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Business

Tribune

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HACK THIS, THEN THAT



TRIBUNE PHOTO: JONATHAN HOUSE

Snap! PCC Sylvania Lab Tech Michelle Guckenheimer gives a hi-five to student Miranda O. Salinas after she finished her wearable tech bracelet that lights up.

■ *Latina girls learn about the digital and the analog at a fashion-based wearable computing camp*

The girl with the light-up hoodie is looking pretty happy. Madeline Pitoby, a Southridge High School freshman, stayed late at the Wearable Tech camp for girls Monday night. She wanted to get a jump on the big project of the week. Her design was “Shark Week never ends” and the lighted eyes on her jacket were programmed to come on automatically in the dark.

The camp, held last week at the MakerSpace at Portland Community College Sylvania, is for minority girls only, which in this case is largely Latina. It’s free, but participants have to be keen. The idea is to get girls interested in STEM (Science, Technology, Engineering and Math) with a fun fashion project.

Pitoby already uses a PC at home on which her dad installed Ubuntu, the free operating system. She has learned to program

it to say hello when it turns on, and she makes bots on Twitter that answer comments.

“The hoodie is part of my own unique punkish thing,” she says of her style, which she says mixes uniforms, pastels and bright colors. The camp, she says, really is teaching her the basics of electronics.

It’s a Tuesday and the 15 girls are squeezed into a plain room in the science block. There are beats coming from a speaker hooked to someone’s phone, healthy snacks on the coffee table, and a genuine buzz of activity. Some girls are hammering, some sewing.

The promise of this computerized hoodie is great. Using an Arduino LilyPad (a flat, waterproof computer that looks like a brooch) sewn into the fabric, students can

BY JOSEPH GALLIVAN

From page 3

rig up lights, beepers and buzzers that are triggered by light, sound and motion. All the sensors come in a \$60 Arduino kit.

"You could set up your jacket to buzz if you someone came up too close behind you," says Gregg Meyer, appealing to the girls' sense of mischief and privacy.

Code and cake

Meyer is a PCC Engineering professor who leads the camp.

"I use the analogy it's like making a cake," he says of programming the controller.

"You gather ingredients, that's writing code. You bake the cake — compile the code. You serve the cake — transfer it from the computer into the Arduino. Finally you eat the cake — turn it on and let the program run."

On Day One they made charm necklaces to get used to the MakerSpace's tools. So, hanging from a wooden crescent which has their name inscribed by a laser cutter, there's a little bird (3D-printed in rough white plastic), a fish that was cast in pewter in a mold of white, plasticky Teflon, which was carved on a CNC router, a copper disc which was stenciled in vinyl and etched with chemicals, and a plastic shape made on a desktop injection molding machine.

On Day Two they were sewing fabric bracelets which lit up when they closed the metal snap. Battery, LED, conductive thread: these are the basic components of wearables that have reached fashion, with beautiful gowns festooned in lights and trousers that bleep and buzz.

Some of these young women are already quite driven.

Zaira Montes, a Junior at Sunset, was there because her teacher knows she wants to be a fashion designer.

Naomi Tellez who attends Beaverton Health and Science is in the Oregon Leadership Institution and already taking college credits.

"I want to be a biomedical engineer, working on medications," she says. "I'm more into science than fashion, but I'm doing this to gain experience and see if I want to take an engineering course."



TRIBUNE PHOTOS: JONATHAN HOUSE
Cindy Guzman stitches a cloth bracelet that will have a small wearable computer that will light up a LED.



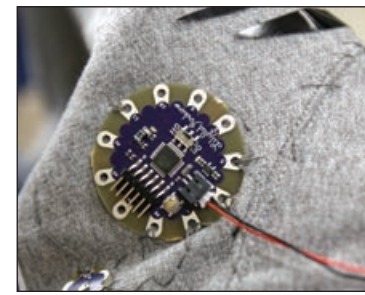
TRIBUNE PHOTO: JOSEPH GALLIVAN
Miranda O. Salinas of West Linn HS (right) unboxes her Arduino Lilypad and learns how to program it.

Another teacher, Linda Browning, an Adviser for Engineering Technology at PCC, said keeping boys out made the interactions different.

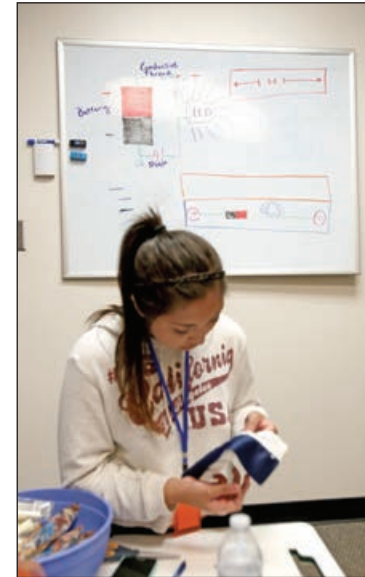
"When you have students who have skills already, they get impatient with people who don't. So with things like the vices and clamps, boys might have just tak-

en over and started using them. We just stepped back and the girls became comfortable very fast."

Cindy Guzman of Forest Grove, who was taught to sew by her mom, was designing her hoodie with pulsing lights that track the volume of the music on her MP3 player. Guzman, who wants to be



The \$60 Arduino Lilypad controls the lights, sounds and buzzes of the garment, and is programmed by a desktop computer.



A white board schematic showing how the girls' light-up fabric bracelet will work.



Lithophanes, a 3D printing element explored by students at the Wearable Tech camp for girls at PCC Sylvania.

an anthropologist, appreciates being exposed to the high tech tools they don't have at her school.

"It wouldn't matter if there were boys around," she said, confidently.

Another of the teachers, PCC Biologist Josephine Pino, said the point of the camp is to break down silos between departments

and disciplines, and to promote learning by doing. In the PCC robotics camp, kids worked with the sculpture department to hack Roomba robot vacuums, which the theater class used in a skit.

"For example, my students collect bugs. How do you build a beetle trap?" says Pino. "Come talk to some engineers! I think our education system doesn't have cross talk between the disciplines."

"It's broken from kindergarten through university," chips in Meyer.

"But the Maker movement is a way people are starting to break that down," adds Pino, who has an academic friend in Baltimore whose biologists are 3D printing mesh plastic containers for growing yeast colonies for harvesting DNA. "...Because it's cheaper," she says.

Learning by doing. Cross discipline synergies. Fun. They all belong together for the other creator of the Wearable Tech camp, Dieterich Steinmetz.

He hopes to help fix Oregon's poor academic performance in STEM subjects.

"Only three to five per cent of students who start high school graduate (in STEM). In other countries it's 20 to 30 per cent. Even in other parts of the USA it's three or four times us. Oregon is simply not graduating very many students in science."

Steinmetz says many students "peel away" from science, especially engineering, because they don't have a positive first experience.

"First year college students who choose not to go on says it's not very interesting and the work is too hard compared to their peers. We're trying to make that first experiences engaging, so they don't learn theory first and application later. That's why you see all these cool machines in here."

Industry is also keen to see more STEM-literate graduates.

Gregg Meyer says, "As an engineering instructor, I'm dismayed on the first day of term when I see I have one or two women in class out of 30. At companies like Intel, the demographics are split evenly. Instead of adding to the demographics, we're starving them."

The camp is funded by a grant from the Oregon Department of Education and is part of the "40-40-20" initiative.

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“The biggest gap is in that middle 40 percent. We’re not coming close to 40 percent receiving a certificate or two-year degree. Community colleges are a big part of that 40 percent,” say Steinmetz.

After finishing the bracelets, the girls repair to the computer lab. This is where the digital rubber hits the road. Sewing with conductive thread, or sewing on a snap that completes a circuit, they are old-school, analog practices. Coding is different. Strings of letters and punctuation appear on their screens.

Can these girls learn to code today? “Of course,” says Meyer. “You think, ‘Here, I change this 5 to a 10 and the light blinks slower or faster.’ That’s how I learned.

I took one class, the rest has been a hack. A scientist needs to know why something works. An engineer likes to know why, but if they don’t, they use it anyway. Because they’ve got things to do.”

In this lab they unbox their Arduinos with big smiles. As they plug them in the LEDs and their faces light up simultaneously. They are there to learn about abstractions like inputs and outputs, sketches and “If this then, that’s.” And then turn them into concrete things.

Then the teaching assistants dutifully run through the cake baking analogy. It’s a bit of a hack, but it does the job.



PCC Instructor Gregg Meyer, right, and Century High teacher Ben Hill have some fun in the Milling Room during the wearable tech camp for girls. TRIBUNE PHOTO: JONATHAN HOUSE

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Cheryl Twete, who is the director of community development department for the City of Beaverton, stands atop the Beaverton Building with the Westgate property over her shoulder:

TRIBUNE PHOTO:
JAIME VALDEZ



City ponders options for Westgate property

By SHANNON O. WELLS
Pamplin Media Group

With the city of Beaverton's in-progress move of its administrative offices to The Round expected to inject new energy into the complex, city officials are fine-tuning their focus on a transformation of vacant property just west of the Beaverton Building.

The former Westgate Theater property, long considered a missing link in the structure of The Round complex, has been discussed as the leading site for the Beaverton Community Health Collaborative, a proposed collaborative clinic geared toward the city's medically underserved population. While that remains the case, city planners are moving more in the direction of a mixed-use facility with one or more structures that could include the clinic, retail and residential space and even a hotel and performing arts center.

City Council to examine goals to optimize use

Cheryl Twete, the city of Beaverton's community development director, said her office is "stepping back" and "looking more holistically" regarding the best uses for the 4.3-acre property, which the city owns in conjunction with Metro regional government. The goal is to move away from building the health facility as an anchor tenant surrounded by a sea of surface parking.

"What we're trying to do is activate the whole site sooner," she said. "We're moving away from the strategies that were on the table earlier, which is to build the BCHC with a lot of surface parking, then later build it out with development. The problem is, a lot of the time, those later phases don't happen."

Future plans for the property are still in the speculative phase until the City Council takes up the issue this fall. Once a direction is

established, staff would work with Metro officials and representatives of Skanlan Kemper Bard, The Round's key developer, to iron out a feasibility plan that fits within the transit-oriented designation of the property.

The city's Economic Development Department is already working on a separate feasibility study to determine the need for a hotel on the property.

"It's not quite finished," Mayor Denny Doyle said. "But a lot of people are interested. If (someone) has a solid project, we want them to come in and talk and see if it fits what council wants to do with (the property). The real shot in the arm is getting City Hall over there."

Doyle envisions a hotel that could fit into part of the space and complement the other businesses in and about The Round.

"We're not talking about a real

tall hotel, but this is something our downtown really needs," he said. "It's not going to take up the whole space. Who knows what we can do working with SKB to attract quality mixed-use development."

Similarly to the health center only taking up part of the property, Twete noted that a performing arts center, which would likely see only intermittent use, wouldn't be ideal for dominating the property without residential and retail usages to back it up.

"It could share parking with commercial offices," she said. "We don't want a big building there sitting empty. It could also include meeting, conference or some educational space. Another question mark is how well does that kind of use meet the Metro transit development requirements."

While city officials and the council prepare to reexamine Westgate

and the scale of the proposed health center, the city's Creekside District Master Plan — a comprehensive plan for the area near The Round from Canyon Road north — will also influence how the Westgate property is developed.

"Part of our challenge here, as we complete the Creekside master plan and move forward on its implementation, is how to kind of set the table for the private sector to move forward on what to do at Westgate," Twete said. "How The Round is developed is an important part of that process."

With the economy and the real estate market chugging along at a favorable pace, Twete noted this is an ideal time to seize opportunities that could enhance Central Beaverton, including expanded affordable housing options.

"With market conditions strong and favorable, we need to take advantage of these conditions and take advantage of development opportunities to really change the face of our central city," she said.

"What we're trying to do is activate the whole site sooner."

— Cheryl Twete, city of Beaverton's community development director, on plans for the Westgate property

TechFestNW for the people

Less jargon, more feels as TechFestNW puts a human face on the cloud crowd

By **JOSEPH GALLIVAN**
The Tribune

"I'm like 100 years old but I keep up with my kids by using SnapChat, it's so much fun," said RE/CODE editor and journalist Kara Swisher.

The veteran tech watcher was speaking at TechFestNW, extolling the entertainment value of apps like Secret in her talk subtitled "The Next Age in Computing will be all about Feelings, not Technology."

TechTonic

NEWS ABOUT THE
TECH INDUSTRY

SnapChat is a way to send photos that self-destruct in less than 10 seconds. Secret is a mobile app for posting anonymously in a group of unidentified friends of friends.

"Secret is mainly about money in Silicon Valley and sex in San Francisco," she said.

She pulls up a Secret about someone canceling a hot date because the person was coming by regular taxi instead of Uber.

"There's a lot of storytelling here, which is the human condition. It doesn't get more genuine than this."

Secret quips and quotes are better than scripted entertainment because the cloak of anonymity gives the feelings authenticity. Her favorite Secret line is "Home is where your pants aren't." And those pants will probably be providing constant bio-feedback, putting an end to the age of everyone walking round staring down at their phones.

If the trivial can harbor the authentic, the next speaker managed to make Starbucks sound like it could catch on in Portland.

Scott Bedbury, CEO of Brandstream, talked about his days in marketing with Nike and Wieden + Kennedy, where marketing is a dirty word, replaced by "storytelling." Bedbury was recruited by Starbucks and tapped into the whole "third space" concept as the company grew at "face melting speed" in the late 1990s, opening three stores a day. Baristas remembering your favorite drink, if not your name, and Starbucks being the number one place trusted by women for a first date, were ideas he harvested and pushed. (He was against the venti, it being created by a former McDonald's marketing executive.)

His 10 (+ 1) rules included standard issue sentiments such as don't forget your sense of humor and be good, but his real message was that everyone is in the people business. It was

also a reminder that the public face of the tech world will always be the self-styled visionaries, storytellers and gurus, rather than venture capitalists droning on about series-C funding, pivots and exits. And a good thing too.

Senator Ron Wyden received a warm reception because of his reputation as an opponent of government cyber snooping on Americans. As an intro, we watched the classic video of Wyden asking James Clapper "Does the NSA collect any type of data at all on millions...of Americans?"

The answer was "No sir...not unwittingly," as the Director of National Intelligence rubbed his shiny head nervously. As a warm up, it worked. Wyden talked for about 20 minutes about the third party doctrine, that when we turn over all our data (and metadata) to Google, Facebook et al, we are agreeing they will keep it safe from the government. It was all very obvious, but in the upside-down world of tech, where we display our feelings online continuously but complain when they get hurt by strangers, it was worth saying.

Unfortunately, Wyden said nothing about how the spying works, or who the power players are by name. It would have been good to know how it looks when your computer is bugged, as his committee's allegedly were by the CIA. As spy stories go, it was very light on details.

Another kind of storytelling got a good airing in a discussion called The Awesome Now: How Technology Is Changing Storytelling and What We Make.

Trei Brundrett of Vox Media nonchalantly talked about his team doing a complex digital story about adult movie actors coming out to their families. "You could toggle and dig into each interview with these characters so you could really understand, that's their voice, that's their tone."

Matt Mansfield, the former editor of National Geographic Digital, praised Planet Money's story about the life cycle of a T-shirt, especially how it incorporated crowd funding.

"It was told in chapters so you can come and go like a book, and it started with what every story does, 'Who are the characters?'"

TechFestNW did a good job of bringing in some characters this year, instead of the usual suspects, and nowhere was this more obvious at the Day 1 wrap party in the Pearl. There were hundreds of stylish, confident people who didn't appear to come from Portland's cotton plaid tech world. They looked like they were from another industry. Now there's a story.

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Bob Lanphere Sr. and Bob Lanphere Jr. with some of the motorcycles and cars stores at company's original Honda dealership in Beaverton.
 TRIBUNE PHOTO: JAIME VALDEZ



COURTESY: LANPHERE ENTERPRISES

Bob Lanphere in his Beaverton showroom in the 1970s.

TWO WHEELS AND A CLOUD OF DUST

From racing motorcycles to selling them, Bob Lanphere has become a local icon in the automobile business

BY JIM REDDEN

What do The Beach Boys, The Rolling Stones, The Who and Beaverton-based car and motorcycle dealer Bob Lanphere have in common?

They are all celebrating their 50th anniversaries — a remarkable milestone in the entertainment and motor vehicle industries, both of which are frequently challenged by changing consumer tastes, new technologies, and economic upheavals.

After surviving all that, Lanphere is now one of the longest lasting names in the metropolitan area automobile business, up there with such other industry leaders as

Doherty, Hannah, Herzog-Meier, Tonkin, Wentworth and others.

An avid motorcycle racer when he was young, Bob opened his first dealership, a Honda motorcycle shop, at Southwest Broadway Street and Hall Boulevard in 1964. That was the same year “I Get Around” by The Beach Boys topped the charts.

Today, Bob is head of Lanphere Enterprises, a 600-employee company with car and motorcycle dealerships in Beaverton, Newberg, Wilsonville, and Renton, Washington. His son, Bob Lanphere Jr., is president. His daughter, Sharon Lenz, is secre-

tary. Their children and other relatives also work there.

“If you can do what you love and do it with your family, then you are very lucky,” says Bob, who grew up near 82nd Avenue.

Luck also had a little bit to do with the company's success, because he was already selling Honda motorcycles, Lanphere was in a position to acquire a franchise to sell Honda cars when the Japanese company began making them. Although the first model, the diminutive Honda 600, did not sell well, its successor, the groundbreaking Honda Civic, arrived a few years before the 1973 Gas Crisis. When



TRIBUNE PHOTO BY JAIME VALDEZ

Beaverton Kia is right next door to where Lanphere Enterprises started 50 years ago.

it hit, many American motorists suddenly embraced fuel-efficient cars and traded their gas guzzlers in on Civics and Honda's next big hits, the larger Accord and the sporty Prelude.

The growing sales allowed Bob to acquire other franchises and open new dealerships in the coming years. They now include Kia, Infinity, Dodge-Jeep-Chrysler, and Toyota-Scion, along with several brands of motorcycles sold locally at Beaverton Motorcycles, 10380 S.W. Cascade, Tigard. The company celebrated its 50th Anniversary there on Aug. 9, with Bob receiving an award from American Honda.

Another smart move was starting their own construction company to work on the dealerships and other projects. Bob Jr. is president of Lanphere Construction and Development.

"Having our own construction company has saved us a lot of money," he says.

Construction company Vice President Jerry Jones, Jr. has also been active in Beaverton civic affairs. Among other things, he chairs the Beaverton Urban Redevelopment Agency and the Beaverton Area Chamber of Commerce Board of Directors. The company has also pitched in to support city events and nonprofit organizations with donated labor and materials. In 2011, the city recognized its contributions with a Service to Beaverton Award.

The Great Recession forced the company to consolidate. Chrysler canceled its Beaver-



Bob Lanphere Sr. points to historic photos in his office that show how much the region has changed in 50 years.

TRIBUNE PHOTO BY JAIME VALDEZ

ton franchise as part of the Detroit automaker's bankruptcy process, which prompted the company to relocate its Honda dealership to the building at 10760 S.W. Canyon Road.

Now that the economy is recovering, sales at all dealerships are beginning to increase, raising hope that the worst is over.

"We really plan to remain a family-run business that is around for another 50 years," says Bob, Jr.

Remarkably, Lanphere Enterprises still owns the building that housed the original

Honda motorcycle dealership. It is just south of their Kia dealership at 12520 S.W. Canyon Road and it is still full of motorcycles — although they are now being refurbished and stored as part of Bob's large collection of around 400 bikes.

Many other motorcycles are also on display at Beaverton Motorcycles. The walls are adorned with pictures of Bob during his early days of motorcycle racing — well before he even thought of starting the dealership that has eventually made him such a well known name.



COURTESY: LANPHERE ENTERPRISES

Vintage photos show the Bob Lanphere Sr. was an avid and competitive motorcycle racer who grew up in a modest neighborhood near Southeast 82nd Avenue before opening his first Honda motorcycle dealership (center) in Beaverton 50 years ago.

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YOUR BUSINESS

Greenbrier sales surge with tank car orders

Lake Oswego-based Greenbrier recently announced sales of 3,500 units of its new Tank Car of the Future to multiple customers. The new railcars are expected to provide a safer replacement for aging tank cars and fill demand in the growing energy transportation market.

The updated tank car is designed to carry crude oil, ethanol and other flammable liquids. With its additional shielding and other safety features, it has been tested to be as much as eight times safer than some outgoing models. As new regulations are adopted, the need to replace non-compliant tank cars is expected to create a windfall for railcar producers such as Greenbrier and its Gunderson unit.

The company recently announced a joint venture with Watco Companies to retrofit existing cars to the new Tank Car of the Future standard. Manufacturing of new tank cars will occur at the company's facilities in Mexico.

— Contributed by John M. Vincent.

Starbucks first merchant to open in Parkway Village at Sherwood

Starbucks officially became the first business to open in Parkway Village at Sherwood.

The national coffee chain opened Tuesday, a week before Walmart, the main anchor in the shopping center complex, opens. Walmart will open Aug. 13.

The complex is located on Langer Farms Parkway at Tualatin-Sherwood Road.

Other merchants expected to open in Parkway Village at Sherwood include MOD Super Fast Pizza, Menchie's Frozen Yogurt, Chipotle Mexican Grill, Sprint, Dental Services, Jimmy John's Gourmet Sandwiches, the UPS Store and Vivid Nails.

Drewfs promoted to Fellow

Ralph M. Drewfs, PE, of Lake Oswego has been promoted to Fellow in the American Society of Mechanical Engineers.

Drewfs, who is now retired, received the promotion in recognition of his career's work. He served the Oregon Department of Transportation as their Light Rail Engineer during the past 15 years, when expansion of the light rail and street car systems was taking place throughout the Portland metropolitan area.

Fewer than one in 50 mechanical engineers are promoted to the rank of Fellow.

Gilded Thistle helps give new life to old furniture

Longtime Oregon City resident Dee Stevens opened her newest store, the Gilded Thistle, July 19.

She opened her latest venture with her children, Rachel and Warren, as equal part-



Starbucks officially became the first retailer to open in the new Parkway Village at Sherwood and it didn't take long before residents found out.

TRIBUNE PHOTO: RAY PITZ

ners.

For 13 years, Stevens ran Second Time Around Upholstery, mostly in Oregon City. She started in what is now the banquet room of the Highcliffe Restaurant, spent about seven years in what is now the Friends of the Library Bookstore and then spent a couple years in West Linn. In 2013, she retired "for about two seconds" before discovering new artists and inspiration.

With a degree in forestry, Stevens thought she'd help with reforestation efforts, but ended up becoming a full-time mom/homemaker who then became interested in recycling furniture, and thereby protecting forests.

"You never know where life is going to take you," she said.

If it weren't for discovering a new French chalk-based paint, she said she wouldn't have started the Gilded Thistle.

Stevens so admired several artists that she asked them to bring their work to the store. Artists include Sharon Wagner of Troutdale, who runs Apron Strings and More; Springfield's Jenni Babcock of Jenni B Jeweled; and Newberg's Becky Kaus of Knock on Wood, who only does metal work.

The Gilded Thistle is located at 709 Monroe St., Oregon City. They are open 10 a.m.-5 p.m., Tuesdays through Saturdays.

Obama administration achieves 2013 small business federal procurement contracting goal

The U.S. Small Business Administration announced that the federal government reached its small business federal contracting goal for the first time in eight years, awarding 23.39 percent in federal contracts to small businesses totaling \$83.1 billion of eligible contracting dollars. SBA Administrator Maria Contreras-Sweet made the announcement at a press conference held at the National Aeronautics and Space Administration's (NASA) Goddard Space Flight Center



CONTRIBUTED PHOTO

Gilded Thistle co-owner Dee Stevens says user-friendly Maison Blanche furniture paint requires no preparation time.

with NASA Administrator Charles Bolden and U.S. Senator Ben Cardin, D-Md.

"When we hit our small business procurement target, it's a win. Small businesses get the revenue they need to grow and create jobs, and the federal government gets the chance to work with some of the most responsive, innovative and nimble companies in the U.S. while the economy grows," said SBA Administrator Maria Contreras-Sweet. "Thanks to the President's leadership and a team effort among all federal agencies, we were able to meet this goal."

New Sears Home Appliance Showroom store opens in Gresham

Sears Hometown and Outlet Stores Inc. opened its newest Oregon Sears Home Appliance Showroom on Aug. 14, at 590 NW Eastman Parkway in Gresham.

The new location will provide customers access to a full suite of top brand name home appliance merchandise and mattresses at the lowest prices, by the Company's price-match policy.

The Gresham location marks the fifth opening of a new Sears Home Appliance Showroom Store this year and the 20th opening of a new store across all of Sears Hometown and Outlet Stores formats.

"It's often challenging to find top-of-the-line home appliances for a

Pieology brings 'Kustomizable' pizzas to Clackamas

Pieology Pizzeria has brought its singular brand of customizable pizza to Clackamas Town Center, the franchise's first location in Oregon.

Guests can choose from more than 30 fresh toppings and five savory sauces to design their ideal pizza, which comes hot out of the open-flame stone oven in about two minutes. Since Pieology includes any of these toppings and sauces in its \$7.95-per-pizza price, guests can create "Kustom" pizzas in literally millions of combinations.

Clackamas Town Center's 70-seat Pieology, which opened in May, is owned and operated by Mike Sheehan, and Brian and Renee Bouma. They plan to open multiple Pieology Pizzerias in Oregon during the next several years.

"Pizza lovers in Happy Valley, and soon around Oregon, will come to learn that at Pieology Pizzeria, we are all about inspiring our guests to create the pizzas they only could have dreamed of," said Brian Bouma.

Pieology is located in Clackamas Town Center next to REI at 12130 S.E. 82nd Ave., Suite 4052. They are open 11 a.m.-9:30 p.m., Monday through Thursday; 11 a.m. to 10:30 p.m., Friday and Saturday; and from 11 a.m. to 9 p.m. on Sunday.

Lifetime achievement award is given to Ed Sullivan

Garvey Schubert Barer, a full-service law firm, announced that the American Bar Association State and Local Government Section has honored Edward J. Sullivan with the Jefferson Fordham Lifetime Achievement Award.

Sullivan's legal career spans 45 years and has had significant impact on Land Use law in Oregon. Throughout his career, he has championed sound land use planning, the provision of affordable housing opportunities, and the protection and preservation of resource lands throughout Oregon and beyond.

Carrie Richter, co-chair of the Garvey Schubert Barer Land Use Group with Ed Sullivan, and his colleague for the past 10 years, said, "Ed's accomplishments speak for themselves. He has shaped the Oregon land use system, starting with his influence on the seminal Senate Bill 100 drafting and adoption, taken land use battles to the United States

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YOUR BUSINESS

Supreme Court, and proposed innovative approaches to ensure that sufficient urban land is available for affordable housing development.”

Ed Sullivan's accomplishments have included work with major landmark cases in the history of Oregon State Land Use Law. The most notable cases that Ed has been involved in are *Fasano v. Washington County Board of County Commissioners*, and *Baker v. City of Milwaukie*. Both are Oregon Supreme Court cases that uphold the necessity to guarantee fair, reviewable and predictable decision-making in Oregon land use.

Pita Pit packs in flavor, not calories

What sets Pita Pit apart from other fast-food places?

“Real world-class, Greek-style pitas. They are a lot healthier than regular sandwiches, because pita bread is thinner and has fewer carbs, and we grill all our meats,” said Drew Boyer, owner of Oregon City's only Pita Pit.

The restaurant, located on Beaver Creek Road near the Hilltop Safeway, opened on May 30, and already OC residents have been supportive, Boyer said, adding, “We couldn't ask for a better customer base.”



BOYER

“We pride ourselves on customer service; our employees understand it. Our goal is for the customer to leave happy,” he said.

Everything served at Pita Pit is customizable, Boyer said, with vegan and vegetarian options available.

Boyer added, “I invite everyone to give us a try. We appreciate everyone who comes through the door and our repeat customers mean a lot to us.”

The Oregon City Pita Pit is located at 423 Beaver Creek Road. Hours of operation are 9 a.m. to 10 p.m., seven days a week.

Mortenson hires Project Development Lead in Portland Office

Mortenson Construction, one of the largest construction services company in the Puget Sound, announced the addition of Project Development Manager Trent Rehfeldt to the Portland team.

“We are thrilled to have Trent join our growing team here in Portland,” said Mortenson General Manager Jeff Madden. “This is an exciting time for Mortenson and Trent's extensive industry knowledge and exemplary leadership skills will be valuable assets for our team.”

At Mortenson's Portland office, Rehfeldt will spearhead business development by identifying development and construction opportunities, leading project pursuits, building strategic relationships and developing new partnerships for the firm.

Foster Farms celebrates 75th anniversary by feeding 750 families

Families pick up meals at SnowCap

By BEVERLY CORBELL
Pamplin Media Group

Foster Farms celebrated its 75th anniversary by providing full chicken dinners to 750 families at SnowCap Community Charities Aug. 8.

That comes to about 3,000 family members, and Foster is also partnering with seven local food banks along the West Coast to provide the dinners throughout the summer as well as a commitment to feed an additional 75,000 people through its online share program. Learn more at <http://take75.com>.

Judy Alley, executive director of SnowCap, said Foster Farms is providing a great service.

“We have 1,000 pounds of pre-cooked and sliced chicken,” she said. “It's frozen and you can use it for a salad or stir fry and we're adding enough for a whole meal with fresh vegetables and cake mix too.”

The theme of the Foster Farms' program is “Pass the Plate,” a movement focused on encouraging people to take at least 75 minutes each week to “get back to basics and enjoy meals with family and friends.”

Alley said the program encourages people to strengthen family ties over meals. But without food, there is no family time, she said.

“If there's no food to come home to, kids will look to eat at someone else's house and the family is scattered,” she said. “The Food Bank helps, but meat is something we're always short of.”

Ira Brill of Foster Foods came to SnowCap for the chicken dinner distribution, where paper bags full of fresh vegetables and other groceries awaited being picked by families in need.

“Foster Farms is very happy to do this and chicken is a ‘center of the plate’ meat,” he said. “We know that 15 to 20 percent of people in America go to bed without food. We recognize the need and we want to give back. It makes a difference.”

According to the Sodexo Foundation, which fights child hunger, “17 million children go to bed hungry” each night in



Judy Allen, executive director of SnowCap Community Charities, helps visitors select groceries.

OUTLOOK PHOTO:
BEVERLY CORBELL

America. The Child Trend Data Bank website states that as of 2013 there were 74 million children in the United States, and if those figures hold true, that would bring the total of American kids going to bed hungry closer to 22 percent.

Foster Farms has been involved in food distribution to poor families for a long time, he said, and have helped fund the Food for Thought program in the Central Valley of California where students in third through sixth grades attend school for eight extra hours per week. In return, the kids get 40 pounds of food per month to take home. During their afterschool time, a teacher is present and kids can work on homework or extra projects, he said.

“The kids assemble (the food) and teachers and principals love it,” he said. “Right now we service about 2,500 students in California's Central Valley, but the need is even greater than that.”

Brill said Foster Farms would like to expand the program to the Pacific Northwest.

“Through the program we found that we can provide funding, but the difficult part is to link up food banks and school districts,” he said.

Brill said his wife grew up poor in the Appalachia area and never would have had a chance without help from assistance programs like Head Start.

“This is a great country but everyone deserves an equal shot,” he said. “I'm hopeful we can make a contribution to their future.”



OUTLOOK PHOTO: BEVERLY CORBELL

Judy Allen of SnowCap Communities Charities, center, and Ira Brill of Foster Farms, right, pack bags full of chicken dinners that will feed 750 families.

He recalled talking with one girl in the Food for Thought program, about to enter junior high, about her goals for the future. He was shocked when she said she not only wanted to go to college, she wanted to attend Harvard.

“I asked, ‘why Harvard,’ and she told me because President Obama went there,” he said.

That just shows that when people have enough to eat, they can make other strides, Alley said.

“If you help people, they'll help back and become contributing members of the community.”

SnowCap Community Charities is a philanthropic organization created to provide food, clothing, advocacy and other services to the poor. Learn more at <http://www.snowcap.org>.

CarMax location General Manager Torrey Moore started his career with the company in Dallas, TX before moving to LA and now to the brand's Clackamas Superstore.

TRIBUNE PHOTO:
JOHN M. VINCENT



CARMAX COMES TO TOWN

Top used-car retailer expands to Portland area

By **JOHN M. VINCENT**
The Tribune

Shopping for a used car in the Portland area is about to change.

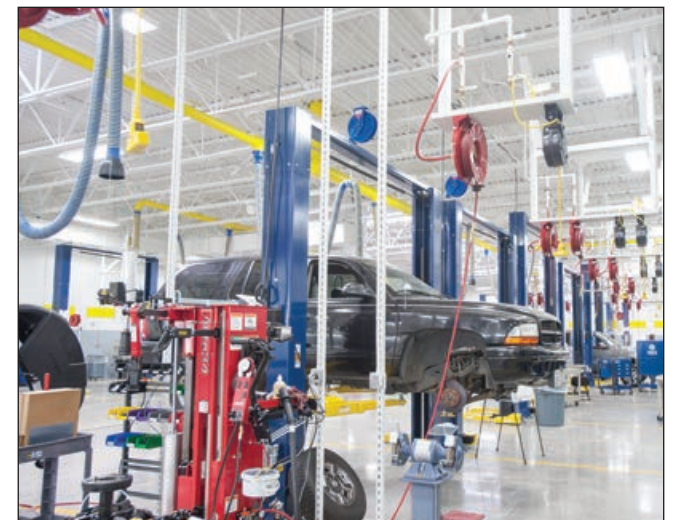
CarMax, the nation's largest retailer of pre-owned autos is opening two superstores, and they'll dwarf any used-vehicle dealer the region has ever seen. The publicly-traded Fortune 500 company is also bringing a new way of buying used-vehicles to the market, with no-haggle set pricing and more than 35,000 vehicles available from their nationwide inventory.

"The price you see is the price you pay for the car," says Clackamas location general manager Torrey Moore. "It's easy, fun and no hassle."

The business model is more akin to a big-box retailer than a traditional used-car

dealer. CarMax facilities are massive, bright, open and airy and they try to mirror that openness in the car-buying process. Think about what buying a car from Best Buy would be like, and that's CarMax. Yes, you're going to be offered the extended warranty, financing and accessories, but the pricing will be straightforward, transparent but perhaps a little higher than other outlets.

Sophisticated inventory and pricing management is used to ensure that the right cars are on the lot at the right time of year, and the entire inventory can be re-priced continuously to reflect market conditions. For example, don't look for two-wheel drive pickups on the lot in January, and watch the prices of high-mileage hybrids bump up as gas prices rise.



TRIBUNE PHOTO: JOHN M. VINCENT

The service garage in the CarMax Clackamas location has 42 bays to inspect, recondition and service vehicles. Each car spends about 12 hours in the shop before being presented for sale.

If you can't find a car from the 400 on the lot, you can search the nationwide inventory either from the superstore or from the CarMax.com website. If you find a vehicle that fits your needs CarMax will transfer it to your location, although a fee does apply to some transfers.

"It's going to mean a good selection" for local consumers says About.com Expert on Used Cars Keith Griffin. He adds that the company typically sells cars that are between one and six years old.

CarMax will also arrange financing through one of its partners, or a financial institution of your choosing. They offer a three-day window for you to find alternative financing options from the ones presented at the time of sale. All cars come with a five-day money-back return policy and a 30-day warranty, according to Moore.

The 14.5-acre Clackamas location is set to open Aug. 28 on the site of the former K-Mart off Highway 224 just west of I-205. Soon after, the Beaverton location across Highway 217 from Washington Square will open its doors.

CarMax began as an offshoot of the now-defunct Circuit City chain of electronics and appliance stores in 1993. Since their inception, they've sold more than five million vehicles in locations across the



TRIBUNE PHOTO: JOHN M. VINCENT

CarMax is a highly technology driven company, from the touchscreen video monitors spread throughout the facility to the sophisticated sales process that allows one employee to guide you through the entire process. General Manager Torrey Moore demonstrates the ability to find and customize a vehicle through one of the displays.

United States. The Clackamas location will be the 139th in the chain, and Beaverton the 140th. There will be 175 jobs created between the two dealerships. For 10

years in a row, Fortune magazine has named CarMax to its "100 Best Companies to Work For" list.

CarMax also buys cars, which it then reconditions and resells or

auctions to wholesalers through its in-house auctions. You don't even have to buy a car from CarMax in order to have them appraise and purchase your current car. Although you might be able to get a higher price by selling it yourself, avoiding the hassle and time involved makes selling a vehicle to CarMax attractive to many.

Before going on the lot, each car goes through a 125-point "Certified Quality Inspection" and reconditioning process, which typically takes 12 or more hours in the superstore's massive shop, according to Moore. CarMax will provide a vehicle history report as well.

"Don't confuse the CarMax certified inspection with the certified used vehicle programs offered" by the automakers themselves says Griffin. Those programs typically offer warranty extensions backed by the auto manufacturers directly.

CarMax offers an extended warranty program called MaxCare and the Superstore has a large service garage where it not only reconditions cars for sale, but offers maintenance on cars purchased at CarMax as well as those bought elsewhere.

The company is not without its detractors, and CarMax is some-

times used to illustrate issues with the broader used-vehicle industry. Recently a group of consumer organizations and Senator Charles Schumer (D-NY) petitioned the Federal Trade Commission to restrict the sales of vehicles that have been recalled and not yet repaired. More than 53 million vehicles have been recalled in the last 18 months.

"Used cars that have a safety recall shouldn't be sold to anyone until the recall is fixed, period," said Schumer. CarMax assists customers in registering their ownership with the manufacturers, but does not include recalls in its inspection and reconditioning process.

CarMax has stated that they would be willing to do so if the manufacturers would provide recall notices, the same diagnostic and repair information, and the same parts and tools that they provide to their franchised dealers. Such a sharing of proprietary information is highly unlikely.

"It really is caveat emptor" (let the buyer beware) says Griffin. Carfax (no relation to CarMax) offers a free recall check on their website, and Griffin strongly recommends getting a used car inspected by an independent mechanic, no matter where you purchase it.

Bugatti's



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Hillsboro / Tanasbourne
2364 NW Amberbrook Dr.
503.352.5252

Oregon City / Hilltop
334 Warner Milne Rd.
503.722.8222

West Linn / Ristorante
18740 Willamette Dr.
503.636.9555



BUGATTISRESTAURANT.COM

Timberland Town Center to welcome first tenants



Dana M. Alles, director of leasing at Gramor Development, goes over spaces at the Timberland Town Center development with CEO Barry Cain.

PAMPLIN MEDIA GROUP
PHOTO: JAIME VALDEZ

By **SHANNON O. WELLS**
Pamplin Media Group

Market of Choice likely to open on Barnes Road by 2015

Right now, it's all building shells, rumbling trucks and dust. But by January 2015, when a Market of Choice grocery and a bevy of retail tenants open their doors, Timberland Town Center will be a likely contender for the commercial crown jewel of the Cedar Mill area.

Work on the 90,000-square-foot retail center is well underway on the former Teufel Nursery Inc. site between Northwest Barnes and Cornell roads at 118th Avenue.

Market of Choice, a smaller version of specialty food markets such as New Seasons, will occupy a 40,000-square-foot building at the corner of Barnes and 118th. Remaining space in five other buildings is set to accommodate about 30 retail, restaurant and professional service tenants.

About 80 percent of the center is leased to tenants including Pharmaca Integrative Pharmacy, Kukai Ramen restaurant, a 2,360-square-foot

Zucari Home & Garden, Clutch Sausage Co., Gentle Dental, Mud Bay natural pet food store, H&R Block, B'Tan Sun Studio and La Belle Nail Salon, each of which committed to 1,400-square-foot spaces.

Beaverton-based Ava Roasteria will open its third area coffeehouse in a 2,000-square-foot space near the center of the complex. The popular coffeehouse and gathering place also has signed a lease with Gramor Development's Kruse Village near Lake Oswego.

Barry Cain, president of Gramor, which also helmed the thriving Progress Ridge Town Center in South Beaverton, said Timberland will show its first signs of retail life this fall, when a handful of tenants should be ready to open doors.

"Our goal is to have it fully leased by the time it's opened," he said on a recent tour of the project. "And the

way it's going, that's a realistic goal. We'll see a few things open in late October and early November."

The eight-acre site is part of a larger, nearly 100-acre Timberland Master Plan that will include 1,100 units of nearby housing — about 800 units of which are now complete — a new middle school and a community garden area. The town center will feature a public plaza and a pedestrian walkway that connects to 3 miles of walking trails designed to integrate into local Cedar Mill, Cornell and Saltzman neighborhoods.

"This has been a growth area for some time," Cain noted. "What appeals to people here is it's in between downtown (Portland) and what's going on in Hillsboro. You might have one (family member) working downtown and another out there, and they can meet in between" to eat and shop.

He called Eugene-based Market of Choice, which features conventional as well as natural foods, an ideal fit for the location.

"This is what this area wanted," Cain said, noting the available space isn't large enough for some other natural foods markets. "There's a New Seasons over at Cedar Hills Crossing, but for the most part, people don't cross freeways to go to the grocery store. To have a (Market of Choice) in the neighborhood is perfect. If you're looking for a grocer that offers high quality, organic merchandise that's close to where people live ... It's a place you can go to for dinner — it's that nice."

Shana Alles, Gramor's leasing agent, said she and her colleagues are scrutinizing popular businesses in the Portland area that haven't made their way to the Westside.

"We're looking at who's in the Pearl (District) who's not in the 'burbs," she said. "There are also tenants in the Sellwood area and Northeast Portland looking to expand."

Cain anticipates shoppers being

impressed by Pharmaca Integrative Pharmacy, a Boulder, Colo.-based business that combines elements of a conventional pharmacy with holistic and naturopathic remedies and services, including naturopathic doctors, nutritionists and herbalists.

"It's an upper-end pharmacy," Cain explained. "There aren't many around."

He also teased what he called a "pretty good sized, higher end" restaurant planned for Timberland, whose name he's not ready to divulge while in the negotiating process.

"It will be great for the area," he said.

As opposed to a few years ago, when Progress Ridge was taking shape, economic conditions in the retail sector appear to be moving upward in tandem with Timberland's six buildings.

"There are a lot more people looking to expand than before," he said. "There's a good, strong market right now. I can't complain."

For leasing information at Timberland, visit gramor.com.



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