



MAY 27, 2014

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Tribune

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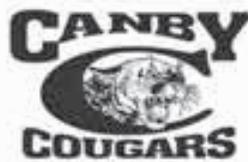


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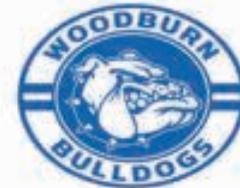
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Portland native
Brisa Trincherero
details the business
of theater and her
Broadway aspirations

SHOW BUSINESS: GIVE 'EM THE OL' RAZZLE DAZZLE

BY JOSEPH GALLIVAN

When someone sidles up to you and requests a minimum \$25,000 investment that will probably end in not much more return on investment than a glass of champagne and a signed playbill, you're probably in theaterland.

This is the world Brisa Trincherero entered when she moved to New York to become an executive producer of Broadway plays and musicals.

Portland-born Trincherero, 30, is back in town this week. "LIZZIE," a rock musical she produced about axe-happy Lizzie Borden, which has its west coast premiere at Portland Center Stage.

The woman is driven. She went into theater as an actress, but fell in love with seeing how the sausage is made.

"I found that I didn't enjoy being on stage. I preferred being in the office watching people working on shows and talking about budgets, but I didn't have the back-ground," she told the Tribune recently from her New York office.

So she did an MBA at University of Portland, specifically to be a theater producer, and rose through the ranks to run the Broadway Rose Theatre Company in Tigard.

"Every Broadway show is like a company capitalized around \$15 million," she says. "The producer is like the CEO, she brings in a staff, the cast, the crew, the publicity people." A big show can have 200 people working for it, half full-time, half vendors.

"As an entrepreneur, I find investors for several shows —

"Every Broadway show is like a company capitalized around \$15 million. The producer is like the CEO, she brings in a staff, the cast, the crew, the publicity people."

— Brisa Trincherero, producer

Brisa Trincherero, who won a producing Tony award for "Pippen" at the Music Box theater on Broadway, is back in Portland this week for the opening of "LIZZIE" a rock musical about Lizzie Borden.

COURTESY OF KRISTIN GOEHRING

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I run an investment portfolio. I'm fortunate that my portfolio has done well. And when you start doing well, more people want to invest with you."

She also compares the role to being a venture capitalist.

"You find a great idea for a show, you put your own money in, you find backing for the creators. And you're just hoping the market is ready for it."

Her approach to *LIZZIE* was to help it find its path.

"It's not Broadway, it's edgy. And it has huge commercial potential." Dollar signs light up when producers think of cult hits that went mainstream such as "Hedwig and the Angry Inch," or blockbusters such as "Wicked."

She has money in "Hedwig" which is now on Broadway, and one eye on the Revival category at the June 8, 2014 Tonys. She has already won two Tony awards for producing.

Different shows require different relationships. Sometimes the producer owns the show, sometimes it is coproduced, sometimes it is "presented by" the theater. Portland Center Stage is licensing *LIZZIE*. Trinchero worked on the deal with PCS Artistic Director Chris Coleman and Rose Riordan.

She had sent them to the show two years ago suggesting it would be a good fit for Portland. It was workshopped in Seattle, where Riordan fell in love with it. It was also workshopped in New York and Houston, released as an album, and premiered at Denmark's edgy Fredericia Theater.

As an indie producer, her main producing partner on this one is Corey Brunish whom she met three years ago.

When they have a show to invest in, they work the rooms of hedge fund traders and arts patrons.

"The minimum investment is usually \$25,000, and you have to be an accredited high net worth individual," says Trinchero. She and Brunish usually put in \$100,000 to \$200,000 of their own money.

"For a lot of people with \$25k, it's enough they get to go to opening night. When a show lasts forever — and a lot of times they will — you can make a big return (see sidebar)."

She cites "Seussical," which made nothing on Broadway but is now the most-produced musical in the United States, playing everywhere from big regional theaters to high schools and middle schools.

Another great hope of hers this June 8 is "Beautiful, the Carole King Musical," which has done well. On Broadway, shows make their money on ticket sales. They don't go to licensing until they close, then they go on tour. There are exceptions, like "Wicked," which is on Broadway and had 10 touring productions worldwide — all generating revenue.

"Theater investing this is very regulated. The story of 'The Producers' — about a ridiculous musical designed to lose money — is an extreme ex-

CONTINUED / Page 5



Mary Kate Morrissey (who plays Lizzie Borden) in rehearsal with guitarist Matt Brown and drummer Greg Eklund of the "LIZZIE" band. The Victorian-era show runs from May 30 through June 29 at Portland Center Stage.

PATRICK WEISHAMPEL

Now at 30 years of age and with some success, fewer people assume she's someone's assistant.

PRODUCERS WHO PRODUCED

1) The Phantom of the Opera is still the longest running musical on Broadway. Cameron Mackintosh is the most influential and powerful producer in the world. He also produced *Cats*, which is the second longest running musical. Other hits include *Les Misérables*, *Miss Saigon* and *Mary Poppins*.

2) Fiddler on the Roof was the first musical theater run in history to surpass 3,000 performances. It garnered three Tonys for producer Harold "Hal" Prince. The original Broadway production of *Fiddler* earned back \$1,574 for every dollar invested.

3) Taboo - Rosie O'Donnell took a turn as a Broadway producer in 2003 with the musical *Taboo*, based on the life of Boy George. It closed after only 100 productions and mostly negative reviews. Boy George was featured in the Broadway cast. O'Donnell supposedly lost her entire \$10 million investment.

4) The Producers - Mel Brooks wrote the Book, Music and Lyrics, and was also one of the producers, of this record-breaking musical. The original Broadway production ran for 2,502 performances. The *Producers* holds the record for the most Tony Awards: 12 total. It also broke a record for the largest single day box office ticket sales in theater history, taking in more than \$3 million. It later broke its own record, reaching \$3.5 million in a single day.

5) Show Boat - Florenz Ziegfeld, Jr., an American impresario known for his Ziegfeld Follies, produced the musical *Show Boat* at his Ziegfeld Theatre on Broadway in 1927. The format marked a radical departure from the revue shows that were popular at the time. It ran for 77 weeks and was hailed as a masterpiece and trailblazer. Years later, in 1964, Flo was depicted as a character in the popular musical about show business, "Funny Girl," featuring Barbra Streisand.

Courtesy Portland Center Stage

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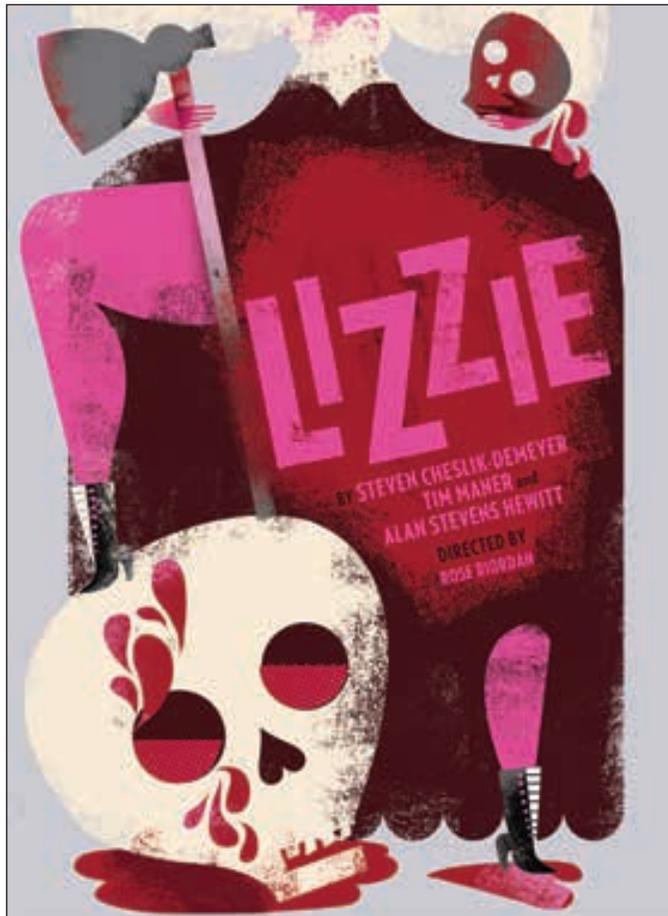
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ample of what the rules are trying to avoid.”

Trincherro and her ilk go to a couple of readings a week in New York where they hear talent read a play or sing. The investors don't go. Who are they? “They tend to be people who love being part of something,” she says.

A prospectus, usually about 50 pages long, says what type of show it is and what the risks are. “It's not about the creative side at all,” she says. “I did a show with Tom Hanks in it, there was a lot about what happens if he gets sick or backs out.”

The document also includes the capitalization budget, the running cost budget, and the recoupment charts - how many weeks it has to run to break even. A small play with a big star is usually 20 weeks. A big musical could be 18 months.

“Everyone is always looking for the next ‘Book of Mormon’ or ‘Jersey Boys.’” In January, Ben Brantley in the New York Times called out “Beautiful” as a female, Brooklyn knock-off of “Jersey Boys.”

One of her Tonys, for “Porgy and Bess,” was the result of a canny revival where director and writer short-

ened the material and made it a little less operatic. “The Gershwin estate gets approached all the time and they always say no. But this time they thought it would work, and it did. Some people are less money-driven, they get so much from the composer's estate. They want to maintain the cachet of a brand like that.”

Now at 30 years of age and with some success, fewer people assume she's someone's assistant.

Her secret so far? “I have been successful by not going in looking for something specific. If it speaks to me, if they know what they're doing, then we get the business plan and the numbers.”

Tom Viertel is a veteran Broadway producer and chairman of the Eugene O'Neill theater which does much to develop new work.

“I'm a big admirer of Brisa,” he says. “She's been very energetic, and made clear choices about projects. She's a good voice when groups of producers get together, a sensible, smart woman with good ideas.”

Viertel points out that unlike movies and TV, theater producers raise all their money from private investors (not corporations). As a result, the often end up asking the same people for money.

“It's this constant reaching out ef-

fort, and she's very good at it. And she brings a group of investors we don't know: people from Portland and from her travels.”

He notes that independent producers are sometimes up against the big guns, like Disney (“Peter and the Starcatcher”) and Universal (“Wicked.”)

“There's going to be more of that - virtually all the studios are owned by larger companies seeking to take intellectual property and make the most of it.”

Most young producers raise production financing, which is less risky than start up money. “Like a lot of young producers she found her way in by giving money to projects that are in their last lap,” Viertel says of Trincherro.

But young producers can succeed with certain qualities.

“Knowing your subject, having a passion, believing in a project, having a command of budget figures, being candid and transparent...It's a smallish business and if you are not candid with people, they'll remember it. They'll be around and so will you.”

“Most theater fails,” Viertel adds. “So a lot of what directs investment is a real passion for theatre. We talk to everyone putting in money that they might not get it back. But they will have exciting time and might get it back.”

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Oregon Ironworks merges with Vigor Industrial

By **JIM REDDEN**
Pamplin Media Group

Two of the largest industrial companies in the Portland region are merging.

Last Wednesday, Oregon Iron Works and Vigor Industrial announced the companies would be joining forces.

Clackamas-based OIW is specialty manufacturing firm with commercial, marine, nuclear, aerospace, hydroelectric, defense and transportation divisions. Among other products, it manufactures the streetcars used in Portland and a growing number of other American cities.

Vigor Industrial is a leading provider of shipbuilding, ship repair and other industrial services in the Pacific Northwest. Its assets include a large ship repair yard in the Portland harbor with 665 employees.

According to officials from the two companies, the merger creates the critical mass of innovation, infrastructure and financial strength needed to pursue even more complex projects, enter new markets and win more work than either could separately. OIW's unique fabrication abilities combined with Vigor's shipbuilding, heavy lifting and marine launch capabilities will allow the combined company to complete large-scale, complex projects that neither company could do alone, the officials say.

"I've spent the last 40 years building Oregon Iron Works into a company with some of the country's most advanced fabrication capabilities, and we've been looking for ways to evolve

to the next level and compete in a broader market spectrum," said Terry Aarnio, OIW Chairman of the Board. "Vigor builds and repairs ships. OIW builds boats and other projects with complex fabrication, machining, and integration requirements. Vigor has some of the west coast's largest shipyard industrial facilities and great marine industrial workers."

"This combination positions the company to meet upcoming demand from various industrial and marine sectors," said Vigor CEO and Owner Frank Foti. "Not only will diversification allow us to better weather the ups and downs of the marine industry, incorporating good fabrication genetics from non-marine sectors is great way to achieve world-class shipbuilding standards in the U.S."

"It's 'Industrial Evolution' and it's what our economy needs," Foti said. "We're doing everything we can to build and sustain family-wage industrial jobs."

The two companies had previously worked together in 2006 to start U.S. Barge, a barge-building company. It continued until 2010 when Vigor Industrial acquired and continued the operation. Thomas J. Hickman, OIW's Vice President Sales and Marketing, says officials of the two companies stayed in touch and continued exploring potential joint undertakings.

Talks about merging started a few months ago, Hickman says, and quickly gained momentum. No government or public-private economic development organizations were involved in them.

According to the May 21 announcement, the



Oregon Ironworks builds streetcars through its United Streetcar division in Clackamas. The company is merging with Vigor Industrial, which owns a shipyard in the Portland Harbor. PAMPLIN MEDIA GROUP FILE PHOTO

two companies agreed to terms on May 20th, and expect the merger to be finalized before the end of June. Under the terms of the merger, OIW will become a wholly owned subsidiary of Vigor Industrial. The combined company will employ about 2,300 people in Alaska, Oregon and Washington.

Founded in 1944 in Portland, OIW has been under the same management since 1974. The company has been building high performance aluminum, composite and steel hulled marine craft for the United States and other governments and commercial operators since 1984, with over 300 boats delivered. It currently employs more than 480 employees and is headquartered near I-205 in Clackamas, Oregon, with additional manufacturing facilities in

Vancouver, Washington.

Vigor Industrial currently has 1,800 employees and seven subsidiaries. The company has three full service yards in Portland, Seattle, and Ketchikan, Alaska, and specialty shipyards in Tacoma, Everett, and Port Angeles. It builds vessels including fishing boats, tugs, barges and ferries. The company also repairs and modernizes a wide range of commercial and government vessels, from ferries and fishing boats, barges, workboats and platform supply vessels. Total capacity includes 10 drydocks, more than 17,000 square feet of dedicated pier space, half a million square feet of covered fabrication and shop area, and more than 50 cranes with lifting capacity up to 600 tons.

HILLSBORO NATIVE OPENS BREWERY in FOREST GROVE

Waltz Brewing awaits license to sell its own brews

By **NANCY TOWNSLEY**
Pamplin Media Group

It's been at least six months in the making, but then, brewing a new business takes time — especially when it's a taproom.

Adam Zumwalt, a Hillsboro native who recently settled in Forest Grove, has joined forces with friend Karl Glatz to open Waltz Brewing at 1900 A Street, between Forest Grove Dance Arts and Schlegel's Bicycle Center. The combination of parts of their surnames — "Walt" and "Glatz" — inspired the company's name, Zumwalt said.

The business opened on Wednesday, May 7, during First Wednesday festivities, said Zumwalt, who works as an estimator and sales representative for a roofing company.

Waltz Brewing will be open Wednesday through Saturday from 4 to 9 p.m. and closed Sunday through Tuesday.

"We're a taproom now, with 21 faucets pouring predominantly Northwest beers," he said. "In the future, when we're federally licensed, we'll pour our own craft beers."

Waltz Brewing will also offer vinyl records for sale.

"I'm a record collector," noted Zumwalt. "We'll have a revolving inventory of 2,000 to



Above: Adam Zumwalt grew up in Hillsboro, but recently settled in Forest Grove. On May 7, he opened Waltz Brewing, a joint venture with Karl Glatz and Michael Duron. Eventually, the business will pour from 21 taps, with 14 taps active currently. PAMPLIN MEDIA GROUP: DOUG BURKHARDT

3,000 records across all genres — classical, jazz, blues, country, rock and roll."

Glatz and Zumwalt will be joined by another brewer, Michael Duron, in the venture.

Since the departure of Off The Rail Brewing Co. in 2013, Waltz Brewing will be the only microbrewery in Forest Grove for at least a short period of time — until Archimedes Brewing Co. opens its doors next year.

According to Archimedes' Facebook page,

the craft brewery, which will focus on ales and lagers, plans to launch in early 2015. Brewers are Justin Marble and Storm Brown, with Jason and Chris Cirlincione working the business side of the company. There's no confirmation yet as to the brewery's location.

In March, the Forest Grove City Council approved liquor license endorsements for both Waltz Brewing and Archimedes.



Patti Atkins can make hospitals healthy

Business scene newcomer focusing on improving the image of health care reform

By **CLIFF NEWELL**
Pamplin Media Group

When it comes to achieving health care reform, Patti Atkins gets creative. That is why she is off to a fast start with her Lake Oswego-based public relations agency. Atkins calls her new business “a leap of faith,” but she is bringing a strong record of accomplishment from her past career.

“I backed into it,” Atkins said. “I got a contract, started working and then realized I had an agency.”

Atkins’ client list already includes Care-

reform.

“It’s such a rapidly changing market,” Atkins said. “I started out in the high-tech world, and I figured out what else to do with my degree in public relations. Now I’m spending a lot of time with Columbia Pacific Care and helping them implement the changes they need to make.”

Perhaps the finest achievement of Atkins’ past career was changing public perception of Providence Seaside Hospital. It was a whale of a job.

“Seaside was on the verge of collapse,” Atkins said. “I had the opportunity to turn the situation around and keep 400 jobs in the community. It was a real challenge but a lot of fun.

“Seaside had a big communications problem. There was not high regard for the hospital. But the stories I heard from people dissatisfied with the hospital were 40 years old, and sometimes they were second-hand stories. I started focus groups in each community, and I told them, ‘Let me tell you it’s different there now. There are new employees and new values.’”

A subsequent survey showed that Atkins had changed the perception of Seaside Hospital more than 100 percent in a positive direction. Mission accomplished.

“They have an amazing little hospital now,” she said. “It’s completely safe.”

Shake-ups at Providence Health & Services caused Atkins to accept a buyout a few years ago, and this gave her more time to take care of her husband Larry, who suffers from ALS. But recently she was able to get more help from caregivers. “I can go back to working and do what I love to do,” Atkins said.

Atkins is keeping busy with many projects, including starting a pain clinic, working with social service agencies on catching chronic health conditions early, putting out news releases for her clients, and working with the media.

“I like to work with my head and my heart. I like to help people who need health care the most.”

— Patti Atkins

Public relations specialist Patti Atkins has a past record of changing hearts and minds about hospitals and health care.

PAMPLIN
MEDIA GROUP:
VERN UYETAKE

Oregon, Columbia Pacific Coordinated Care Organization and the ALS Association of Oregon and SW Washington. She gets a strong recommendation from Woloshin Communications, which she has collaborated on projects with for the past 20 years.

Mara Woloshin, principal of the company, said, “Patti is a highly creative, versatile public relations strategist who has developed, implemented and directed marketing communications plans and campaigns for public, nonprofit and corporate clients.”

Explaining her own philosophy, Atkins said, “I like to work with my head and my heart. I like to help people who need health care the most.”

At this time, Atkins is concentrating as a public relations adviser on health care

Winds of change lift Oregon Aero

Scappoose company, awarded for aviation work, looking to enter new markets

By **MRK M. ILLER**
Pamplin Media Group

Oregon Aero has designed and produced headwear, seats and other equipment for military and civilian aviation for more than two decades.

But the company, which was founded in 1989 and is headquartered at the Scappoose Industrial Airpark, has had to weather the effects of the Great Recession and the across-the-board federal budget cuts known collectively as sequestration. While the company is still flying, it has spread its wings out further to get whatever lift it can.

The Scappoose company has diversified its outreach and its portfolio, according to Mike Dennis, the company's founder and CEO.

"We've been busy reinventing ourselves to see if there's other places," says Dennis, standing outside Oregon Aero's newest building at the airport. "This is where the gaming market, the medical market [come in]. ... There's a lot of opportunity in the medical market."

Bed sores, video games

To hear Dennis tell it, breaking into new markets has not always been easy — he seems especially frustrated by the health-care industry, which he says has been reluctant to adopt a revolutionary new mattress overlay he claims can completely eradicate painful and sometimes lethal bedsores often suffered by long-term patients — but the company has found that many of the concepts and principles behind its aerospace products work just as well for other uses.

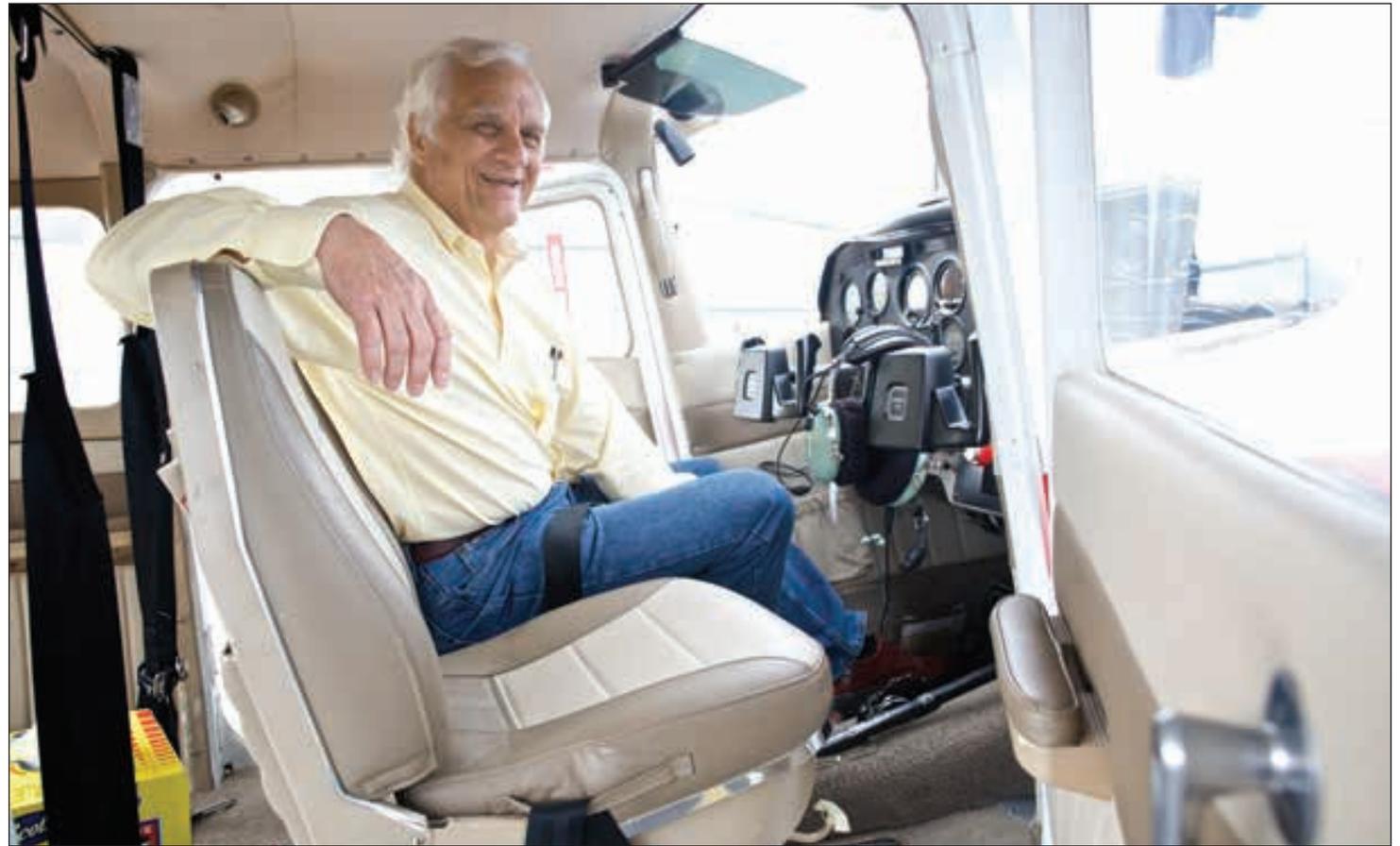
"What we've done is we've figured out how to mechanically stop the problems that are causing issues," Dennis says. "A lot of problems are actually bio-mechanical."

Dennis and Adam Carroll, Oregon Aero's sales and marketing director, enthusiastically describe the company's recent foray into the online gaming community.

After company officials got wind of complaints from many gamers who wear headsets as part of their play about discomfort and headaches, Oregon Aero began looking into how to adapt its aviation headsets for a different market.

"We had to kind of look into this. It's a little different than military markets. It's a little different than general aviation. It's a completely different market," says Dennis. "And so we rose to the occasion."

Carroll says he set up a booth at the PDX-LAN 23 gaming event in Portland this February. The Oregon Aero gaming headsets sold "like hotcakes," in his words; the company is



PAMPLIN MEDIA GROUP PHOTOS: JAIME VALDEZ

Oregon Aero Owner Mike Dennis sits in his 1964 Cessna 172 plane which is outfitted with seats and upholstery produced in his warehouse in Scappoose.

already listed on the PDXLAN website as among the companies that will have a presence at its next gaming party in July.

"We definitely got quite a bit of response," Carroll recalls.

Sky is the limit

Dennis speaks with even more pride about Oregon Aero's work in developing new materials and devices for use in the world of medicine, including shoe liners that alleviate pressure from standing and the aforementioned mattress overlays, as well as seat cushions, that inhibit bedsores.

"We have a series of new developments that are going to change medicine," he says.

But Oregon Aero has struggled to find a niche in the medical market. Dennis says hospitals have shown little interest in its creations, although the Oregon Department of Veterans Affairs is a growing customer.

"They've had our products — the first test set they had for two years, almost to the day, and they ... quadrupled their order," Carroll says, referring to the mattress overlays. "They're very much early adopters."

The mattress overlays, Dennis says, are "marvelously comfortable, and your bed-



Alice Eaton, who has worked with Oregon Aero for 15 years, uses a saw to cut the excess from a bottom cushion of a seat in a C-130 aircraft.

“There’s no recovery happening. It’s a hold-your-own and find-new-things-to-do time. Your old business is gone. You have to invent something new now.”

— **Mike Dennis, Oregon Aero chief executive officer**

sores disappear.”

Dennis says the automobile industry is also an area of opportunity into which Oregon Aero has been attempting to move.

“Cars are kind of an up-and-coming thing,” says Dennis. He describes a potentially lucrative business in after-market upgrades to car seats — replacing the factory-made cushions with more ergonomic, lightweight cushions — and compares them with Mercedes-AMG, which started out as an independent enterprise offering a line of unofficial upgrades for Mercedes-Benz car models, along with shiny logo tags on the back of each car, and eventually became so popular that it was acquired by the car company.

“We’re looking at that as a model and going, ‘Let’s do a trunk-lid logo, so that everybody knows that you have something special inside your car,’” Dennis says.

Grounded in defense

Even as Oregon Aero explores new markets, its defense contracts remain an integral part of the business.

Last year, after Congress failed to produce a budget agreement, a round of cuts called sequestration went into effect; when the political standoff worsened, the federal government effectively shut down for the first half of October until a deal was reached.

“Sequestration caused a real problem last year,” Dennis admits. “It didn’t save us any money as taxpayers, because all it did was said, ‘We can’t buy stuff.’ It didn’t change the need. And so when sequestration finally went away, then the need went nuts. And it just delayed the purchase [of military equipment].”

The company’s financial trouble put it in arrears with its landlord, the Port of St. Helens.

Touring his production facility in Scappoose, Dennis does not seem especially interested in talking about Oregon Aero’s late payments.

“That was thanks to sequestration. We’re coming out of that hole,” Dennis says. Asked how much the company owed, he grimaces: “I don’t know. It’s not as bad as it sounds. It’s just an unfortunate colliding of events.”

Craig Allison, manager of Scappoose Industrial Airpark, is also reluctant to talk



Each product that Oregon Aero uses on its product label for quality assurance.



Oregon Aero Owner Mike Dennis shows where the cushions will be placed in a plane seat covers in his warehouse in Scappoose.

about the state of Oregon Aero’s debt to the port. But he and Dennis both tout the strength of the relationship between the port and Oregon Aero, which is one of the largest employers operating on port property in Columbia County.

“It’s been a very solid [relationship] for quite a while,” Allison says.

The company recently concluded the first phase of a refinance through the U.S. Department of Agriculture, with the port’s

blessing. Allison predicts it will be “quite beneficial” and “a great thing for the company,” noting that the agreement will reduce Oregon Aero’s interest payments and replenish its capacity to take on temporary debt.

“That’s another program that’s available to you if you live in Scappoose, but not Portland. It’s a rural economic incentive program,” says Dennis, adding, “We’re the poster child for the USDA program. They

love us, because it actually works.”

He continues, “You know, everybody’s weathering an economic storm right now that’s pretty fierce. And all this talk about recovery? That’s nonsense. There’s no recovery happening. It’s a hold-your-own and find-new-things-to-do time. Your old business is gone. You have to invent something new now.”

Bright horizons

Despite the downturn, Oregon Aero remains the second-largest employer in Scappoose, behind Fred Meyer, according to Dennis and Carroll. Dennis says proudly that the company has not laid off any of its 63 employees for economic reasons during the recession.

The company recently consolidated a machine shop it operated in St. Helens into its Scappoose location — a “pretty rational consolidation,” Allison comments — and Dennis says he would like to move another manufacturing facility it has in Salem up to Scappoose in the near future.

Dennis himself commutes to work by air, flying between Scappoose and his home in Battle Ground, Wash., in his personal aircraft.

He says he plans to keep Oregon Aero in Scappoose, and speaks optimistically of the region’s potential for industrial development.

“The Scappoose-St. Helens area, they don’t know it yet, but this is one of the last opportunities for industrial growth in the [Portland] metro area,” Dennis says; mixed-use developments and apartment housing have flourished on former industrial land in cities like Hillsboro and Portland, he explains. “We’re starting to eat up the available spaces for this kind of stuff.”

Email your business briefs to:
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YOUR BUSINESS

Whole Foods opens new store in Tigard

Whole Foods Market recently celebrated the opening of its newest location in Washington County at Greenway Town Center. The store opened on Wednesday, May 21. Located at 12220 SW Scholls Ferry Road, in the Greenway Town Center, the new store features a wide range of local products from Oregon producers, including Olympic Provisions, Unbound Pickling, Three Sisters Nixtamal, French Prairie Pork, Aurora Valley Poultry Farms chicken, Henry Higgins Boiled Bagels, Red Ridge Farms Oregon Olive Oil, Blue Fox Farms produce and Gonzalez Farm berries.

"We designed our Greenway store to cater specifically to the families and residents of this community," said Whole Foods Market Regional President, Joe Rogoff. "We hope this store will become a community gathering place, and a destination for high-quality, affordable food with a focus on local, healthy, organic and fresh."

Whole Foods Market partnered with neighboring school, Mary Woodward Elementary, to create a community art installation for the Tigard community's new store. The piece features a large, metal tree, trimmed with colorful birds hand-painted by the school's second-grade students

The new Greenway store also emphasizes a commitment to sustainable practices and environmentally friendly construction. LED lighting highlights the locally sourced, reclaimed wood from the Port of Portland. The tables in the store's café area are made from building materials recycled from the site. Other store features include a fire pit and a three-season outdoor seating area for approximately 60 guests. With the completion of the Greenway store, Whole Foods Market's Pacific Northwest Region now has a total of three Green Globe awards.

Integrated 3D opens headq rters in The Dalles

Integrated 3D™ Manufacturing (I3DMFG™), pioneers in 3D printing, opened its new headquarters in The Dalles, Oregon.

The company manufactures complex metal products in a repeatable, reliable manufacturing process serving industrial applications in the aerospace, UAV, clean energy, automotive and medical markets.

The company's technology has an impact not only on manufacturing



CONTRIBUTED PHOTO

Integrated 3D Manufacturing, which manufactures complex metal products in a repeatable, reliable manufacturing process serving industrial applications in the aerospace, UAV, clean energy, automotive and medical markets, recently opened its new headquarters in The Dalles.

but also on design philosophy, labor allocation and business strategies. Their Direct Metal Laser Sintering (DMLS) manufacturing process minimizes waste and cost and also presents an opportunity to enable manufacturing jobs to return to the U.S.

"Our vision is that we bring jobs, ingenuity and manufacturing back to the United States," said Erin Stone, CEO. "Our manufacturing capability enables U.S. companies to manufacture their complex parts in a timely and price competitive way. There is less reliance on offshore manufacturing which brings back jobs to the U.S. and protects valuable intellectual property."

Portland authors up for national award

Local authors Cindy Clemens and Ely Delaney of Your Marketing University have had their book "Marketing Tidbits: 50 Quick & Easy Ways To Grow Your Business" nominated for the 2014 Small Business

Book Awards in the category of Marketing.

Clemens and Delaney are thrilled to be representing the Portland business community in this National Competition. "Marketing Tidbits" is broken down into 50 simple easy to implement chapters. Each one focuses on one tip or idea and is spelled out in easy to read and understand wording.

The 2014 The Small Business Book Awards are now in their sixth year. More than just an honor, the awards are a unique social online event that enables the small business community to nominate, show their support for, and vote on their favorite business books. The awards combine recognition for a job well done, honors and prestige — along with providing a high-profile opportunity for authors to engage with fans, network through social media, and increase publicity.

Voting by the public for the "Community Choice" portion of the award occurs throughout May with awards being announced once voting has ended.

Blanchet House names executive director

The Blanchet House of Hospitality Board of Directors recently announced that Greg Baker has been named as the organization's new Executive Director effective May 1.

Baker began his career as a social worker in Kansas City, Missouri, where he went on to serve in diverse leadership and management roles for nearly 30 years before coming to Oregon.

According to Blanchet House President, John McGuigan, "Greg impressed us with his commitment to our mission and his long record of organizational leadership and ser-

vice to others."

Early in his career as Director of Social Services for the Kansas City Housing Authority, Baker was responsible for transportation, home health aide, and family counseling services for 6,000 residents of public housing. At the Greater Kansas City Chamber of Commerce, he oversaw the creation of successful economic development programs including the International Visitors Council, Full Employment Council and Kansas City Minority Supplier Development Council.



BAKER

Baker was Assistant City Manager in Kansas City for seven years (2001-2008) and then became Executive Director of the National Negro Leagues Baseball Museum (2008-2010). He returned to city government in 2012, relocating to Oregon with his family to serve as the City Manager of Damascus, where he was responsible for completing the city's comprehensive plan.

"I'm excited to roll up my sleeves and work with the dedicated board, staff, and volunteers of Blanchet House. As a lifelong Catholic with a heart for helping people, this position is more than a job for me - it's a passion," said Baker.

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Daimler selects team for new construction

Daimler Trucks North America (DTNA) announced that it has selected Ankrom Moisan and Hoffman Corporation, a Portland-based architecture firm and a construction company respectively, for the design and construction of the company's new headquarters building and parking garage on its North Portland campus. Work began in April to clear the land for construction of the new headquarters. Construction is expected to commence in Summer 2014.

"In choosing a construction company, we looked for a company that could be a true partner with us each step of the way," said Josh Palmer, the project director at Daimler Trucks North America. "Hoffman's leading expertise in new technologies, construction methods, and safety practices gives us peace of mind that our new headquarters campus is in good hands."

Palmer continued, "We selected Ankrom Moisan for its demonstrated ability to design workplaces that

facilitate an exceptional employee experience with a Portland sensibility to the environment, aesthetics and technology. These qualities align to the vision we have for our corporate culture for years to come."

The new 265,000 square foot corporate headquarters building will serve two distinct functions: to merge DTNA employees currently located in offices separated by the Willamette River and to accommodate approximately 400 new positions in Portland that the company anticipates it will need in conjunction with future business growth. The total project requires a \$150,000,000 investment by DTNA and is expected to be completed in 2016.

Local contractor wins two awards

General contractor Hammer & Hand recently received two 2014 Outstanding Remodeling Achievement awards from the Oregon Remodelers Association.

The two winning projects were for Hammer & Hand's remodeling work at the Glasswood building on S.E. Division Street in Portland. The firm's high performance restaurant build-out on the building's ground floor earned ORA's Commercial Interior award, while its Passive House retrofit of the building's second floor — the first such retrofit of a commercial building in the United States — won the Commercial Specialty award.

The build out for the nouveau Mexican eatery, Xico, was the Commercial Interior Category Award Winner. The restaurant uses 60 percent less energy for heating and cooling than a conventional restaurant thanks to its high performance building features.

"The energy savings are tremendous and support Xico's greater sustainability ethos," said Daniel Thomas, Hammer & Hand co-owner. "But equally important is the quality of the experience inside the restaurant. We wanted to create a human space, where the nature of the air and atmosphere put you at ease."

The Glasswood passive house retrofit received the Commercial Specialty Category Award. The owners of this 1916 building wanted to create a flexible office and event space on the second floor that would offer super-efficient energy performance and superior comfort while preserving the structure's historic character. After Hammer & Hand's passive



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Portland authors Cindy Clemens and Ely Delaney of Your Marketing University have had their book "Marketing Tidbits: 50 Quick & Easy Ways To Grow Your Business" nominated for the 2014 Small Business Book Awards.

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YOUR BUSINESS



PRNEWSFOTO/HAMMER & HAND

The Glasswood building in Portland is the first commercial passive house retrofit in the United States.

From page 6

house retrofit, the project consumes 80 percent less energy for heating and cooling than a code-built commercial space. At an added cost of just \$6/SF, the Passive House retrofit portion of the commercial remodel will be paid back in less than five years through utility bill savings.

“Although the structure overlooks a busy street, the project’s high performance windows and advanced building envelope shield the interior space from noise outside. And the freshness of interior air is palpable, exposing how accustomed we’ve become to conventional interior spaces that are stale and oxygen-poor,” said Thomas. “The place has become an airy, quiet, comfortable, fresh-air-infused space.”

CBRE arranges sale of Cascade Station buildings

Two Class A office buildings, Cascade Station Corporate Center I and II (CSCC), located at the gateway to Portland International Airport, were recently sold by CBRE.

CBRE’s represented the seller, Trammell Crow Company and their partner in CSCC I, Real Estate Capital Partners in this transaction.

CBRE’s Debt and Structured Finance team assisted the buyer, Woodside Palisades Partners, in achieving attractive 75 percent LTV long term CMBS financing on the acquisition of this property. The property was acquired by Woodside Palisades Partners, a partnership formed by former Arden Realty CEO, Joaquin de Monet and investors from Silicon Valley. The part-

nership is a programmatic venture and represents the first for de Monet’s Palisades Capital Realty Advisors.

Developed by Trammell Crow Company, CSCC is a 127,000 square feet project located in the heart of Cascade Station, a mixed-use complex at 9500 and 9600 NE Cascades Parkway. CSCC I is LEED Gold certified. Cascade Station was developed by Trammell Crow Company and Bechtel Enterprises as part of a public/private partnership that brought MAX Light Rail to the airport.

At the time of sale, both buildings were fully leased with ITT and Wells Fargo as major occupants.

Oregon BEST helps secure \$2.1 million energy grant

Funding from Oregon BEST has helped secure a \$2.1 million ARPA-E grant from the U.S. Dept. of Energy to Energy Storage Systems, Inc. (ESS), a Portland startup developing a redox flow battery that uses a nontoxic electrolyte solution of iron and table salt and could reduce the cost of energy storage in flow batteries by as much as 90 percent.

The project involves faculty and students at Portland State University who have performed target market analysis for the battery to help ESS determine best strategies for entering the marketplace when the technology is scaled up later this year.

Unlike traditional batteries such as AAs, lead acid, and lithium ion that house all materials inside the battery packaging and have a limited number of charge cycles, redox flow batteries store the electrolyte

solution in tanks, and the solution is pumped through the battery depending on the energy capacity required. The electrolyte contains one or more dissolved electroactive elements that flow through an electrochemical cell that converts chemical energy to electricity.

“With redox flow batteries, the charge cycles are virtually limitless, and with our all-iron chemistry, we eliminate the use of toxic chemicals in the electrolyte and dramatically cut the per kilowatt hour cost,” said Craig Evans, CEO of ESS, which is located in the Portland State Business Accelerator.

Because the ESS battery uses only iron — one of the most abundant and benign elements on earth — combined with table salt, the electrolyte cost is much less than other flow batteries that rely on vanadium, chromium, bromine, or zinc based electrolytes.

“At a bulk electrolyte cost of less than \$17 per kWh of storage capacity, our technology is nearly 90 percent cheaper than its vanadium based electrolyte equivalent,” said Evans, who was Director of Design and Product Development at ClearEdge Power before leaving in 2011 to found ESS. “Added benefits are that our electrolyte is nontoxic, 100 percent recyclable and much less corrosive than conventional flow battery electrolytes, with pH similar to wine.”

Dina Alexander named Fellow in ACMA

Portland real estate and land use law firm Radler White Parks & Alexander LLP is pleased to announce that Dina Alexander has been named a Fellow of the American College of Real Estate Lawyers.

The American College of Real Estate Lawyers is “the premier organization of U.S. real estate lawyers.” Admission is by invitation only after a rigorous peer review process. ACREL’s distinguished, nationally-known lawyers are elected to fellowship for “their outstanding legal ability, experience and high standards of professional and ethical conduct in the practice of real estate law.”

“Dina’s selection as a Fellow of ACREL represents an important distinction both for her and for our firm,” said Barbara Radler, a Founding Partner of Radler White Parks

& Alexander LLP, who is also a Fellow of ACREL. “This honor recognizes Dina’s significant achievements on behalf of our clients.”

Alexander is a Founding Partner of Radler White Parks & Alexander LLP and a member of the firm’s Corporate and Real Estate practice groups. In 2013, she was named a Fellow in the American College of Mortgage Attorneys (ACMA). She has extensive experience with large-scale real estate development projects, including significant public/private partnerships. Alexander played a leading role representing the developers of South Waterfront, the largest urban redevelopment project in the history of Portland. She represented the City of Portland in the redevelopment of PGE Park (now Providence Park) for Major League Soccer, and is currently representing the Port of Portland on the sale of property to Daimler Trucks North America for its North American headquarters.

Patrick Allen elected vice chairman of NIC

Patrick Allen has been elected Vice Chairman of the Board of Directors of the North-American Interfraternity Conference (NIC), the international trade association representing 74 national and international men’s fraternities. In the next year as Vice Chairman, he will help to lead the board and the conference, working to mold a strategic vision for the future of the fraternal movement in North America.

Allen will strategize with the nine-man Board of Directors to achieve the Ends of the Conference, including the satisfaction of members and the creation of environments on college and university campuses where fraternal organizations can thrive. He will also help to oversee the CEO of the Conference and provide guidance and direction related to products, impacts, benefits, and outcomes of the organization.

Allen holds a bachelor’s degree in economics from Oregon State University, where he joined Alpha Kappa Lambda Fraternity. Professionally, he is the director of the Oregon Department of Consumer and Business Services, the state’s largest business regulatory and consumer protection agency.

“I look forward to working with Pat in his new role as Vice Chairman,” said NIC President and CEO Peter D. Smithhisler. “He demon-

strates a passion for wanting the fraternity community to grow and prosper, and he brings deep experience with interfraternal issues, with four years of experience on the NIC Board of Directors.”

OMPA Chooses ProspectPDX

The Oregon Media Production Association (OMPA), the trade association for film and video professionals, is pleased to announce it has chosen ProspectPDX as its official public relations firm.

“As a member of the OMPA and a multimedia production firm itself, Portland based ProspectPDX understands first hand how important the association is for growing media production business throughout the state,” said Tom McFadden, Executive Director of the OMPA.

ProspectPDX, formerly Prospect Political, is a new firm formed by principal Stacey Dycus, a public relations professional with a background in political consulting. The firm provides marketing and multimedia production, as well as public relations.

“We’re excited to be working on such a vibrant industry and ensuring that Oregonians understand the contribution film and video make to Oregon’s economy,” said Dycus.

INLINE hires new project manager, superintendent

Regional general contractor IN-

LINE Commercial Construction Inc., has announced the addition of Todd Lowry, Project Manager, and Alex Narath, Superintendent.

Lowry, Project Manager, LEED AP, brings to IN-LINE customers more than 15 years of experience in project management, cost estimating, contract negotiations and building construction teams.

Narath, Superintendent, has more than 30 years of extensive remodel

and new construction experience with 22 of these supervising work in occupied healthcare facilities. His skills included detail planning, project scheduling and safety measure implementation.



ALEXANDER



NARATH



LOWRY

Crimson Trace reaches a manufacturing milestone

Wilsonville company celebrates 20 years in business in 2014

Pamplin Media Group

Wilsonville-based Crimson Trace is celebrating 20 years in the shooting industry in 2014. It also noted another milestone recently when the company's 2 millionth Crimson Trace product — a Master Series grip for a 1911 model semiautomatic pistol — recently shipped to a dealer.

The company marked the milestone by having an executive team prep the item before it was sent out the door. The grip ultimately was purchased by a customer in Illinois, who won an expense-paid trip to Wilsonville to tour the factory where the company's laser sights, tactical lights and other products are manufactured.

"It's a great honor to be leading the team on this historical occasion and to be a part of the team that has now produced and shipped more than 2 million Crimson Trace products to our loyal customers across America and around the globe," said Lane

Tobiassen, Crimson Trace president and CEO. "While it may have taken 20 years to reach this important point, with more than 150 products in our line today, and with our expanded production and shipping facilities in place here in Oregon, we will produce and ship the next million products in far less time."

The company is introducing more than a dozen new products in 2014 with numerous designs on engineering drawing boards for future release.

Since the company was founded in 1994, all its products have been engineered and manufactured in the U.S. Crimson Trace employs more than 150 production specialists, engineers, customer service representatives and marketing and sales staff.

For more information, see crimsontrace.com.

The company is introducing more than a dozen new products in 2014 with numerous designs on engineering drawing boards for future release.



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Crimson Trace production workers are shown at the company's Wilsonville factory.

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GROWLER SALES BACK IN BUSINESS

Federal ruling is rescinded, allowing businesses to continue selling, filling wine growlers



COURTESY OF CHEHALEM

By **KATY SWORD**
Pamplin Media Group

It's been a little more than a month since a federal ruling dictated that businesses must be approved as wine bottling houses to fill wine growlers, contrary to a bill passed in 2013 allowing businesses with state liquor licenses to fill and sell growlers.

As of April 25, those concerns by local businesses are no more, with an announcement that the federal Alcohol and Tobacco Tax and Trade Bureau has rescinded its ruling.

Sen. Ron Wyden made the announcement touting the decision as news worth celebrating.

"This is news that deserves a toast — wine growlers are once again legal in the state of Oregon," Wyden said. "I want to thank the Alcohol, Tobacco Tax and Trade Bureau (TTB) for managing to break through the bureaucratic morass and finding a

With more than 900 vineyards and 515 wineries in 2012, Wyden said it didn't make sense to force small businesses to be subject to "the same burdensome record-keeping, labeling and registration requirement as large wine bottling operations."

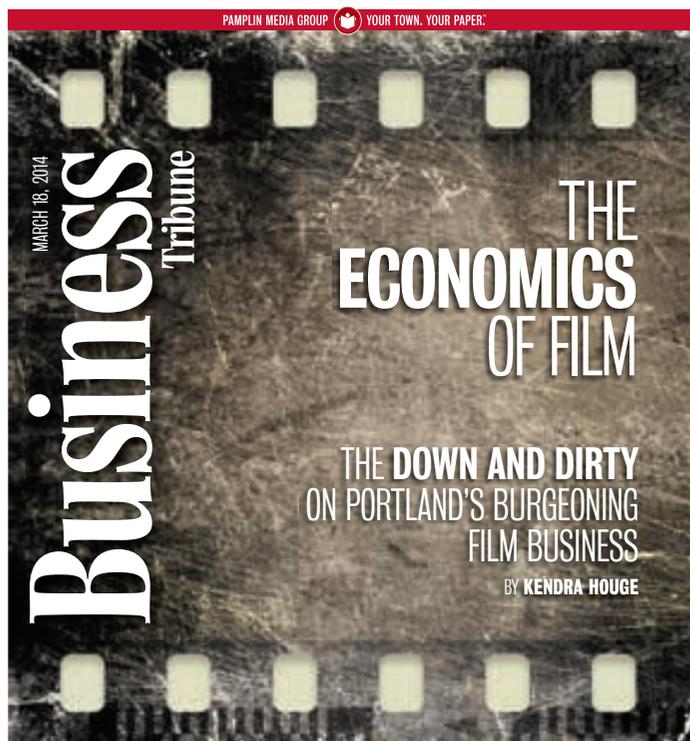
common sense solution."

With more than 900 vineyards and 515 wineries in 2012, Wyden said it didn't make sense to force small businesses to be subject to "the same burdensome record-keeping, labeling and registration requirement as large wine bottling operations."

"I saw this issue as an example of a federal agency that is out of touch with the times," Wyden said. "In the letter to me and other members of the Oregon delegation today, the bureau acknowledged as much by saying that it needed to modernize its regulations regarding the sale of wine growlers."

The letter stated the ruling is suspended, pending further rulemaking.

"It is not TTB's intention to unduly burden the lawful sale of wine growlers in states such as Oregon, where such sales are permitted," the letter read. "Accordingly, TTB has determined that it would be appropriate to engage in rulemaking on this issue, so that we can modernize our regulations to specifically address the filling of growlers with tax-paid wine. This will enable us to evaluate comments from all interested parties, including consumers, industry members and state regulatory agencies."



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DREAMSTIME PHOTO

High-tech forest industry itching for college grads

By **CHELSEA DAVIS**
The World

COQUILLE — Forestry technology is advancing as career foresters are retiring, creating a void for local wood products companies.

Companies like Roseburg Resources Co. need young workers with bachelor's degrees.

But there are two problems: Recent graduates with four-year degrees in forestry typically don't want to move to rural Oregon; and rural, often poor, kids who grew up with firsthand knowledge of the industry have trouble getting to college in the first place.

Southwestern Oregon Community College wants to help solve this dilemma through a new two-year associate's degree in forestry, launching this fall.

"We've had so many students on campus clamoring for a forestry degree," said Ross Tomlin, SWOCC's vice president of instruction and student services.

He hopes to work out an agreement with Oregon State University allowing SWOCC forestry grads to

transfer, finish their bachelor's degrees in Corvallis — and hopefully return home to work.

"Our company has found its greatest success in rural kids," said Mark Wall, Roseburg Resources' forestry manager. "They have strong work ethics, and they know the terrain because they used to hunt, fish and play in the forests here. And their family and friends are here, their social network."

Without a local community college, there isn't a clear path for rural families struggling financially to give their kids a shot at higher education.

"We need people with the technical skills who can troubleshoot," said Randy Sturgill, Roseburg Forest Products' Coquille mill plant manager. "We're processing more pieces today. Cycle counts go up and maintenance needs increase."

Larry Kreiser, of Coos Bay originally, is one of Sturgill's "techies," operating and maintaining advanced machinery that makes the company a top competitor in the industry. He's an electrician apprentice, making his way through four years of classes at SWOCC and

Forestry is far more technical today. A few decades ago, foresters cut old growth and let natural regeneration happen. Today, they analyze growth models and genetically-improved seeds to maximize yield on less land.

Umpqua Community College to meet the state requirement.

He would never be able to do his job without that training and education, he said.

Companies across the industry are racing to snag OSU forestry grads.

"Those kids right now are getting two, three, four job offers that they're picking from," said Ann Mary Quarandillo, OSU college of forestry's director of marketing communications.

Following the 1980s recession and the spotted owl controversy of the early 1990s, the timber industry plummeted and thousands lost their jobs. But the career foresters who stayed on are closing in on retirement in the next 5 to 10 years.

Since 2000, OSU's college of for-

estry expanded its scope and enrollment doubled.

A forestry student fresh out of OSU can make \$43,000 to \$45,000 a year — and it only climbs from there.

Forestry is far more technical today. A few decades ago, foresters cut old growth and let natural regeneration happen. Today, they analyze growth models and genetically-improved seeds to maximize yield on less land. At the same time, they have to keep a close eye on strict environmental regulations and the global market.

Foresters need to understand herbicides, seed genetics, tree improvement, toxicology, phenology, chemistry, finance, economics, statistics, trigonometry, algebra and public relations. The skills list

keeps growing.

"There's a technological revolution in everything we do and it's not going to stop," Wall said. "You have to have aptitude, intellect and analytical skills."

Others try to mimic top-notch machinery like Roseburg's skooq robots, but if you don't have the "techies" to maintain them, you have nothing, Sturgill said.

"That technical ability and problem solving, you get from school," he said. "You have a standard machine, and we need people like Larry to improve it and advance it technically to make Roseburg more competitive."

"Times are changing and have changed. If you don't improve technologically, the world will swallow you whole."

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