed the **Moonshine Patio Bar & Grill** before turning back around and going in, missing the store front due to a lack of signage.

TRIBUNE PHOTO: CHRISTOPHER ONSTOTT

## Pssst! What's inside has real mysterious appeal

No sign? No problem for pubs, eateries that like the pull of 'mystique' marketing on customers

By **PETER KORN**  
The Tribune

Megan O'Connell never noticed that the sign outside Moonshine advertises a business machine company.

She was just driving past the Northwest Portland pub on North-

west 17th Avenue, noticed the light on inside and what looked like an interesting group of patrons outside.

Now a regular at Moonshine, O'Connell likes the misleading sign.

"It feels elite," she says. Rebecca Fontaine, enjoying a

plate of fries with O'Connell on this Wednesday evening, learned about Moonshine from friends and now she's a two or three times a week customer.

"I think it's quirky," Fontaine says of the sign. "It adds to the charm of the place."

Moonshine — full name Balls the Cat's Moonshine Kitchen & Lounge — is among a growing

See **SPEAKEASY** / Page 5

Portland Tribune  
**Online**

**Experts expect housing to help timber rebound**

Oregon's timber industry should see growth as national housing starts pick up, say experts who spoke Wednesday morning. Search word: timber.

Read it first at [portlandtribune.com](http://portlandtribune.com)

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# Compost: DEQ inspections found violations

From page 1

where else in North Plains to eat. They're leaving town."

Nature's Needs operations manager Jon Thomas admits the facility had difficulty controlling odors in the past, especially last December, shortly after it began accepting Portland's resident yard debris and food waste. The Oregon Department of Environmental Quality even cited the facility for numerous violations of its state composting license in February.

But Thomas says Recology, the large recycling and resource recovery company that operates the facility, has spent millions on upgrades to reduce the problems. Recently completed work includes paving the ground where the composting occurs to better control moisture and installing odor abatement features, including large landscaped earthen berms.

"We believe we've made great progress in recent months," Thomas said last week.

That's not what the monthly odor complaint log maintained by North Plains shows, however. The log shows odor complaints jumping from a low of 54 in June to 94 in July and an all-time high of 280 in September.

Part of that increase could be because of increased public

awareness, however, because of the upcoming county decision. The commission has only given Nature's Need permission to accept food waste until the end of the year. The commission must now decide whether or not to extend the food waste permit — and if so, for how long.

A grassroots group called Stop the Stink is fighting the extension. It has collected letters in opposition from many North Plains business owners and about 500 signatures on a petition calling for it to be denied.

Co-founder Marilyn Schulz, an area farmer, says the fight is a regional issue. Some other cities have begun adopting voluntary commercial food waste recovery programs, including Beaverton, Gresham, Tigard and Lake Oswego. Schulz believes they are the first step towards adopting mandatory commercial and residential programs like those in Portland.

"If other government go this route, they'll have to site additional composting facilities like the region," says Schulz.

### Stop the Stink

Portland Mayor Sam Adams says his city is not to blame for the controversy. Although his city has aggressively pushed composting — including en-



Corner Bistro owner Ruth Peterson says the odor from the nearby composting plant has driven customers away from her North Plains restaurant.

PAMPLIN MEDIA GROUP : CHASE ALLGOOD

couraging residents to mix food waste with the yard debris that has been composted for years — Adams says Portland does not determine where the material goes. It is delivered to Metro transfer stations and then taken to facilities with DEQ permits. In Washington County, they must also be approved by the county commission.

"We have a strong interest in protecting quality of life throughout the region, and we want to see the Nature's Needs facility operated with as little

impact on neighbors as is practical. But the city (of Portland) itself has no ability to direct where the compost goes or how it is managed," Adams says.

DEQ officials say it is impossible to completely eliminate odors during the composting process, however.

"The materials to be composted have odors, the composting process produces odors, and the finished material has odors," says Stephanie Rawson, the DEQ solid waste compliance specialist assigned to Na-

ture's Needs.

According to Rawson, her agency's goal is to assure the odors are consistent with a properly managed composting operation.

In fact, other companies did composting on the site before Recology leased it in 2009, and there were odor problems then, too.

"Bad smells would come from there in the past," says Tony Spiering, a Stop the Stink co-founder who owns Valley Machine, a precision manufacturing company just down the road from Nature's Need.

Spiering, Peterson, Schulz and others all agree the odors have gotten stronger and more frequent in recent years, however. Despite the attention focused on Portland's food waste, that may be because Nature's Needs is handling a far larger quantity of material than any of the previous owners. Recology is the seventh largest recycling and resource recovery company in the country.

Thomas admits the facility was inadequate for the workload when Recology first took it over in 2009. The ground was muddy, some of it requiring hip waders to cross. It was also flat, allowing odors to blow

freely toward Highway 26 and populated areas. In December 2011, an inversion layer trapped odors in the areas for weeks, triggering 100 complaints the next month, the previous high.

The DEQ conducted on-site inspections on Jan. 11 and 12, finding numerous violations of its composting permit. It sent Recology a "Warning Letter With an Opportunity to Correct" on Feb. 1, 2012. Among other things, the letter expressed concerns about uncovered piles of material, standing water and poor drainage.

Much work has clearly been done to comply with the letter during the past 18 months. In addition to the paving, a drainage system has been installed in the high-moisture area and wind breaks have been built. Still, when the material is turned during the composting process, musty odors are released with large clouds of steam — which Thomas says is natural.

### Environmental benefits

Spiering insists he is not against composting or even Nature's Need. He just believes the facility is too close to a population center.

"I know a composting facility is going to smell," Spiering says. "That's just the nature of the business. But that's why they shouldn't be located on the outskirts of a city. They need to be as far away from people as possible."

Schulz agrees, and says the location issue is becoming increasingly important in coming years. Schulz believes other cities want to follow Portland's lead on composting. But if they do, Schulz says, the volume of commercial and residential food waste will increase so much that additional composting facilities will have to be cited.

"It doesn't make sense to site them far out of the region, where emissions from trucks hauling the material reduces the environmental benefits. But if they are cited too close to where people live and work, they're going to have the same problem as North Plains," says Schulz.

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# Speakeasy: Marketers warn of backlash

From page 1

number of Portland establishments run by people who seemingly never took Marketing 101 in college. Or so it would appear, since the dozen or so bars and restaurants either don't have applicable signs outside or have put up barely noticeable emblems.

Marketing experts say that retail shops need to get the word out, especially to passersby on the street. They say you want people to come, you have to give them a reason.

That's apparently not the case in Portland, when you're dealing with a crowd that likes to be in the know.

There's marketability in mystery, too. Gil's Speakeasy on Southeast Taylor Street was the first in town to go the no-sign route, according to owner Brett Gilhuly. The Speakeasy opened in Prohibition-era 1939, when all the places that served alcohol had to stay hidden.

"If you could find it you were more than welcome to come in, and if you couldn't, find something else," Gilhuly says of the attitude back in the days when serving alcohol was illegal.

Gilhuly has owned Speakeasy for only eight years and says when he took over the bar he never gave a thought to the lack of a sign. Nowadays, he sees people walk by and get curious about what's inside, which he figures is a plus.

As for the trend, Gilhuly says he's noticed it too, with Whiskey Room, Dig a Pony, Sauvage and longtime dessert haven Rimsky-Korsakoff among the no-sign establishments. The distant past has, apparently, assumed a re-



Patrons enter Gil's Speakeasy through a door, featuring a classic 1920's era peephole, just below street level in Southeast Portland.

newed cachet.

"There seems to be a push for that pre-prohibition cocktail," Gilhuly says. "People are kind of embracing that underground type of mentality, I guess."

## The mystique beer

With high-priced marketing consultants doing everything they can to gain an edge in this media-saturated era, the no-sign approach taps into a number of valued marketing ideas, says Debra Stephens, University of Portland marketing professor.

"Exclusivity. If you know about it then you're in the know. You're cool or whatever the operative word is," Stephens says. "It would also give people a sense of being special because they know something and they can bring their friends to it and also it reminds them of Prohibition. It gives a sense of forbiddenness, secrets. That appeals to people, too."

The current marketing trend, Stephens says, is away from



The entrance to Portland's newest hip wine bar and restaurant Sauvage is hidden inside an office building on Southeast Sixth Avenue, despite their listed address on Ash Street around the corner.

TRIBUNE PHOTOS: CHRISTOPHER ONSTOTT

broad-based appeals and toward what she calls market segmentation — appealing to a specific group of consumers.

Of course, an establishment based on attracting only those who are in the know by extension might leave out groups of people who aren't in the know. But Stephens says the no-sign approach is pretty much doing what everybody else does when they try to target a narrow demographic, just more overtly.

"This is what market segmentation is and does," Stephens says. "You have to decide who you're going to target."

"It makes all kind of sense," says Dan Dickinson, director of advertising management at Portland State University, about the no-sign approach.

Dickinson says companies are always trying to develop mystique around their products, often unsuccessfully.

For years, he says, Coors beer managed it in a big way by not making its suds available in most states, including Oregon. Dickinson remembers driving to California to a little store just across the state border in the 1970s to load up on Coors. In

fact, he says that cross-border store virtually lived off its sales of Coors to Oregon customers.

"It was definitely the mystique beer," Dickinson says. "It was a reason for a party, (bringing) a case of Coors back to Oregon."

No sign, Dickinson surmises, can play into that same irrational attraction. "If you're trying to create some kind of mystery, (no sign) is a good way to do it," he says.

## Tucked away

Lauren Beitelspacher, Portland State University marketing professor, says there could be a danger in creating an air of exclusivity.

"Think about those people who stop listening to a band once the band becomes popular," Beitelspacher says. "Listeners feel like the band sold out and they don't want to listen to them anymore."

Beitelspacher sees the same phenomenon occurring regularly with new restaurants. Customers, she says, like a restaurant they feel they discovered.

Social media in many ways substitutes for the disappear-

ing signs, according to Beitelspacher, as a way to get the word out about an establishment. But that might only work for a while, she adds.

"Eventually, these customers will lose interest, and for the restaurants to stay available, they will have to advertise," she predicts. "Trends are trends because they don't last forever."

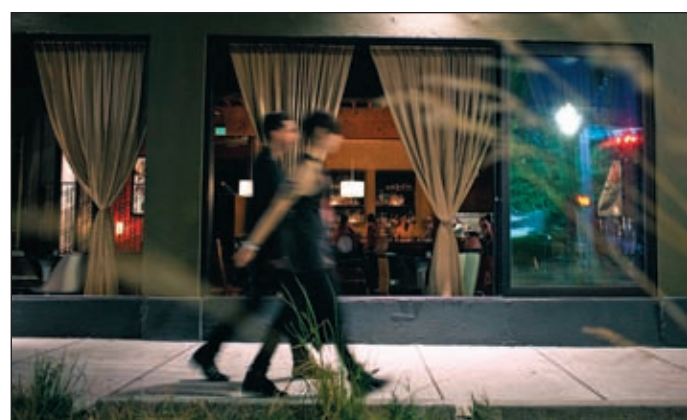
But for now, says Sepal Meacham, co-owner of Moonshine, the no-sign strategy seems to be working just fine.

Moonshine opened a little more than a year ago, and the decision was made to keep the old sign "because it's super cool and it looks good."

Business has grown so fast in the past year that adding a sign hasn't seemed necessary.

Maybe, Meacham says, advertising to a larger audience would take away one of Moonshine's appeals.

"I like to be tucked away in my little neighborhood bar, and that's what we are trying to represent here," she says.



A popular hipster hangout on East Burnside, Rontom has attracted large weekend crowds despite not having any identifying signage.

A Presentation by Dr. Marci Nemhauser

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# A few changes are in order after deadline

It is a sign of how volatile the Portland mayor's race has become. Jefferson Smith's page in the Voter's Pamphlet lists endorsements from several organizations and elected officials that no longer support him. Smith didn't mean to fool anyone.

They withdrew their endorsements after the page was submitted and the Voter's Pamphlet went to press.

The endorsements were withdrawn after a more complete version of the 1993 incident in which Smith hit a young woman in the face in Eugene finally emerged.

Groups listed in the Voter's Pamphlet that no longer endorse Smith include the Portland Police Association, the Portland Firefighters Association, state Rep. Carolyn Tomei, Multnomah County Commissioner Diane McKeel and the Mothers' PAC, which advocates on behalf of families.

The timing also affected the page submitted by Charlie Hales, the other candidate for mayor.

It does not include general election endorsements from the Portland Tribune and The Oregonian because they were made too late.

## Now all those contributions add up

Sources was too quick last issue to say that Clackamas County Chair Charlotte Lehan is losing the fundraising race to challenger John Ludlow.

Although Ludlow outraised Lehan in the primary election, she has so far outraised him in the general election \$125,000 to \$88,000.

The most recent filings also show Lehan has more than \$48,000 in the bank compared to less than \$16,000 reported by Ludlow.

A big reason for the change is the lack of general election contribution to Ludlow from the Oregon Transformation PAC.

The Republican-oriented political action committee gave him more than \$115,000 in the primary election but only about \$27,000 since then. Ludlow has very few other large supporters, who include brothers Tom and Chris Maletis and the Oregon Small Business Association, a PAC primarily supported by conservative donor and Nevada resident Loren Parks.

In contrast, Lehan has been steadily pulling in large contributions from a growing number of labor, environmental and Realtor organizations.



# Resignations hasten food council demise

## City/county group could be reformed as independent body

By STEVE LAW  
The Tribune

Foodies may be a victim of their own success in steering food policy issues to the top of the agenda in Portland.

For the past decade, the Food Policy Council, a joint city/county panel, has elevated the profile of community gardens, farmers markets and other food issues in the city, so much so that the advisory panel has been a model for other communities around the nation.

But now the Food Policy Council is in limbo, or maybe already dissolved depending on who you talk to.

David McIntyre says he and fellow Food Policy Council co-chair, Anita Yapp, "had all kinds of concerns and frustrations" with the group and then resigned together in August,

"hoping we could get some kind of attention."

They did, he says. "It was dissolved."

The group has been less effective in recent years, and pressed the city and county to get "closer to the ground," McIntyre says. Among other ideas, members wanted the group to tackle food insecurity, but it took years of fighting the city and county to get people on the panel who had experienced food insecurity, McIntyre says.

Michael Armstrong, deputy director of the Portland Bureau of Planning and Sustainability, says the city and county retain their commitment to sustainability and food issues, but there is soul-searching going on among Food Policy Council members about how best to continue their work.

"I think it's a great conversation," he says. "It's not like we set out to disband it at all."

However, that appears to be what's occurred.

Portland Mayor Sam Adams sent Food Policy Council members a thank-you letter on Oct. 10, suggesting that a replace-

ment should be formed that is independent of local government.

"I understand that FPC members have frequently expressed a desire to engage in activities such as direct endorsements and grassroots advocacy, autonomy in selecting members and establishing guidelines, raising funds, and managing projects," Adams wrote. "I also understand that most local food policy councils around the country are independent bodies and able to take on these roles."

No matter what happens, food policies have become more institutionalized in city and county work,

Armstrong says. Food issues got considerable attention in the newly adopted Portland Plan, he says.

Multnomah County passed a Food Action Plan in late 2010 and has hosted annual food summits. The county also has agreed to sell surplus property at the western foot of the Morrison Bridge for the James Beard Public Market, a planned year-round emporium of locally produced food and drink.

**The group has been less effective in recent years, and pressed the city and county to get "closer to the ground."**

— David McIntyre, Food Policy Council co-chair

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These notices give information concerning actions planned and implemented by attorneys, financial institutions and government agencies. They are intended to keep you and every citizen fully informed.

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### SUMMONS (CITATION JUDICIAL)

CASE NUMBER: (Numero del Caso)  
30-2012-00564772-CU-BC-CJC

NOTICE TO DEFENDANT (AVISO AL DEMANDADO): JOAN JEONGHUI KOO, dba Young's Beauty Supply, an individual; EDWARD K. YOO, an individual; and DOES 1 through 20, inclusive

YOU ARE BEING SUED BY PLAINTIFF (LO ESTA DEMANDANDO EL DEMANDANTE): WILSHIRE STATE BANK, a California Banking Corporation  
NOTICE! You have been sued. The court may decide against you without your being heard unless you respond within 30 days. Read the information below.

You have 30 CALENDAR DAYS after this summons and legal papers are served on you to file a written response at this court and have a copy served on the plaintiff. A letter or phone call will not protect you. Your written response must be in proper legal form if you want the court to hear your case. There may be a court form that you can use for your response. You can find these court forms and more information at the California Courts Online Self-Help Center ([www.courtinfo.ca.gov/selfhelp](http://www.courtinfo.ca.gov/selfhelp)), your county law library, or the courthouse nearest you. If you cannot pay the filing fee, ask the court clerk for a fee waiver form. If you do not file your response on time, you may lose the case by default, and your wages, money, and property may be taken without further warning from the court. There are other legal requirements. You may want to call an attorney right away. If you do not know an attorney, you may want to call an attorney referral service. If you cannot afford an attorney, you may be eligible for free legal services from a nonprofit legal services program. You can locate these nonprofit groups at the California Legal Services Web site ([www.lawhelpcalifornia.org](http://www.lawhelpcalifornia.org)), the California Courts Online Self-Help Center ([www.courtinfo.ca.gov/selfhelp](http://www.courtinfo.ca.gov/selfhelp)), or by contacting your local court or county bar association. NOTE: The court has a statutory lien for waived fees and costs on any settlement or arbitration award of \$10,000 or more in a civil case. The court's lien must be paid before the court will dismiss the case.

¡AVISO! Lo han demandado. Si no responde dentro de 30 días, la corte puede decidir en su contra sin escuchar su versión. Lea la información a continuación.

Tiene 30 DÍAS DE CALENDARIO después de que le entreguen esta citación y papeles legales para presentar una respuesta por escrito en esta corte y hacer que se entregue una copia al demandante. Una carta o una llamada telefónica no lo protegen. Su respuesta por escrito tiene que estar en formato legal correcto si desea que procesen su caso en la corte. Es posible que haya un formulario que usted pueda usar para su respuesta. Puede encontrar estos formularios de la corte y más información en el Centro de Ayuda de las Cortes de California ([www.sucorte.ca.gov](http://www.sucorte.ca.gov)), en la biblioteca de leyes de su condado o en la corte que le quede más cerca. Si no puede pagar la cuota de presentación, pida al secretario de la corte que le dé un formulario de exención de pago de cuotas. Si no presenta su respuesta a tiempo, puede perder el caso por incumplimiento y la corte le podrá quitar su sueldo, dinero y bienes sin más advertencia.

Hay otros requisitos legales. Es recomendable que llame a un abogado inmediatamente. Si no conoce a un abogado, puede llamar a un servicio de remisión a abogados. Si no puede pagar a un abogado, es posible que cumpla con los requisitos para obtener servicios legales gratuitos de un programa de servicios legales sin fines de lucro. Puede encontrar estos grupos sin fines de lucro en el sitio web de California Legal Services, ([www.lawhelpcalifornia.org](http://www.lawhelpcalifornia.org)), en el Centro de Ayuda de las Cortes de California, ([www.sucorte.ca.gov](http://www.sucorte.ca.gov)) o poniéndose en contacto con la corte o el colegio de abogados locales. AVISO: Por ley, la corte tiene derecho a reclamar las cuotas y los costos exentos por imponer un gravamen sobre cualquier recuperación de \$10,000 ó más de valor recibida mediante un acuerdo o una concesión de arbitraje en un caso de derecho civil. Tiene que pagar el gravamen de la corte antes de que la corte pueda desechar el caso.

The name and address of the court is: (El nombre y dirección de la corte es): Superior Court of California, County of Orange, 700 Civic Center Dr., West, Santa Ana, CA 92701

The name, address, and telephone number of plaintiff's attorney, or plaintiff without an attorney, is: (El nombre, la dirección y el número de teléfono del abogado del demandante, o del demandante que no tiene abogado, es): John H. Choi, Esq. Kim Park Choi & Yi, APLC 3435 Wilshire Blvd., #1720, L.A., CA 90010 (213)384-7600. Date: 04/25/2012. ALAN CARLSON, Clerk of the Court (Secretario), by Maria Gina Barr, Deputy (Adjunto)

Publish 10/11, 10/18, 10/25, 11/01/2012.

PT1151



# Lovejoy: Activist plays key role in suffrage

From page 1

the World: Esther Pohl Lovejoy and a Life of Activism.”

Jensen, a history and gender studies professor at Western Oregon University, decided to write the biography after Oregon Health & Science University opened its historical archives about Lovejoy. Finishing the book took eight years of combing OHSU's archives and others in London. P e of one of Portland's most remarkable citizens, who rose to a leader of international stature and remained an activist until the age of 98.

Throughout her career, Lovejoy practiced what she called “constructive resistance” to battle “the interests,” Jensen says. A product of the Progressive Era in the first decade of the 20th century, she was a reformer until she died in 1967.

“Lovejoy's life in activism moved from the local to the national to the transnational,” Jensen writes. “Lovejoy came to believe that international health, social justice and an end to war could only come from the work of women engaged in constructive resistance, above and across national boundaries.”

## Skipping town

Lovejoy moved here at age 13, with her mother, who had spirited the two of them from Lovejoy's abusive father in the Puget Sound lumber town of Seabeck.

Using savings stashed under nests in their henhouse, which Lovejoy later called a “nest egg if there ever was one,” her mother bought passage for two on a ship and then a train to Portland.

Despite her working class upbringing and little formal schooling, Lovejoy managed to enroll at the University of Oregon Medical Department, now known as Oregon Health & Science University.

Lovejoy paid her way by working as a clerk at a downtown department store, smuggling in “Gray's Anatomy” to study during quiet spells at the store. One day she was caught by a supervisor, who was shocked to find a dead man's bones, used for her studies, hid-

## Public reading

**What:** Author Kim Jensen speaks at a book launch for “Oregon's Doctor to the World,” published by the University of Washington Press.

**When:** Monday, Oct. 22, 7 p.m.

**Where:** Oregon Historical Society, 1200 S.W. Park Ave.

**Price:** Free, but call 503-306-5214 to RSVP.

**More information on Lovejoy:** Oregon centuryofaction.org/index.php/main\_site/Collections/esther\_pohl\_lovejoy\_papers



den under some women's underwear.

Lovejoy would have been the first woman to graduate from the Portland medical school but wound up second, finishing in 1894, when money woes interrupted her studies.

Lovejoy got her first customer when a friend working for the telephone exchange eavesdropped on a telephone call, hearing a man fretting that he couldn't find a doctor for his wife in labor.

Soon Lovejoy could be seen pedaling around Portland on her bicycle making house calls, carrying an obstetrical case.

She later graduated to a red Cadillac, and, Jensen says she was the only woman in Portland driving to work regularly in her own car.

## Family life, tragedy

Lovejoy married fellow med student Emil Pohl shortly after she graduated. But he often left town to work, and sought his fortune in the Alaska gold rush.

Lovejoy mostly remained at home in Portland, and in 1901 bore her first and only child, Freddie.

Lovejoy networked with other women in the health care field. They understood that the health of children, families and cities were intertwined, and gravitated to the public health movement of the Progressive Era. She campaigned for children's health, meat inspections and a crackdown on spitting in the streets as a way to counter tuberculosis.

Portland's progressive mayor, Democrat Harry Lane, first appointed Lovejoy to the Port-

land Health Board in 1905, and hired her to work as city health officer in 1907.

In the middle of her two-year stint on that job, Freddie died, a tragedy blamed on tainted milk.

Lovejoy had been calling for a cleanup of the dairy industry in what was called a “war on bad milk.” Now the issue grew personal for her.

But in contrast to her success at winning business support for the anti-bubonic plague campaign, Lovejoy found Portland's business interests indifferent, reluctant to take on the dairy industry.

Mothers cared deeply about feeding bad milk to their children, so Lovejoy worked with women's organizations to press for change. In 1909, a year after her son died, she prevailed upon the City Council to pass a dairy inspection and licensing ordinance.

## Suffrage movement

In 1906, Lovejoy and other younger professional women emerged as a new breed of activists fighting for women's suffrage. They introduced new campaigning styles that stressed coalition-building and grassroots organizing. Jensen's research for the book helped highlight the role of Lovejoy and others during this year's celebration of the Oregon centennial of women's suffrage.

When longtime Portland suffrage leader Abigail Scott Duniway became ill in 2012, Lovejoy took a leading role in what was Oregon's sixth and final ballot measure for suffrage.

The prevailing suffrage groups required dues that made them off-limits to working-class members. Lovejoy organized Everybody's Equal Suffrage League, which brought together men and women of all stripes.

Lovejoy also help introduce mass advertising techniques, which became a model for suffrage and other political campaigns around the nation. She organized the Suffrage Lunch Wagon, a flatbed truck filled with women who rode in the Portland Rose Festival parade.

“It was all spectacle and street performance ballyhoo,” Jensen writes, “that made for unequal and unforgettable publicity.”

A little more than a year after Emil Pohl died in 1911, Lovejoy married Portland businessman George Lovejoy.

When World War I ravaged Europe and the United States entered the war, Lovejoy turned her attention overseas, trying to bring medical relief to French mothers and children. Ever the strong feminist, Lovejoy spoke out against men who advocated banning abortion

and other measures designed to boost the French birth rate. Lovejoy understood why women who could not afford to feed their children were reluctant to bear more. And she began realizing how women were in many ways the biggest victims of war, suffering from rape, starvation and other deprivations.

## Political ambition

Lovejoy came home in 1920, the same year the national suffrage amendment took effect, to run for Congress in the Portland-area House of Representatives district. Just four years earlier, Montanans had elected Jeannette Rankin as the first woman in Congress.

At a time when the post-Russian Revolution Red Scare had doused the pre-war reform fervor of the Progressive Era, Lovejoy ran as an unabashed progressive against conservative Republican incumbent Clifton “Pat” McArthur.

Lovejoy was charged with being a “Red” and siding the Bolsheviks in the Russian Revolution. In a year of a national Republican tide, in a state then

dominated by the GOP, Lovejoy won 44 percent of the vote.

After her loss, Lovejoy spent the rest of her years in New York City and overseas. She was called upon to lead the American Women's Hospital nonprofit for one year, to resolve a bitter internal split, and wound up staying 48 years.

The group provided refugee assistance and other foreign assistance in 28 nations. She also became president of the Medical Women's International Association.

Under Lovejoy's leadership, the groups eschewed the idea of U.S. or European experts going abroad to provide direct aid. Rather, the organization and affiliated groups linked with women doctors and health practitioners in the affected countries, relying on their expertise to build programs.

“She believed that empowering people at a local level was the way to do that,” Jensen says. “She had worked for that locally in Portland.”

Despite her decades away, Lovejoy always considered Portland home, Jensen says. Her large cash donation to OHSU still provides scholarships there.

When she died in August 1967, Lovejoy was buried at Southeast Portland's Lone Fir Cemetery.

**A product of the Progressive Era in the first decade of the 20th century, she was a reformer until she died in 1967.**

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# Portland! Life

SECTION B

THURSDAY, OCTOBER 18, 2012

THE SHORT LIST

MISC.

“FrightTown”

It's three haunted houses at Veterans Memorial Coliseum's Exhibit Hall, co-produced by 1031 Community Theatre. Last year's monster-filled darkness maze, “The Black Box,” returns with new monsters, new rooms and an all-new finale, and “Baron Von Goolo's Museum of Horrors” revs up with overhauled trademark rooms.

Through Oct. 31, Veterans Memorial Coliseum, rosequarter.com, frighttown.com, \$20

Distillers conference

The eighth annual Great American Distillers Festival is a celebration of American spirits, with vendor product tastings, handcrafted cocktails and take-home recipes. Distillers will display the unique qualities of rum, bourbon, whiskey, vodka and gin.

5 p.m. Friday, Oct. 19, 1 p.m. Saturday, Oct. 20, Tiffany Center, 1410 S.W. Morrison St., distillersfestival.com, \$15-\$25, \$25-\$40 two-day pass

“Flow State”

Warren Miller Entertainment presents its 63rd annual winter sports feature film and U.S. tour, which stops in Portland. Hosted by Jonny Moseley. The film features sites in Norway, Austria, California, Switzerland, Japan and beyond.

5 and 9 p.m. Saturday, Oct. 20, 6 p.m. Sunday, Oct. 21, Bagdad Theater, 3702 S.E. Hawthorne Blvd., cascadetickets.com, 7:30 p.m. Friday, Oct. 26, Arlene Schnitzer Concert Hall, 1037 S.W. Broadway, ticketswest.com, \$18-\$20

Portland Cocktail Week

The craft cocktail culture is celebrated with a gathering of bartenders, cocktail luminaries and industry enthusiasts for classes and tastings. More than 25 bars and restaurants are participating.

Sunday-Thursday, Oct. 21-25, various locations (headquarters Jupiter Hotel), portlandcocktailweek.com (check for info)

Sister Helen Prejean

The bestselling author of “Dead Man Walking” and human rights activist will speak in Portland.

4 p.m. Monday, Oct. 22, Chiles Center/University of Portland, 5000 N. Willamette Blvd., 503-943-7702.

STAGE

“Mother Courage and Her Children”

Theatre Vertigo kicks off its 15th season with Bertolt Brecht's passionate and profound statement against war, set in 17th century Europe, translated by Tony Kushner and directed by Third Rail vet John Steinkamp.

7:30 p.m. Thursdays-Saturdays, through Nov. 17, Theater! Theatre!, 3430 S.E. Belmont St., theatrevertigo.org, \$15

“Duck For President”

Why not, right? Oregon Children's Theatre's election production pits the Duck against Farmer Brown for president.

2 p.m. Saturdays-Sundays, 5 p.m. Saturdays, through Nov. 4, Newmark Theatre, 1111 S.W. Broadway, ticketmaster.com, \$18-\$30 adults, \$15-\$26 children

“BloodyVox: Fresh Blood”

BodyVox celebrates the company's favorite holiday frightful fun, a Halloween classic with debuts of new choreography and film elements from Jamey Hampton and Ashley Roland, artistic directors.

7:30 p.m. Thursdays-Saturdays and Halloween, 2 p.m. Saturdays, Oct. 18-Nov. 3, BodyVox Dance Center, 1201 N.W. 17th Ave., bodyvox.com, starting at \$36

MUSIC

Portland Gay Men's Chorus

The group, opening its 33rd season, puts on its “Classical Matinee” with the theme “Love and Marriage.”

3 p.m. Sunday, Oct. 21, Kaul Auditorium/Reed College, 3203 S.E. Woodstock Blvd., pdxgmc.org, starting at \$17

Tony Lucca

A big fan of NBC's “The Voice?” The Season 2 winner and former Mickey Mouse Club member alongside Christina Aguilera and Britney Spears will perform in Portland. He and Diego Boneta (“Rock of Ages”) are part of the same record company, 222 Records, and Lucca will be joined by Tigard's Justin Hopkins, another contestant on “The Voice,” at Alberta Rose.

8 p.m. Wednesday, Oct. 24, Alberta Rose Theatre, 3000 N.E. Alberta St., albertarosetheatre.com, \$15, \$17 day of show

Klezmer-manics bang out a decade of joy in one big shindig



COURTESY OF BEN Z. MUND PHOTOGRAPHY

Vagabond Opera has released four albums and toured throughout the United States and Europe. Band leader Eric Stern says he draw influences from many genres, starting from a foundation of Eastern European klezmer.

VAGABOND OPERA

# ROLLS ON

By JASON VONDERSMITH  
The Tribune

It was born Oct. 31, 2002, at Bella Faccia Pizzeria on Northeast Alberta Street.

Dressed as a giant oven mitt, Robin Jackson walked in and noticed Eric Stern, an accordion player wearing a top hat with bats on it. Not real bats, but paper-mache, Stern says now.

Vagabond Opera had already come to life through the creativity of Stern and friends, but it solidified itself when he and Jackson met at the pizza place and later jammed together.

“We could tell immediately we were simpatico,” Stern says.

Nearly 10 years later it's still going strong, a band built on klezmer music and evolving into an eclectic group with belly dancers and cabaret stars.

Vagabond Opera will put on its sixth annual Transylvania Voodoo Ball while also celebrating its 10-year anniversary, Wednesday, Oct. 31, at Star Theater. It should be a heck of a party, given the fun nature of Vagabond Opera, with its costumes and range of music that can be hard to define.

Trained in opera and schooled in Eastern European Jewish klezmer, Stern says Vagabond Opera has been perfectly at home in Portland, which he calls “a laboratory of music.”

He adds: “Klezmer is such a gateway

drug of music. We've gone to a place in the past two or three years where we've learned from every music from around the world, that we use as tools and colors for our palette. We're more interested in creating our original music. A lot of people say it's Eastern Euro cabaret. It's obviously not a rock band. We're not a jazz band. We're not an opera company, although sometimes we think as opera, with our voice still taking shape. So, hopefully it's a unique thing. It's definitely an ensemble project, even though I lead it.”

The six-person group (including four singers, featuring 15 languages) has changed characters during the years, but

See OPERA / Page 4



TRIBUNE PHOTO: ALVARO FONTANA

Retired and living in La Paz, Mexico, author R.J. Archer remains fascinated with the topic of ancient civilizations. He has penned seven books, with an eighth planned for 2013 release.

## Author digs into mystery of archaeology

### R.J. Archer sees fascinating plots in underwater sites

By JASON VONDERSMITH  
The Tribune

Author R.J. “Dick” Archer admits to being “a conspiracy theory fan.”

After all, his two series of books, “Seeds of Civilization” and “Parallel Ops,” examine mysterious archaeological finds and explore the possibility of ancient civilizations — in a fictionalized manner. But even he seriously doubts that things will change on Dec. 21, 2012.

The Mayan calendar supposedly ends then, and the fantastical among us believe our lives will be dramatically altered.

Archer laughs. “I really don't believe that, and neither do the Maya,” he says. “A lot of articles have been written by college-educated Maya, who say we made all that up. I don't think the poles will shift and the Earth will tip over.”

Archer had originally targeted Dec. 21 as the

release date for his fourth and final “Parallel Ops” book, “The Teachers,” but it'll still be in the works well into 2013. So, clearly, he's counting on our lives not changing forever on Dec. 21.

A nice niche

A technical writer and computer consultant by trade while living in the Portland area for four decades, the 66-year-old Archer has delved into fiction writing in recent years, and moved to La Paz, Mexico, upon retirement three years ago.

He has always been fascinated by the oceans, being a diver and snorkeler — so, the Baja peninsula of Mexico is a comfortable and convenient place to call home. He lives there with his wife (and publicist/marketer/designer), Marty, and their children and grandchildren also live in the country.

He has carved out a nice niche for himself, as an author bent on furthering the discussion of who inhabited the planet thousands of years ago, where they went and what they left behind — a version of “Ancient Aliens,” the popular series on The History Channel. The oceans hold many an-

See ARCHER / Page 2

# Playful Market doesn't mess with success



## BREAD & BREW

A biweekly restaurant or bar review

**“W**hat kind of food is it?” I get this question every time I mention Market, the new restaurant in the old Carafe Bistro space. And I'm not sure how to answer.

Words like “market-driven,” “Continental,” and “contemporary” look OK in print, but they don't carry much meaning. It's better just to take a look at the menu:

Prawns with bacon and Brussels sprouts. House-made pasta

with sausage, broccoli rabe and creme fraiche. Roast chicken. Grilled hangar steak with arugula pesto.

It all sounds good, and for the most part the kitchen delivers with an improvisational style that I would call Pacific Northwest bistro — playful, but stopping well short of jokey.

Fried cheese curds, for instance, are taken out of casual Friday mode and dressed in cocktail attire of crisp, airy tempura. The curds are a creamy, elastic mozzarella, mingled with mild, bright green padron peppers to keep things interesting.

For something more seasonal, there's a changing crostini selection. Lately, they've been topped with either pears or beets.

Slices of poached pear worked surprisingly well with brittle chips of prosciutto, cleansing arugula, and candied walnuts. It was a play of sweet and bitter, right down to the dressing, a burnt honey gastrique.

Oddly enough, the beet crostini were the ones that were too sweet — the sugar in golden beets overwhelmed a layer of mild house-made ricotta.

In all cases, though, the bread was crisped and chewy, not over-toasted. Bread to start a meal was also handled with care. It was charred just enough to add some flavor, with a subtle gleam of butter, served in a cute little cast iron pan.

It was followed by Market's homey version of surf and turf: a rack of pork with two roly-poly prawns. They were united in a rustic serving dish with savory pork fried rice, with many chunks of tender, meaty mushroom. To one side was a creamy version of a Mexican salsa verde, which tasted of tomatillos, green chiles, and salt — mostly salt, unfortunately.

Overall, it was a satisfying, self-contained meal, eclectic without feeling over-thought. The menu is quite concise, offering about five starters and as many entrees. Desserts are sim-



TRIBUNE PHOTOS: CHRISTOPHER ONSTOTT

The newly redesigned Market restaurant in Southwest Portland features a friendly staff and a rotating menu by executive chef Troy Furuta.



Market's happy hour dish of roasted beets, house-made ricotta, toasted almonds and watercress on a crostini.

and after 8 p.m. every day, you can sit in the bar and have a surprisingly flavorful chicken burger with mushrooms and Swiss cheese for \$5. Add waffle fries and a cocktail and your night-on-the-town restaurant becomes an after-work hangout.

Cocktails are stylish classics with little extra touches. There's fresh nutmeg atop a Holland gin punch, and a sazerac becomes exotic and spicy with the addition of sriracha hot sauce. My favorite was the Brooklyn cocktail, a bitter, forgotten cousin of the Manhattan. It's a vintage recipe, a sign that Market knows when to innovate and when to leave well enough alone.

Market Restaurant, 11 a.m.-2:30 p.m. Monday, 11 a.m.-10 p.m. Tuesday-Friday, 5 p.m. to 10 p.m. Saturday, closed Sunday, 200 S.W. Market St., 503-248-0004, market-pdx.com, entrees \$22-\$26

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## Archer: Series looks at unknowns

From page 1

swers, Archer says, and just as the ocean remains the great unexplored area of our inhabitable sphere, he expects clarity in questions as time goes on.

“Everything we know about archaeology is derived from the study of 30 percent of the planet,” he says. “There's still 70 percent (the oceans) that archaeologists haven't looked at. Because of the rise in oceans since the last Ice Age, there are millions of miles of coastline that are now underwater that would have been inhabitable 20,000 years ago. That would have been the logical place to build communities back then.

“Whatever was there, and I believe there were a lot of sites, those are all underwater and they haven't been explored.”

His debut book in the first series, “Tractix,” introduces his four characters and how the Maya could predict solar eclipses to the minute, yet lived with-

out the use of wheels to move things.

“Why were they so advanced in one area and so primitive in other areas?” Archer asks.

“Tsubute” centers around the Yonaguni pyramid in the waters off Japan. Subsequent discoveries were made of other pyramids.

“That's a lost civilization,” Archer says.

And, “Triangle” is about contemporary work near Bimini Island (the Bahamas), “where they've demonstrated there was an advanced culture there about 15,000 years ago, thousands of years before they thought the Indians first came to North America, and three times as old as the pyramids in Egypt,” Archer says. “They were an advanced maritime culture that built harbors and structures to protect the harbors. ... A lot of things left unexplained. ... I think Bimini is the tip of the iceberg.”

The “Parallel Ops” books are “The Scientists,” “The Informants” and “The Guardians,” the latter his newest release, and the second series follows the four fictional characters and their attempts to figure things

out. (For info on books, go to rjarcherbooks.com).

Archer says archaeology has been “a big yawn” for him in the past, but writing the books has piqued his interest. He's curious to see what researchers and academic types choose to explore and acknowledge in the future; he says findings and theories dispel accepted beliefs and truths among academics.

“Archaeologists like to dig in the dirt and not in the mud,” he says. “Like with the Bahamas, there are enough people who have published articles about what's there, or think is there, you would think someone would have got interested and mounted a major expedition. It doesn't seem to be happening.

“And there are sites in India and all over Asia, especially near the equator, where they've found underwater strange things.”

He understands that people dispute the existence of ancient civilizations, especially when considering an influence from aliens.

“I'm not sure I believe that myself,” Archer says. “But, the archaeology is all real and all mysterious.”

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A SPECIAL PAGE PRODUCED BY THE PORTLAND TRIBUNE ADVERTISING DEPARTMENT

# STYLE

## Beautiful heat for your home

With winter just around the corner, now is the time to consider a fireplace or stove for your home.

BY SCOTT KEITH

Before you know it, thoughts will turn from grilling a succulent salmon steak on the outdoor barbecue to plopping in front of a snapping and crackling fireplace with a cup of hot chocolate and the latest best-seller.

A business that has been in Portland's West Hollywood neighborhood since 1991, Homestead Stove Company, is ready to offer customers electric fireplaces, wood fireplaces, gas stoves, wood stoves and many other items that will make your home warm and comforting.

Owner and president Sherry Woods said her store's motto is "Beautiful Heat," adding that she carries many great fireplace and stove product lines.

"You'll find others out there, but my specialty is something that would be in your home for many decades," Woods said, noting that over 30 percent of her business is referrals.

Whether her customers want new fireplaces or simply inserts, Woods is ready to offer her expertise. "Since most homes have existing fireplaces, the majority of my busi-

ness is inserts. But I also have a fair number of new construction jobs (needing fireplaces)," Woods said.

Homestead Stove Company offers brand-name products. "Our most popular gas fireplace is Valor. It's Canadian made. It originated in England. It's been around since the 1800s," Woods said. "It's a well-made, beautiful product and it has my highest customer satisfaction."

If you're not sure of the type of product to invest in, Woods encourages you to drop by Homestead Stove Company. When you're ready to make a decision, her store will offer a free home visit.

"If I have a product that they are considering buying, then it's almost mandatory, I feel, to go out and take a look at their home - to make sure that the product is going to fit and work," Woods said, pointing out that Homestead Stove Company can also help answer questions for do-it-yourselfers.

Woods loves to see customers bring in floor plans or remodel projects. "I want them to know that I'm not a high-pressure sales outfit. I am here to help them put a beautiful focal point in their home...I have a lot of options for people."



TOP: In addition to carrying stoves and fireplaces for inside your home, Homestead Stove Company also features models perfect for the outdoors, like this linear gas fireplace. BELOW: Sherry Woods, president and owner of Homestead Stove Company, carries many lines of fireplace inserts including this Valor Legend 3 gas insert for your fireplace.

### etcetera...

**Accessories**  
Many accessories are available at Homestead Stove Company:

- Fireplace tools
- Axes
- Steamers
- Humidifiers
- Chimney cleaning supplies
- Cooking woods.



**Contact**  
Check out their informative website at [www.homesteadstove.com](http://www.homesteadstove.com)

**Address:**  
2729 N.E. Broadway,  
Portland, Oregon 97232

Call them at  
503-282-3615 or go to  
[facebook.com/HomesteadStove](https://www.facebook.com/HomesteadStove)

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PortlandTribune

# STYLE

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We live in an area which is known for very cold winters. Our facility is nearly 7000 square feet in area. When we began to utilize the first unit we were amazed to see how even the heat was for the entire living room area. We ordered a second and a third unit which now warms the entire home. Much to our surprise we are saving over \$250 a month and had the lowest expense for heating we have ever experienced here. I would heartily recommend your products to anybody who is interested in really nice, even heat in their home and also interested in saving on their utility expenses.  
**Dennis Crystal, Troy, MT (Retired Airline Pilot)**



Enclosed you will find printouts of our electric bill and gas/heating/cooking bills for 2007 - 2008. Our gas company, AmeriGas, stated that more money was saved than would show up because of the cost going up. We would turn the gas on early in the morning and turn it down to 60 degrees; We would use the EdenPURE® heaters from then on and they provided such warmth and cozy heat. Many of our friends have informed me recently that they are going to purchase these heaters for their homes this winter.  
**Gloria D. Smith, Boydton, VA (Retired Elementary Principal)**

# EdenPURE® reopens Ohio factory creates 250 new jobs

## New models shipped direct from warehouse at 49% savings

**Richard Karn, North Canton, Ohio**

I was fortunate enough to attend the grand opening of the new EdenPURE® factory in North Canton, Ohio. The new plant brought hundreds of new jobs back to Ohio and reversed the common practice of sending Midwest manufacturing jobs to China. Now, EdenPURE® continues to ramp up production for the coming Winter with exciting new models and hundreds of new employees as this Made in America success story continues to grow.

**American Labor, American Quality**

With over 3 million portable heaters sold EdenPURE® is the best selling portable infrared heating system in North America. However, like any classic, EdenPURE® has dozens of would-be competitors who create Asian copies at low prices using cheap, foreign labor. Don't be fooled by these imitations. Look for the EdenPURE® logo and the Made in North Canton, Ohio stamp. Save like millions of others on your heating bills and say "NO" to cheap foreign imitators.

I spoke with Neil Tyburk the Chief Designer and President of EdenPURE®'s North Canton plant who is very direct in his beliefs. "We have better designs, better materials and a better work force. We can kick their butts in production and quality. The only advantage they have is cheap labor."

**Save up to 49% on 2013 EdenPURE®s**

Now readers can save up to 49% (\$229 the largest savings ever on new EdenPURE®s). EdenPURE® is not just the best-selling portable heating system in North America. As an EdenPURE® owner I rank EdenPURE® #1 for quality, safety and efficiency. And now is the perfect time to save like never before on our expanded 2013 EdenPURE® line made in our brand new North Canton, Ohio facility.

With two models EdenPURE® can meet all of your heating requirements 365 days a year. We receive thousands of letters from satisfied customers who share their heating testimonials many of which you can view at our website edenpure.com. This Summer we even followed up with EdenPURE® customers from 5 years ago like Gloria Smith (see her original testimony above) who are still just as enthusiastic and in some instances saved thousands of dollars versus costly propane.

**Gloria Smith Interview May 20, 2012**

"My name is Gloria Smith and I am a retired principal from Boydton, Virginia. I've been using EdenPURE® Heaters for 5 years. I think I saved at least \$15,000 over a period of 5 years. And that's proven with my bank statements because it's documented. And I feel really great about using the EdenPURE® Heaters."

"Many people have called me from all over the country when they have seen the in-

## Never be cold again



**As Al Borland on Home Improvement I was the man with all the answers. However, as Richard Karn I still look for money saving and efficient heating in my home. I have an EdenPURE® Infrared Portable Heater in my California home and like millions of others found it to be a super-safe, reliable source of portable heat all year long.**

fomercials on TV. I've enjoyed talking to them and I want everybody to save money in these hard economic times. I believe in paying it forward, so when you experience something good, you want to share it."

**Stay Comfortable 365 Days a Year**

"Never be cold again" is the EdenPURE® promise. EdenPURE® provides you insurance against the cold all year long. Stay comfortable on those unseasonably chilly evenings no matter the season. I live in California but believe me it gets cold at night. Keep your expensive furnace turned down until it's absolutely necessary. And if we are fortunate enough to experience a mild winter as many of us did in the Midwest last year, you keep your furnace off all season and save even bigger.

**New, More Efficient Models**

The engineers at EdenPURE® listened to their millions of customers and somehow managed to improve the #1 portable heater in North America. Through old fashioned American ingenuity the new EdenPURE® line is more efficient to save you even more money.

The EdenPURE® Personal Heater now heats a larger area, an increase from 350 square feet to 500 square feet. That's a **30% increase in efficiency!** And EdenPURE® is proud to introduce the 2013 Model 750. The new Model 750 is perfect for larger areas and heats up to 750 square feet. But the best thing about the Model 750 is the price. We priced the Model 750 at only \$50 above the Personal Heater. This means you receive a **33% increase in performance for only \$50.** That's American engineering at its best!

We all know heating costs are expected to remain at

record levels. The cost of heating our homes and apartments will continue to be a significant burden on the family budget. The EdenPURE® can cut your heating bills and pay for itself in a matter of weeks, and then start putting a great deal of extra money in your pocket after that.

**Super Safe Infrared Heat**

Now remember, a major cause of residential fires in the United States is carelessness and faulty portable heaters. The choice of fire and safety professional, Captain Mike Hornby, the EdenPURE® has no exposed heating elements that can cause a fire. And a redundant home protection system that simply shuts the EdenPURE® down if it senses danger. That's why grandparents and parents love the EdenPURE®.

The outside of the EdenPURE® only gets warm to the touch so that it will not burn children or pets. And your pet may be just like my dog who has reserved a favorite spot near the EdenPURE®. You see the EdenPURE® uses infrared heat. And just as pets enjoy basking in a beam of sunlight they try to stay close to EdenPURE®'s "bone-warming" infrared heat.

**The Origin of EdenPURE® a Missouri Rancher's Discovery**

American's love to tinker. We are a nation of inventors from Benjamin Franklin to Thomas Edison. A Missouri horse breeder named John Jones was no exception.

Jones lived in a large drafty old farmhouse with his family of five. They stayed warm on cold Missouri nights with an old coal furnace and plenty of blankets.

Now Jones was always collecting scrap to use in his latest inventions and somewhere along the line he had picked up

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2. The quartz infrared lamp gently warms the patented copper heating chambers.
3. The soft heat "rides" the humidity in the room and provides even, moist, soft heat ceiling to floor and wall to wall without reducing oxygen and humidity.

SYLVANIA is a registered trademark of OSRAM SYLVANIA Inc. used under license.  
Richard Karn is a paid spokesperson for EdenPURE®.

a large sheet of cured copper. Jones stored the large copper sheet in his basement near the coal furnace he labored to fill every chilly morning.

Jones noticed something peculiar. The coal furnace warmed the copper sheet and as the furnace cooled down the copper sheet stayed warm. In fact, the copper sheet stayed warm for many hours and heated much of the large basement.

As Jones continued to develop a portable infrared heater he knew the copper was the secret ingredient that would make his heater different from all the rest. His copper heating chambers combined with the far infrared bulbs provided an efficient wave of "soft" heat over large areas. The breakthrough EdenPURE® infrared heating chamber was born.

**The Health Secret is in the Copper**

EdenPURE®'s engineers have taken Jones' original concept through revolutionary changes. EdenFLOW™ technology uses copper heating chambers to take the energy provided by our special SYLVANIA infrared bulbs and distribute our famous soft heat evenly throughout the room.

Now our copper isn't ordinary. It's 99.9% pure antimicrobial copper from an over 150 year old American owned company in Pennsylvania. Researchers have discovered copper as an antimicrobial is far more effective than stainless steel or even silver. That's why our special antimicrobial copper is marked Cu+ and used in hospitals on touch surfaces. So your EdenPURE® heater is continuously pushing soft, healthy, infrared heat throughout your room.

**How to Order**

During our 2013 introduction you are eligible for a \$202 DISCOUNT PLUS FREE SHIPPING AND HANDLING FOR A TOTAL SAVINGS OF \$229 ON THE EDENPURE® MODEL 750 AND A \$175 DISCOUNT PLUS FREE SHIPPING AND HANDLING

FOR A TOTAL SAVINGS OF \$192 ON THE EDENPURE® PERSONAL HEATER.

This special offer expires in 10 days. If you order after that we reserve the right to accept or reject order requests at the discounted price. See my attached savings Coupon to take advantage of this opportunity.

The made in North Canton, Ohio EdenPURE® carries a 60-day, unconditional no-risk guarantee. If you are not totally satisfied, return it at our expense and your purchase price will be refunded. No questions asked. There is also a 3 year warranty on all parts and labor.

**RICHARD KARN'S SAVINGS COUPON**

The price of the EdenPURE® Model 750 Heater is \$449 plus \$27 shipping and the price of the Personal Heater is \$372 plus \$17 shipping, but, with this savings coupon you will receive a \$202 discount on the Model 750 and a \$175 discount on the Personal Heater with free shipping and be able to get the Model 750 delivered for only \$247 and the Personal Heater delivered for only \$197.

The Personal Heater has an optional remote control for only \$12. The Model 750 remote is included in the price. Check below the number you want (limit 3 per customer)

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This product carries a 60-day satisfaction guarantee. If you are not totally satisfied return at our expense, and your purchase price will be refunded – no questions asked. There is also a three year warranty.

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All of the testimonials are by actual EdenPURE® customers who volunteered their stories, and were given another EdenPURE® heater as thanks for their participation. Average homeowners save 10% to 25%. 277086.101812





# SportsTribune

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PortlandTribune

THURSDAY, OCTOBER 18, 2012

## THE BEST?

### ■ Beavers' receiving duo Wheaton, Cooks become like brothers at OSU

By **KERRY EGGERS**  
The Tribune

CORVALLIS — West Virginia has Steadman Bailey and Tavon Austin, Baylor owns Terrance Williams and Tevin Reese, and Southern Cal boasts Marquise Lee and Robert Woods.

But there may not be a more potent 1-2 punch of receivers in college football than Oregon State's Markus Wheaton and Brandin Cooks.

In five games, Wheaton, a 6-foot, 180-pound senior from Chandler, Ariz., has 41 receptions for 564 yards and six touchdowns in coach Mike Riley's pro-style offense. Cooks, a 5-9, 180-pound sophomore from Stockton, Calif., has 34 catches for 659 yards and a pair of scores.

The votes out of Corvallis are going to the men of Orange as the eighth-ranked Beavers (5-0 overall, 3-0 in Pac-12 action) prepare to play host to Utah (2-4, 0-4) at 7:30 p.m. Saturday at Reser Stadium.

"I think they're the best twosome in the country, but I'm biased," Oregon State receivers coach Brent Brennan says. "I'm with them every day, and I see them work."

"There are lots of good wideouts and tandems in our conference. Every team has one or two guys who can really play at that posi-

tion. But I believe in those two guys."

So does Jordan Poyer, Oregon State's senior cornerback who ranks among the best nationally at his position, too.

"They're the top receiver tandem in the country, hands down — I'd bet on it," Poyer says. "I go against them every day in practice. They make me the player I am. They're super-talented, but more than anything, they compete. That's been the whole mindset of this team — compete and make everybody better. That's exactly who they are."

Cooks ranks second nationally in receiving yardage per game and 22nd in receptions per game. Wheaton is sixth in the nation in receptions and 10th in receiving yardage.

West Virginia's Bailey (55 catches, 766 yards, 14 TDs) and Austin (67 catches, 761 yards, 8 TDs) have huge numbers in six games. Baylor's Williams (37 for 830) and Reese (23 for 499) and USC's Lee (54 for 681) and Woods (36 for 360) have put up major stats in six contests, too.

How do Cooks and Wheaton figure they measure up?

"When people ask, we're going to be confident about it," Cooks says. "We're going

See OSU / Page 8



Senior Markus Wheaton and fellow Oregon State receiver Brandin Cooks, a sophomore, have made for arguably the top pass-catching combo in the country this season in the Beavers' climb to No. 8 in the national rankings.

TRIBUNE PHOTO: JAIME VALDEZ

Kerry Eggers



ON SPORTS

## Cal Poly football has PSU flavor

When Cal Poly plays host to Portland State Saturday night in San Luis Obispo, it will be an emotional time for Tim Walsh.

Right? "I've not tried to play it down," says Walsh, the fourth-year Cal Poly head coach who ran the PSU program from 1993-2006. "But I have a philosophy on that."

"The game is for the players. It's our 2012 team playing (the Vikings') 2012 team."

Going against his former school "is in the back of your mind, but the emotional part of it is where we are at this point in our season."

For Cal Poly, it's a comely spot. The Mustangs are 6-0 and ranked 12th in the FCS in their first Big Sky year.

After going 4-7, 7-4 and 6-5 in his first three seasons, Walsh appears to be establishing the program he envisioned at Cal Poly. The Mustangs are averaging 38.2 points in the triple-option offense that Walsh embraced during his second and final season as offensive coordinator at Army in 2008.

"We're pretty good," Walsh says.

A big part of that is quarterback Andre Broadous, the 6-foot, 210-pound senior out of Grant High. He has passed for 605 yards and nine touchdowns and rushed for 292 yards and four TDs.

"Andre is the catalyst," Walsh says. "His numbers aren't as good as a year ago, but he has more of a target on his chest. In our offense, the quarterback has to make progression decisions instantly in the option game. You have to decide to give (the ball) to the fullback or pull it out."

"He has done a tremendous job operating the offense. He has unselfishly distributed the ball to a lot of guys."

Last Saturday in a 56-28 rout of Northern Colorado, Broadous ran for 68 yards and completed 9 of 12 passes for 195 yards and a pair of scores. Cal Poly is averaging fewer than 13 passes a game.

"When we throw, we're pretty efficient," Walsh says. Slotback Deonte Williams is Cal Poly's other big offensive weapon. The 5-10, 205-pound senior has rushed for 757 yards and nine TDs. The Big Sky offensive freshman of the year at Northern Arizona in 2008, he transferred to Sierra (Calif.) College the next year, then signed with San Diego State, but didn't qualify academically. Williams wound up at Cal Poly and has become the Big Sky's No. 2 rusher.

Cal Poly beat Wyoming — the preseason pick to finish third in the FBS Mountain West — 24-22 at Laramie in its second game Sept. 15.

"That has a lot to do with our success," Walsh says. "Our confidence level went far up after that game."

The Mustangs were supposed to be pretty good this season, but not this good.

"If you'd asked me in July if we'd be 6-0 at this point, I'd say probably not," Walsh says. "We're way ahead of pace, so to speak. Now we're going to

See EGGERS / Page 9

## Costa's new play call: TV, coaching

Ex-Duck QB doesn't let bad knees get in way of new careers

By **STEPHEN ALEXANDER**  
The Tribune

Star-crossed is one of the most haunting phrases in the English language. It means to be opposed by fate. No term so perfectly describes Nate Costa's career

with the Oregon Ducks.

In five years at the U of O, Costa was a backup quarterback, first to Jeremiah Masoli and then to Darron Thomas. Costa had all the potential to be a starter. But, partly



Nate Costa (middle) joins Jason Scukanec (left) and host Jordan Kent for a college football show on Comcast SportsNet Northwest.

COURTESY OF COMCAST SPORTSNET NORTHWEST

due to four serious knee injuries, he wound up starting just one game.

After a knee injury midway through the 2010 season ended Costa's playing career, he was ready to start the next chapter of his life. He was on his way to living his dream of being a police officer when fate dealt him another blow.

Costa, who was sworn in as a

Springfield police officer in July 2011, had to leave the department a month later when he injured his knee while running an obstacle course on the first day of training at the Oregon Public Safety Academy.

"My entire education throughout college was pointed in that direction," he says. "It was tough to be told that your body is not going to allow

you to do this."

A little later, though, fate finally began to smile on him. He became a broadcaster on the Comcast SportsNet Northwest show "Talkin' Ducks" and started a private coaching practice for quarterbacks and receivers.

"I wish I could have continued with my law enforcement career," Costa says. "But when

your body tells you that you can't do something, you just can't do it.

"It's cliché to say, but things happen for a reason. And I'm happy with the direction I'm going in right now. I am truly enjoying what I am doing."

Costa was offered the job on "Talkin' Ducks" largely because of the ability he showed handling interviews as a player.

Costa needed to learn a few TV things about eye contact and energy, but he quickly took to the new job.

"Having been in the huddle, Nate has brought an expert insider's opinion and experience," says Dave Kamens, executive producer at CSNNW. "I found him to be such a nice guy, and he comes across that way in television, which you can't really teach."

The Ducks still have players with whom he shared a locker room, and Costa has made a

See COSTA / Page 9

## Young driver takes spin in England

Mark Draghicescu, a 20-year-old college student, is trying to get his budding career on the fast track.

The 2010 Westview High graduate will be one of many aspiring race car drivers from around the world competing in the 40th annual Formula Ford Festival Oct. 27 and 28 at historic Brands Hatch near London.

Draghicescu, who lives and attends school in Derby, England, has a ride next weekend with 23 Racing, a local team, but he could use a good showing to land sponsorship that would enable him to race in the Formula Ford series next year.

Steve Brandon



SCORESHEET

Formula One stars Jensen Button and Mark Webber are among the previous Festival winners.

Draghicescu wants to be an F-1 driver someday. The festival is one of many early steps that will have to be made by a Portlander who got hooked on the sport with his first rental kart seven years ago.

"The sensation of pushing yourself and a car to the edge is difficult to explain," he says.

At Westview, the 6-foot, 155-pound Draghicescu swam and ran track. He also played piano and guitar for several years. But they all take a back seat now to driving a race car.

"I can't think of (all the) reasons why I enjoy it — it's the noise, the speed, the adrenaline, the nerves, competing not only with others but yourself, the continuous challenge, even in practice."

The Formula Fords go more than 140 mph on the straightaways, "and it's quite fun when you're only a few inches away from your competitors," he says.

At Derby University, he shares a student hall flat with five other students. This is his second year of college there, and he is studying for a degree in motorsport engineering. "It's a unique course, as much of the learning is done within the technical facility," he says. "There's a lot of hands-on and practical experience."

■ If there is one place where most golfers generally don't want to hurry through a round, where they want to

See SCORESHEET / Page 8



Two years out of Westview High, Mark Draghicescu is majoring in motorsport engineering and trying to advance his open-wheel racing career overseas.

COURTESY OF MARK DRAGHICESCU

See EGGERS / Page 9