JOHN HELMER
MAD MEN
STYLE
BY JOHN VINCENT
Enrich. Explore. Expand your life.

With these books and publications from Dr. Robert B. Pamplin, Jr.

These books are the culmination of the values and ideals that I have lived by all of these years. Hopefully, they will help your life be as successful as mine has been.

Dr. Robert B. Pamplin, Jr.
Nationally recognized businessman, philanthropist, entrepreneur, ordained minister, educator, historical preservationist and author.
If you've ever walked up Southwest Broadway past Portland's Performing Arts Center, you've probably walked past one of the city's most interesting stores.

For some, stepping into John Helmer Haberdasher takes them back into a time when formality was the norm.

For shoppers who find the interesting hats in the back corner, Helmer's is a chance to be anyone you want to be, from a nautical captain to an Alpenrose Dairy milkman.

"On a Saturday, it's almost like a museum," says John Helmer III. "People spend a couple of hours in here, looking at everything."

Personally, I've never really been a hat guy, but even I found myself trying on a new style or two (or 12). I might have to rethink my "no hat" stance.

"We get customers who say it was their grandfather's favorite store," he says. "Sometimes they just want to come in and see the shop, make sure it's still here." My grandfather, a longtime newspaper photographer was a Helmer customer.

The shop is about much more than hats. In America, the term 'haberdasher' has evolved to
describe a shop that sells men’s accessories. Helmer’s has stretched the definition even a bit more, selling everything from hats to bowties and cufflinks, umbrellas and walking sticks. Plus, a large part of the business is custom tailoring of shirts, suits and sport coats.

“I like the challenge, because I wonder why we’re still around too,” says Helmer III. The store has come back from strong recession. “We’re kind of a contrarian business,” he says, “most of the stuff we sell is kind of out of fashion.”

I have to disagree with that last part — most of the items in the shop are so classic that they will always be in fashion — and there’s no place else in Portland to find them. There are also precious few places to find the personalized service that Helmer’s offers. They treat you like an old friend, because many of their customers are.

Given the list of celebrities that has stopped by, Helmer III and his staff must be doing something right. Aerosmith’s Steven Tyler was in a few weeks ago. “He’s a hat guy,” says Helmer. Steve Martin, Bruno Mars and former Mexican President Vincente Fox have shopped at Helmer’s. Neil Diamond once came in and bought viking helmets for his entire band.

Swedish roots

John Helmer was born in Sweden and became a dry goods shop apprentice at a young age. Later he took a job that was essentially a servant to the servants. Over time, he worked his way up, eventually becoming the valet to the gentleman of the house. He managed the gentleman’s clothing, alcohol and cigars and had the opportunity to travel.

Back in Sweden, Helmer met a friend on the street and was offered a chance to move to the far-off destination of Portland, Oregon. In 1921, Helmer opened his haberdashery on SW Washington called “John Helmer’s The Man Shop”.

By 1927, the shop moved to its current location on SW Broadway. “Back then it was really an art form to do the front (display) windows,” says John Helmer III, “he wouldn’t let anyone else into the window.”

In 1956, John Helmer II took over the store, though the elder Helmer continued to work until about six months before his death in 1970. The store was remodeled and expanded to its current size, and it was during that remodel that one of the more memorable events in the store’s history occurred.

John Helmer III was just a baby, and to get him out of the way of the renovation, his parents would put him in a cardboard box in the store’s window. People would come in off the street and ask if they knew there was a baby in the window.

By the time Helmer III was 8 or 9 years old — in the absence of today’s child labor laws — he was working in the basement breaking down the cardboard shipping boxes. At the end of a few hours of work, someone would pin a note to him, telling the driver of the Council Crest bus to drop little Johnny off at the corner of Vista and Myrtle.

In the 1970’s, John Helmer II greatly expanded the business, opening locations at Washington Square, Vancouver Mall and Mall 205. At the peak, there were six Helmer stores. During high school, John Helmer III worked in one of the mall stores. He left to pursue a couple of other jobs and an 18-month trip around the world, but in time returned to the store.

“I think I knew in the back of my mind that I would end up being a haberdasher,” he says, “and you really have to be around to make the business work, because customers expect you to be here.”

In 1982, Helmer III bought the downtown store from his father. His term goal.

by other investors, but after just a few years only the downtown store remained in business. John Helmer II passed away in 2011.

Now, there’s a fourth Helmer working in the shop. According to his father, Julian Helmer hasn’t really made up his mind if working in the retail store is his long-term goal.

“He gets lots of pressure from customers, so I don’t have to give any pressure at all,” says Helmer III. Customers simply don’t want to see the shop change or go away.

John Helmer Haberdasher faces increasing competition, primarily from online outlets, but is currently undertaking a project to refresh their web presence.

“We just keep reinventing ourselves,” says Helmer. They’re adding the occasional product from local artisans. “I know how tough it is, it’s small risk to us,” he says. They’ve also added a small selection of lady’s hats to the hundreds that they have in stock.

So the next time you’re walking down Broadway, don’t just look in the window, step inside John Helmer’s as I did. You might just discover that you’re a hat guy — just like Steven Tyler or Steve Martin.

John M. Vincent is a third-generation Oregon journalist. Reach him at JMVincent2848@gmail.com or @OregonCarGuy on Twitter. He welcomes your suggestions for this column.
DRONES HELP REAL ESTATE SALES SOAR

Other businesses are starting to use the eyes in the sky for their own operations

BY ERIC APALATEGUI

Jesse Dill recently brought in a crew of amateur actors to play volleyball, toss a Frisbee around and enjoy a barbecue on a $1.2 million property he was selling for a client.

While the actors had a blast, Dill had a drone buzzing overhead to capture video. Stir in a little music and the real estate broker had a mouth-watering video that would bring in potential buyers from far and wide.

Real estate brokers such as Dill are on the cutting edge of using drone photography, and other businesses and organizations are taking note.

“I think it has been a game-changer for marketing and selling properties,” said Dill, 37, who has a small sales team based at the Keller Williams Sunset Corridor office in Tanasbourne. “I’m seeing more and more (use of drones), but there’s still a lot of agents that aren’t doing it.”

Dill said more than 90 percent of real estate buyers use the Internet to look for their next home, making eye-popping videos and photos all the more important. An impressive sales campaign also gets shared through social media and already has resulted in new customers for Dill, who now does still photography with his own drone but hires out for more complex video work.

“Buyers just love it. You’re able to do more business and take care of more people,” he said. “We actually had buyers coming from out of town who wanted to see (a property) based on the drone photography.”

Dill demonstrated his drone camera’s photography capabilities recently while conducting a test flight over The Round in Beaverton. His iPhone, loaded with a special app and synced to multiple satellites through its GPS system, allowed him to get a drone’s-eye view from high above The Round with his feet still firmly planted on the ground.

A few days later, Dill volunteered to take photographs at the same location during Last Tuesday to illustrate the Beaverton Area Chamber of Commerce’s Community/Visitor Guide and Business Directory.

James Older, co-manager at Drones Plus, said more business people than hobbyists are shopping at their new Beaverton location.

“I would say 75 percent of the people who come in here are looking to use them for their business,” Older said. “Real estate is by far the biggest.”

Older said other businesses are starting to get into the act, ranging from roof inspectors who want to get a good look at hard-to-access buildings to farmers who can keep track of widespread operations more effectively with aerial support.

Older said fire agencies also are using drones for search and rescue operations in difficult terrain, and police officers have found them useful in investigations, such as photographing traffic accident scenes.

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BRIAN SCHMIDT BUILT THIS DREAM HOME IN RECORD TIME

When Joie de Vivre passed its final inspections, builder Brian Schmidt changed his T-shirt from “Yes, I will finish” to “Yes, I am finished.” Others on the street doubted he could complete the complex home in the short building time frame dictated by the show opening.
er been told that something can’t be done? That’s the challenge that faced builder Brian Schmidt at this year’s Street of Dreams.

Many doubted that he could build the 5,736 square foot Joie de Vivre in a mere six months, and that’s what drove him to build one of the most advanced, complex homes in the history of the show. So tight was the schedule that Schmidt encouraged his team by wearing a T-shirt that said, “YES, I WILL FINISH.” The day the home was approved for occupancy he changed to a “YES I AM FINISHED” shirt.

Being a builder in the Street of Dreams “you get to be grouped with the best of the best,” he says. “Thousands of people are going to see your work.”

“I’m proud of this house,” says the 41-year old Schmidt. Despite the compressed time frame, “there wasn’t a single shortcut,” he says. Schmidt grew up in Tualatin, and had always admired the Street of Dreams, even saving a souvenir magazine from the 1995 show.

“I never thought I’d be part of it,” he says. He wanted to be an architect, he says, “I like to work on plans, and I like to work with clients.”

His career in building started after getting his MBA and joining Olsen Homes, Inc. There, he worked on the office and client side of the business, before eventually stepping up to manage the company. It was during his time working for Olsen Homes that Schmidt got his first taste of the Street of Dreams — working on “The Legacy” in the 2005 show. The home won eight awards, including Realtors Choice Best in Show.

When Schmidt went out on his own, building in this year’s Street of Dreams wasn’t on his radar. It wasn’t until February that he signed on to the home project, which was well into the planning and design stage with Mike Barclay of Barclay Home Design and Ronda Divers of Ronda Divers Interiors. According to Schmidt, another contractor didn’t work out, and he was approached to build.

“I had every reason to say yes,” he says. Normally, a home like Joie de Vivre would take 12 to 15 months to complete. Schmidt did it in six, while improvising some unique building processes along the way. Schmidt installed a type of aluminum-framed window never before used in Oregon for residential construction. The massive glass panels took four weeks to install, rather than the two days that a typical window installation takes. So heavy were the panes of glass that a crane had to be brought in to place them in their frames.

So Schmidt flipped the traditional construction schedule, completing the interior of the home while the exterior was still being formed. Designer Mike Barclay penned a home with massive amounts of interior volume and light, with 22-foot ceilings in some areas and lots of steel framing, according to Schmidt.

“It’s a really clean and cohesive layout,” he says. Most of the doors in the home are eight to ten feet tall.

The home’s living spaces extend outside of the home’s walls, with an outdoor dining space mirroring the interior dining room. There’s an outdoor exercise room next to a covered outdoor relaxation area and fireplace.

In the core of the home is a massive, metal-spined, three-story staircase. Thick maple planks form the steps, and a maple-topped metal railing system completes the structure.

“Brian was a great person to work with, he’s a can-do person” says the home’s interior designer Ronda Divers, “he doesn’t fluster at any barriers.” Divers has worked on many Street of Dreams homes, and credits Schmidt with bringing together a quality group of subcontractors to work on the project.

In order to meet the tight deadline, the builder had as many as 70 people per day working on the project in the final weeks of construction. “Everybody on the site bought into the project and philosophy, and that’s why we were successful!” He’s worked with many of the subcontractors for as many as 17 years, and knew they could be counted on to complete the home with no shortcuts.

“It’s everything you expect in a multi-million dollar home, and more,” Schmidt says with confidence. “It’s not Street of Dreams Light.”
Nanotechnology has quietly made inroads into many fields, such as manufacturing, consumer products and medicine. It’s like the next big thing has already happened while we took our eye off it.

Schoolkids now don’t just look at the hairs on a fly’s leg under a light microscope. They see the chemical makeup of shark skin and calculate how to incorporate its smoothness into ship paint. They look at sunscreen under high resolution scanning microscopes and ask where the nanoparticles go when they are washed off human skin.

Scanning electron microscopes (SEM) look at the surface of materials. A tunneling electron microscope (TEM) can look through an object, such as a kidney biopsy, to diagnose disease. We’re talking small distances. One nanometer is a billionth of a meter. Nanotechnology happens on the scale of 1 to 100 nanometers. Light waves are too clumsy for this work.

There are plenty of companies who need to study or move matter around, atom by atom.

The makers of those tools had their big conference at the Oregon Convention Center last week, Microscopy & Microanalysis 2015. People came from throughout the world to kick the tires on instruments that start around $100,000 and go up to eight figures. Most are sold to academia and hospitals, but large companies also have them in their own research and development labs.

At Hitachi High Technologies America’s huge booth there was a towering photo of the company’s pride and joy, a $50 million TEM. There’s only one, and it’s in Japan.

Roger Teppert is a salesman for Hitachi. The 1.2 million electron volts machine lets you visualize the atoms in a material. It can make 43 picometer measurement (a lot smaller than a nanometer.) At three stories tall, it’s the kind of machine they build a building around. It’s so new it doesn’t have a name yet, just the “1.2MV.” And yes, if he sells one, Teppert will get a sizable commission.

Bob Gordon, the senior executive in distribution network development at Hitachi, explains “Right now a lot of the instruments are used for failure analysis, the automotive industry might look at something that broke on one of their cars,” says Gordon.

The gas and oil exploration and extraction industries are also big users. Amongst other things, engineers can use software to calculate the porosity of rocks and model how easily fossil fuels will come out of the ground. This leads to enhanced oil recovery, or more fuel being pumped from older wells.

Teppert points to the car industry which is endlessly switching to light but strong materials, such as carbon fiber hoods, aluminum parts and Styrofoam bumpers. The industry analyzes every part of the car to make improvements in safety, comfort and efficiency.
Portland Presence

In among the big brands on display (Zeiss, JEOL, Leica) was Hillsboro firm FEI. That used to be an acronym. Now it isn’t.) FEI does a lot of work with Intel, and its 2014 revenue was $956.3 million, up from $927.5 million the year before.

FEI divides the market into industry (oil and gas, manufacturing) and science (materials science, academic research). Hot topics at FEI include green energy, LEDs and catalysts.

“If there’s any material that’s been manufactured in the last 20 years, electron microscopy has been involved,” says John Williams, FEI’s VP of Corporate and Strategic Marketing. “Semiconductor manufacturers are making things so small that there’s no other technique other than looking at things on the nanoscale.”

FEI’s tools are also used in the Knight Cancer Institute’s Living Lab. It’s tough to find a university that doesn’t have something from us.”

Williams calls FEI a specialist in all sorts of microscopy. And Zeiss, the German optics maker, also touts its wide offering. Christian Holzner was a founder of 3D X-ray microscope maker Xradia. Zeiss bought the Silicon Valley company to broaden its offering. The strategy is to offer a lot of ways of looking at a sample to learn more about it. Xradia’s 3D Xrays allow scientists to test a lithium ion battery, for example, hundreds of times without having to break it up. They zoom in on tiny faults in the molecular structure to learn how batteries lose their charge and how to improve them. The images on screen are gorgeously colored-in, but the real results are handed over to the client as gigabytes of data on a hard drive.

“The life sciences, as we break resolution barriers in terms of the visualization of protein structures,” says John Williams, FEI’s VP of Corporate and Strategic Marketing. “NMR resolves higher, but is limited on what it can look at, relatively simple proteins.” Doctors need to look at complex proteins, and FEI instruments have featured in many studies that have been published in prestigious journals.

“Daniel Shechtman discovered quasicrystals twenty years before he could prove it. He showed it with one of our microscopes and won the 2011 Nobel Prize,” says Williams proudly.

He also shows off the FEI’s Talos TEM, which looks like small tool shed. Such machines are usually kept in basements, away from roads and surrounded by insulation to prevent vibration. That meant the scientists worked in remote, cold rooms. The Telos still sits in basements, but the scientists can now run it from their desktop computer, in an office environment.

The applications of material sciences are immense.

“On the life sciences, as we keep opening up more research into things like that. The tools FEI has an interest in promoting STEM, and partnered with National Geographic on a 2013 documentary called "Mysteries of the Unseen World." FEI is also the designer of the current nano-tech exhibit at OMSI called NanoLand.

Bob Gordon runs Hitachi’s promotion that loans out 12 TM3000 tabletop electron microscopes to middle schools. A beige box with a couple of doors, like a modern key cutter, it is loaned free to each school for a week.

Students can look at sunscreen, which has nanoparticles reflecting ultraviolet light. Or make-up, or the anti-microbial rubber on gadgets like FitBits. They can also look at the bonding pairs on an integrated circuit, or at lesser magnification, the surface of a butterfly wing.

But whatever they put in it (up to the size of an iPhone) the idea is to inspire them to study Science, Technology Engineering and Math (STEM). The monitor shows a periodic table and what element each part of the object is made of. (Educators can contact Hitachi’s Hillsboro office to get on the list.) Gordon explains that since things such as the Boeing Dreamliner are made up of carbon composite materials, and kids can see the structure, they will grasp amazing ratios of strength to weight.

It’s a curious field where hard science meets things we can all sense vividly.

“We have customers in the food industry who are nanoengineering the delivery of food flavors and textures,” says Williams.

“Environmentalists want to know what happens to nano particles, such as a zinc oxide, when they wash off into the waste stream. A lot of our customers are looking into things like that. The tools keep opening up more research and more questions.”

jjallivan@portlandtribune.com

WHAT IS NANOTECHNOLOGY?

Nanoscience and nanotechnology are the study and application of extremely small things and can be used across all the other science fields, such as chemistry, biology, physics, materials science, and engineering.

It wasn’t until 1981, with the development of the scanning tunneling microscope that could “see” individual atoms, that modern nanotechnology began.

It’s hard to imagine just how small nanotechnology is. One nanometer is a billionth of a meter, or $10^{-9}$ of a meter. Here are a few illustrative examples:

- There are 25,400,000 nanometers in an inch.
- A sheet of newspaper is about 100,000 nanometers thick.
- On a comparative scale, if a marble were a nanometer, then one meter would be the size of the Earth.

Nanoscience and nanotechnology involve the ability to see and to control individual atoms and molecules. Everything on Earth is made up of atoms — the food we eat, the clothes we wear, the buildings and houses we live in, and our own bodies. But something as small as an atom is impossible to see with the naked eye. In fact, it’s impossible to see with the microscopes typically used in a high school science classes. The microscopes needed to see things at the nanoscale were invented relatively recently — about 30 years ago.

Once scientists had the right tools, such as the scanning tunneling microscope (STM) and the atomic force microscope (AFM), the age of nanotechnology was born.

— From nano.gov, the National Nanotechnology Initiative
nano.gov/nanotech-101/what-definition
Women in Microscopy event continues to grow in popularity

Much has been made recently about the challenges facing women in high-tech companies — including Silicon Valley companies.

But progress is possible in even the most demanding fields of research and innovation, if attendance at a conference breakfast held last week in Portland is any indication.

Waiters and waitresses had to scramble last Wednesday morning to serve the record number of women who came to FEI’s 14th Annual Women in Microscopy Breakfast at the newly renovated Hotel Eastlund.

Around 115 women — most of them scientists — came to the event, which is held every year in conjunction with the annual meeting of the Microscopy Society of America. It was staged at the Oregon Convention Center this year, just across the street from the hotel.

The number of women at the breakfast was a record. Last year at M&M in Hartford, Conn., attendance was 85, which was 40 more than 2013.

“Interest is growing every year,” says Lee Pullen, Ph.D., applications manager for the Hillsboro-based FEI Company, which manufactures some of the high tech research microscopes used for microscopy.

The WIM Breakfast was first started in the 1970s by Dr. Irene Piscopo Rodgers, who was an electron microscopist at Phillips Electronic Instruments before beginning a four-decade career as an independent consultant to FEI. Then there were only a handful of women at the first one, according to Margaret Goldstein, Professor Emeritus of Medicine-Cardiovascular Sciences at the Baylor College of Medicine in Houston.

Goldstein, who was president of the Microscopy Society of America in 1996, says several factors help explain their growth, including the proliferation of science, technology, engineer and math (STEM) courses in the schools that are attracting female students.

FEI began sponsoring the breakfast several years ago. Other than that, they are not affiliated with any organization. Instead, they are intended as informal networking opportunities. The Portland breakfast drew a wide range of women with backgrounds in the sciences, from biochemistry to metallurgy. Older women in formal office attire mixed with younger ones sporting heavy tattoos around their bare arms.

According to Pullen, each breakfast features a speaker, alternating between women sharing their personal stories and presenters on research topics. Last week’s speaker was Katayun Barmak, Ph.D., who is currently filling the Phillips Electronics Professor chair at Columbia University. She shared her remarkable journey from aspiring teenage ballerina in Iran to English boarding school student and graduate of both Cambridge University and the Massachusetts Institute of Technology.

Barmak said she did not plan her career, but had been unable to return to Iran from England after the revolution and was drawn into the sciences by teacher who made organic chemistry a “magic topic.” From there she discovered microscopy, originally fascinated, she said, by the colors of crystal structures and microstructures. Only later did she learn that her interest in science was inherited — her great grandfather had been an engineer in the court of the King of Persia.

“Science in the end is a human enterprise,” she said, thanking various people who had supported her along the way.

Despite her success, Barmak made it clear she had suffered both academically and personally. Science classes were hard, she said — especially because the research equipment was so primitive back then. To relieve the stress, she returned to ballet while at Cambridge, dancing in with a small chamber group. Finding the right man to marry was also a challenge, she confessed, until she met her future husband on a blind date.

“Most men don’t want to marry women with Ph.D.s,” she said to knowing laughter from the crowd, suggesting some societal barriers are still hard to overcome.

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Goldstein says it is more important than ever that enthusiastic young women become scientists. She says too many scientists have become cautious today, discouraged in part by the partisan battles over federal research funding.

“We need to be bold and start taking big steps forward again,” Goldstein said.
Digging into data

By JOSEPH GALLIVAN
The Tribune

TechFestNorthwest is back for another year, promising a veritable wordcloud of themes:

- Virtual Reality
- Augmented Reality
- Gaming
- Robotics
- The Future of Technology
- Scaling Your Business
- Drones
- Storytelling
- Mobile

Organized by Willamette Week, the convention is a mini TED, a mixture of 15 minute talks by inspiring tech people, networking and a job fair.

Notable speakers for 2015 include, on Thursday, Aug. 20, Ryan Grepper, the Coolest Cooler guy on “Life after Kickstarter,” Brittany Laughlin on “How to stop talking about diversity and actually do something about it,” and digital FX specialist Clark James on “Crossing the uncanny valley."

On Friday, look out for New York Times journalist John Markoff and G. Pascal Zachary on “Robots and the future of Jobs” (and they don’t mean Lisa, Erin, Eve and Reedy) and Vidya Spandana on “Using tech, data and storytelling for a stronger democracy.”

Clark James of HiveFX will point out 20 components of surfaces that we look for when watching digital effects in a movie. Lighting, reflections, specularity, color and depth of surface are just a few. The more that are off, the less we can suspend our disbelief and get into the story.

“There are great subtleties in what we determine as real and unreal,” James told the Tribune. “We watch Avatar wanting to believe, but we don’t because it doesn’t look quite real, and that disengages us from the story. Yet in Monsters Inc., where a character is one big eyeball, we buy into the story and follow it.”

He says the challenge is to cross the uncanny valley, that place where the closer we get to reality the more the human eye is suspicious.

Hive has done FX for Nike retail labs and Grimm, among many others. James oversees 35 digital artists. He has noticed that the majority of visual/digital FX workers don’t make art on their own time. They do compositing and integration all week and usually see themselves as technologists.

“Animation is a story. FX augments a story.”

James breaks it down further. “Animators are performers by nature, they’re digital puppeteers. They tend to be more artistic and playful, they make short films and stuff. In the industry there’s a lot of very passionate people, I’ve known a lot of animators who are bipolar, very up and down.

Vidya Spandana’s TEDx talk is an emotional tale of dropping out of the Silicon Valley and reconnecting with children, nature, time and her feelings. The kind of Eat Pray Love stuff that makes half the crowd coo and the other half squirm. Having re-entered the world of tech entrepreneurs (and moved her company Popilli to Portland), at TFNW she will be talking about “Using tech, data and storytelling for a stronger democracy.”

Her message now is that large troves of data are guarded by people with money, but granting access to data will cause economic development and help more than the rich.

“There’s very little open data. Information is a proxy of power. If they opened it up we could have a dialog about it, challenge it and reproduce it,” she told the Tribune. Popilli puts a face on search terms and tells a story: “Most UFO sightings happen in Seattle, Phoenix and Portland,” or “Most Common Health Care Provider First Names.”

Spandana sees people in diverse places such as China, Haiti and Egypt using data to change their lives.

Classic examples include the National Weather Service and GPS.

“It’s a free data set released by the US Government. Google made so much money off GPS.” She’d like to see more data about drug trials and recalls released.

“We read in Cosmo or Glamor some study, use more sunscreen, but they never link back to the original study data. It’s especially scary in the world of science, more than half of the journals produce studies that don’t link to any of the original data. The peer reviewers are not looking through the data by hand. They’re like, ‘I know that guy! I’m sure it’s good enough.’ We’re building a body of science on non-science.”

She adds that when data is released it’s often dumped in a form that makes it hard to engage with; the giant PDF, or the massive database file.

She approves that the government now makes searchable the requests made under the Freedom of Information Act.

“I’m trying to get the private sector into this data and let them build tools for the city.”

As for her style of talking about her feelings where others might droan on about money and markets, Spandana says, “I think me being so open and honest lets the audience think ‘they’re not the first to do that, it gives them permission to talk about these things. It’s not a cure all, I’m not doing anything dramatic.”

Trupp HR hires Hinze as new HR Business Partner

Trupp HR, Inc. recently hired Karin Hinze, who has joined the Trupp HR team as an HR Business Partner.

Hinze will operate as a dedicated HR representative to clients of Trupp’s HR Outsourcing (HRO) services in addition to contributing to numerous HR consulting and training efforts. She is an experienced HR professional with a proven ability to plan, direct and manage diverse HR activities, aligning perfectly with the strategic role she will assume with clients of Trupp HR’s HRO offering.

Hinze joins the Trupp HR team as an SPHR with six years of experience in human resource management, paired with a background in supervisory and operational roles.

“Karin not only has the experience we need to provide our clients with a top of the line HR function, but also possesses a set of personal skills that work perfectly within our HRO model,” states Jean Roque, president and founder of Trupp HR. “It is important that our business partners are able to adapt to any situation; Karin has a keen ability to flex among a wide range of environments and provide her clients with tools and guidance that contribute to continued growth and success.”

Survey shows adults want their retail checkout experience to be faster

An overwhelming majority (88 percent) of U.S. adults want their store checkout experience to be faster, according to a study conducted online by Harris Poll and commissioned by Digimarc Corporation this month.

In particular, a combined 50 percent name slow checkout speeds and long lines as their top grievances. Digimarc has developed an effective means to address these pain points and other areas of opportunity revealed in the survey to boost shopper satisfaction.

“Checkout is the last opportunity a retailer has to make a positive impression on a shopper,” said Larry Logan, Chief Marketing Officer, Digimarc. “Asking customers to endure a lengthy wait to process and pay for their order can spoil what may have otherwise been an enjoyable shopping experience. Retail leaders can make critical gains in perceived value, customer satisfaction and loyalty by selecting Digimarc Barcode to reduce scanning inefficiencies and enable faster checkout speeds.”

Adding to a shopper’s disappointment upon checkout is a lack of quality human interaction and perceived gratitude. A majority (61 percent) agree that clerks focus most on scanning items and less on finding out if they’re satisfied. And a large group (50 percent) say they feel like a burden to the clerk and other customers when they have a full cart.

The survey also suggests that self-checkout (which nearly three quarters have avoided) could be more appealing if technical problems were reduced. Of those who avoid self-checkout, 43 percent cited technical or barcode scanning difficulties as reasons they avoid the self-checkout lane.

Portland office vacancy rates continue to fall

The Portland metropolitan area has the second lowest overall office vacancy in the U.S., according to research from JLL and, with job growth outpacing most western neighbors, the metro area has experienced a steady trend of increasing market rents and decreasing vacancy rates. Such positive fundamentals have piqued the interest of local and out-of-town investors in a variety of office properties both in Portland’s sizzling downtown core and in surrounding suburban markets.

On behalf of TMG Vancouver, JLL’s Capital Markets experts recently announced the firm has closed the sale of Parkway Plaza IV located at 7700 NE Parkway Drive. Local investor Menashe Properties purchased the Class A office property in the desirable Vancouver Mall submarket for $8.6 million. Built in 2004 and maintained to the highest industry standards, Parkway Plaza IV is the premier office property within the Vancouver Mall submarket and a preferred location for corporate tenants.

“Due to the continuing upward trend in job growth here in the metro area and ongoing demand from a board range of tenants, including technology firms, Parkway presented a compelling opportunity for investors,” said Paige Morgan.
Gladstone Long Range Comprehensive Transportation System Plan

GLADSTONE — The City of Gladstone seeks grant assistance to develop a long-range Comprehensive Transportation System Plan. The service area for the city is approximately 2.5 square miles, bordered to the east by I-205, and to the west by 99E. The city must develop a TSP that is in compliance with state Goal 10 and its administrative run, focused on the development of multi-modal transportation and how this will support land use and the future growth of Gladstone.

Metro’s 2040 Growth Concept has identified Gladstone as a regional Town Center, encouraging the integration of pedestrian/bike paths and easily accessible transit corridors. The city has established bicycle trails that are part of the Regional Trail Master Plan; however, the network is not complete and is missing key sections. In general, the evaluation will study what we have and what we envision for the future. We will need to balance the transportation needs of automobile, trucks, train, buses, bicycles and pedestrians to create a complete plan. The elements of the TSP will include:

- Research of existing documents pertaining to transportation plans, conditions and the future requirements.
- Infrastructure inventory and mapping of all modes.
- Identification of current system deficiencies as well as potential future deficiencies.
- Identification of alternative circulation scenarios.
- Development of street, plant and bikeway design standards.
- Development of Comprehensive Plan policies, implementation measure and any required Code Amendments.
- Development of a transportation capital improvement plan, identifying priorities and funding options.
- Integration plan for transportation priorities into the city’s capital improvement planning.

**Estimated Total Cost:** $170,000

**Contact:** Tammy Stempel, Gladstone Planning Commission, City of Gladstone, 525 Portland Avenue, Gladstone, OR 97027.
**Phone:** 503-868-8047. **Email:** TStempel@ci.gladstone.or.us

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Barbur/OR-99W Corridor Safety & Access to Transit

TUALATIN — In 2011, TriMet released the Pedestrian Network Analysis, a comprehensive study of pedestrian safety and access needs to TriMet stops and stations. Pedestrian infrastructure is key for facilitating transit usage since every transit rider is a pedestrian first. In addition, jurisdictions have developed pedestrian network plans, and ODOT and jurisdictions have identified critical safety and access deficiencies in the corridor. Basic pedestrian access, safety and accessibility features are missing in many parts of this corridor, especially near many bus stops.

This project would make various improvements to facilitate safer walking in the area and better access to bus stops in accordance with these plans and reviews. Signal priority and transit operational improvements at key locations will improve transit reliability and travel times. Some bus stops are located at unsignalized intersections where there is demand for transit service. The project would build/install rapid flash beacons (RFBs), with a median refuge and painted crosswalk adjacent to these bus stops. In addition, the project would enhance signals and crosswalk striping at existing signalized crossings near bus stops on the highway. These may include leading pedestrian phases, automated recall for pedestrian actuated signals, and countdown pedestrian signals where they don’t already exist.

The project would also take advantage of signal capabilities to provide transit priority. Transit priority signals do not change red lights to green lights, but rather hold green lights a bit longer until a bus passes through an intersection when it is running behind schedule. This keeps the bus on time, but also helps the bus clear congestion at the approach to a signal before stopping to serve passengers. Some bus stops may need to be shifted to the far side of an intersection to take advantage of the signal improvements. The project would fund the adjustment to the signals as well as construct the necessary bus stop improvements at any new bus stop location to allow for transit signal priority.

- **Barbur:** The City of Portland has identified priority sidewalk, pedestrian and crossing improvements. This project would fund these improvements and associated bus stop improvements including bus stop relocations, bus stop landing pads, and shelters. RFBs would be installed at three or more locations in this portion of the corridor.
- **Pacific Highway/99W:** The City of Tigard will fill key gaps in the pedestrian network, with sidewalk infill and connections to Tigard Main St. including the Tigard Transit Center and WES commuter rail station. Tigard will also fill a sidewalk gap on Pacific Hwy (Naive St to Beef Bend Rd.) for pedestrian safety and bus stop access.

**Estimated Total Cost:** $3,504,000

**Approximate Bid Let Date:** June 2016

**Approximate Construction Completion Date:** September, 2017

**Contact:** Alan Lehto, Director, Planning & Policy, TriMet, 4012 SE 17th Ave., Portland, OR 97202.
**Phone:** 503-962-2136. **Email:** lehtoa@trimet.org
REQUEST FOR DEVELOPMENT PROPOSALS
CITY OF LAKE OSWEGO
FIRST STREET NORTH ANCHOR PROJECT
Proposals due August 31, 2015
at 2:00 pm

The Lake Oswego Redevelopment Agency, the urban renewal agency for the City of Lake Oswego, Oregon, is seeking proposals from developers interested in pursuing redevelopment of the First Street North Anchor site in downtown Lake Oswego. The Agency intends to seek proposals from qualified developers and then select a developer to enter into a disposition and development agreement for the site consistent with Agency’s goals and objectives. A copy of the Request for Proposals (RFP) can be found on the project website at: http://www.ci.oswego.or.us/first-street-
april-2015 

Proposals are due by 2:00 p.m. on August 31, 2015. For more information, please contact Brant Williams, Redevelopment Director at 503-633-3101. Proposals will be accepted by August 31, 2015.

August 11, 18 & 25, 2015.

REQUEST FOR PROPOSALS
CITY OF LAKE OSWEGO, OREGON
DEVELOPMENT REVIEW
RESOURCE PROTECTION (RP) DISTRICTS
Proposals due August 20, 2015
at 2:00 pm

The City of Lake Oswego is seeking one or more experienced consultants who will serve as an extension of Planning Department staff in administering the City’s Sensitive Lands regulations. The Sensitive Lands regulations limit development on land containing significant natural resources. The regulations apply to land within two types of overlay zoning districts. Significant stream corridors and wetlands are designated as Resource Protection (RP) Districts, and significant tree groves are designated as Resource Conservation (RC) Districts. The City’s Comprehensive Plan contains an inventory of RP and RC Districts, and the districts are designated on the Comprehensive Plan and Zoning Map.

The full Request for Proposals is available free of charge:
1. Online. To download the full Request for Proposals and receive all notifications a person or company must register at http://tinyurl.com/LOBid-RFPinfo for instructions on how to create an account. If you have questions concerning the website, please call Barb Dillinger at 503.635.0296.
2. In Person. To obtain the full Request for Proposals in person, see 3rd Floor Receptionist, Lake Oswego City Hall, 380 A Avenue, Lake Oswego, OR 97034.

RP Amendments / Proposal Submittal
- Parties interested in submitting a proposal must register through the City of Lake Oswego Bid & RFP webpage and select themselves to be on the Planholder’s list for this project. See http://tinyurl.com/LOBid-RFPinfo for instructions on how to create an account.

Questions or comments regarding the RFP should be directed to planning-rfp-bids@LakeOswego.夹子. Questions must be submitted in writing and received by Wednesday, August 5, 2015 by 4:00 PM.

RP Amendments. Any amendments to the RFP will be posted to the City’s Bid & RFP webpage not less than 7 days prior to the date for submission of proposals. Persons/firms that are registered on the planholder’s list for this project will be sent an email notice of any RFP amendment. Persons/firms are responsible for checking the City’s Bid & RFP webpage for this project to verify that the proposer has received all RFP amendments prior to submission. No proposal will be considered if it is not responsive to any issued RFP amendments.

- Submittal: Parties interested in submitting a proposal must submit the proposal in PDF format to planning-rfp-bids@LakeOswego.city.

Proposals must be received by 4:00 PM on Thursday, August 20, 2015, in accordance with the directions provided in the RFP. Published Aug. 4, 11, 2015.

REQUEST FOR QUALIFICATIONS (RFQ)
#15-03
PORTLAND DEVELOPMENT COMMISSION
ARCHITECTURE SERVICES
Proposals due August 17, 2015
by 2:00 PM (PT)

The Portland Development Commission (PDC) is seeking competitive proposals from qualified firms to provide Architecture Services as outlined in request #15-03. The full RFQ may be obtained from the PDC website, http://www.pdc.us/bids (under “Open Public Bid Opportunities”). No pre-proposal meeting is scheduled. Proposals must be received no later than the proposal due date and time listed above at 222 NW 5th Avenue, Portland, OR 97209. Fax or email proposals will not be accepted. Direct any questions regarding this RFQ to solicitation coordinator Nathan P. Mosley, CPPB at 503.823.3322 (office) or mosley@pdc.us (email). PDC encourages participation of D/M/W/ESB firms in this and all other contract opportunities, this solicitation has been fully compliant with Title VI of the Civil Rights Act, of 1964, and related statutes and regulations in all programs and activities. For more information, or to obtain a Title VI Complaint Form, see www.oregonmetro.gov. Published Aug. 11 & 18, 2015.

REQUEST FOR BIDS
METRO
CANEMAH BLUFF NATURE TRAIL
IMPROVEMENT PROJECT
RFQ 3054
Bids due August 25, 2015 at 2:00 pm

Metro, a metropolitan service district organized under the laws of the State of Oregon and the Metro Charter, located at 600 NE Grand Avenue, Portland, OR 97232-2736, is hereby requesting sealed bids for the Canemah Bluff Nature Trail Improvement project.

Sealed bids are due no later than 2:00 pm, August 25, 2015, in Metro’s business offices at 600 NE Grand Avenue, Portland, OR 97232-2736. Attention: Sharon Stiffler, RFQ 3054.

A voluntary pre-bid conference will be held August 12, 2015 at 10:00 a.m. at 913 4th Avenue, Oregon City, Oregon 97045. Interested sub-contractors are also invited. Solicitation documents can be viewed and downloaded from the Oregon Procurement Information Network (“ORPIN”) at http://orpin.oregon.gov/open.dll.

Metro may accept or reject any or all bids, in whole or in part, or waive irregularities not affecting substantial rights if such action is deemed in the public interest.

Metro extends equal opportunity to all persons and specifically encourages minority, women, disabled veterans and emerging small business enterprises to participate in this and all Metro projects, programs and services.

CIVIL CONSTRUCTION ESTIMATOR

Westech Construction, Inc., a Heavy Civil Construction Company working mostly in the Portland-Metro Area has an immediate Opening for the position of Construction Estimator with experience in all phases of Heavy Civil Construction. Looking for an energetic, motivated and experienced professional to join our Management Team. Must be proficient with HCSS and Excel. Our supportive environment has many benefits including a competitive salary and opportunities for training and development.

Please send Cover Letter and Resume to admin@wtc-inc.com.
Confidentiality is honored.
Dear Neighbors:

At ELEETE Real Estate, every client is the recipient of a two broker team.

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As a practitioner for 28 years and the owner of ELEETE Real Estate, I strive to deliver Expertise and Excellence to each of our clients. I’ve built ELEETE Real Estate utilizing these principles to develop The Best Boutique Real Estate Company that is “Exclusively Portland”.

Please call me today and together we can assemble the perfect team to represent you. -Lee Davies

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