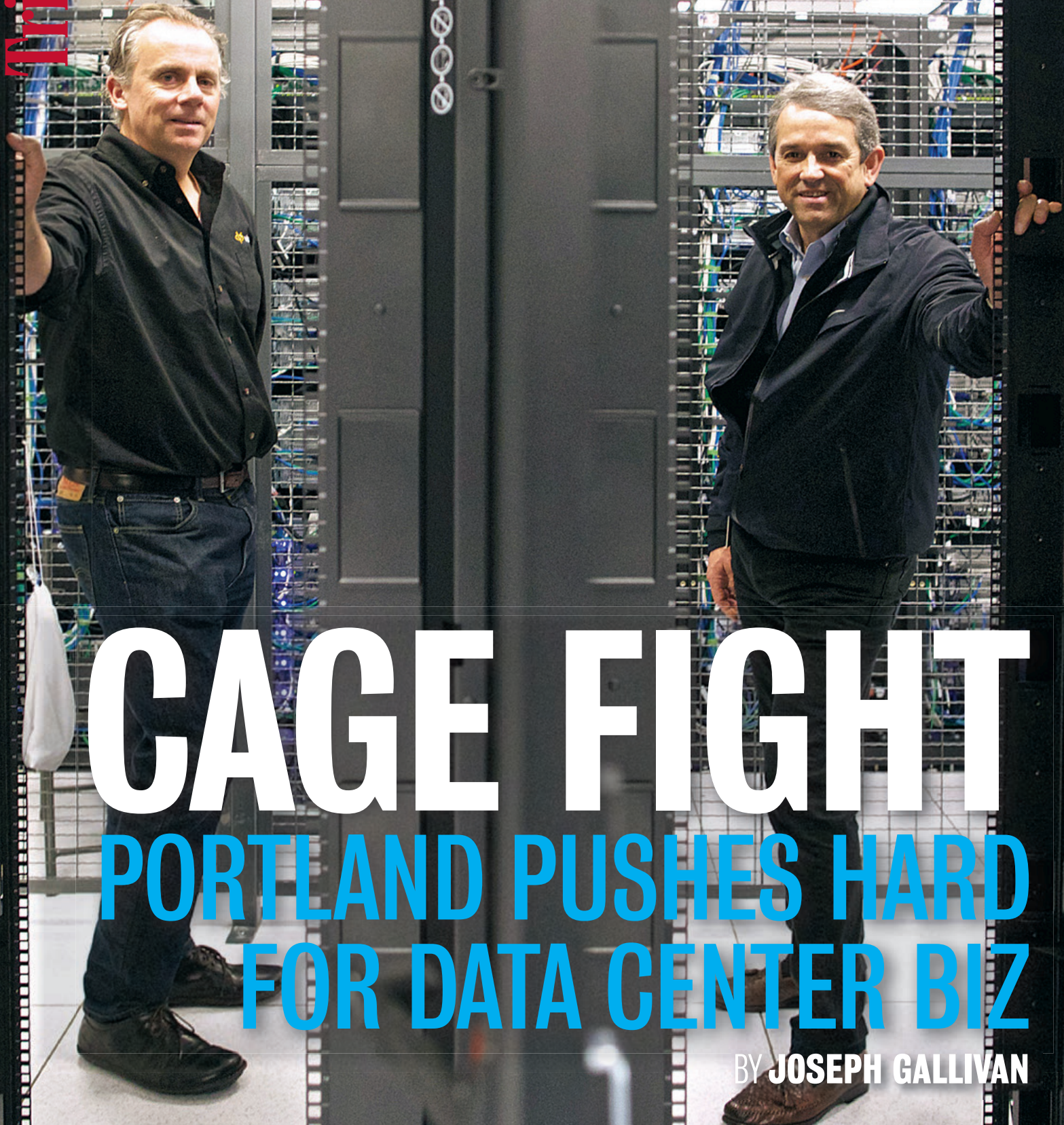




DECEMBER 23, 2014

BUSINESS

Tribune



CAGE FIGHT

PORTLAND PUSHES HARD FOR DATA CENTER BIZ

BY JOSEPH GALLIVAN

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Casey Vanderbeek who is the senior sales manager at ViaWest, stands in the chiller plant that cools the data center in Hillsboro.

TRIBUNE PHOTO: JAIME VALDEZ

DATA WAREHOUSE PARTY

Cheap power, data pipelines, willing workforce: Portland is a good place for data centers

You hear a lot about the giant enterprise data centers east of the Cascades: Amazon in Boardman, Google in The Dalles, Facebook in Prineville.

A data center is one of those warehouses filled with racks of computer servers that store all your phone calls and selfies as well as Xrays and financial records. You'd think all you need is cheap electricity and cool desert air.

It turns out, however, that Portland is among the five most attractive markets for leasing a data center, according to a report by commercial real estate company

CBRE Group.

The rise of cloud computing — where everything is stored remotely from the device you have at your fingertips — has boosted demand for leased data center space in the U.S.

At ViaWest's data center complex in Hillsboro, security is tight.

BY JOSEPH GALLIVAN

You speak to a remote guard and drive through a double gate to get to the office area. To enter the data center's anteroom (break rooms, vending machines, toilets) you must pass another guard behind glass, two vid-

eo cameras and a metal bar turnstile like those at a sports stadium. There's also a fingerprint scan and badge scan. To enter the holy of holies, you go through a man-trap, which is a well-videoed hallway where both doors cannot be open at the same time.

Instead of controlling dust and dirt with paper booties, you walk over a sticky pad which draws impressive footprints and is changed twice a day.

Inside the floor is raised up three feet to hide the wires and allow chilled air to be pumped below the racks of computers. ViaWest offers colocation, which means several different businesses rent space and sometimes hardware there. For example, Orgon's largest law firm, Stoel Rives, rents space from them. The computers are caged off — some with a ceiling cage. The heads of the screws

that hold the floor panels down have been covered up in some cases.

The threat is not so much from a bogeyman but a rogue insider or former employee. Someone who knows which cables to mess with to steal data or worse, destroy it.

Jim Linkous, Regional VP and General Manager at ViaWest, says datacenter business growth has been spectacular in the last five years.

"We're all dependent on these now," he says, holding up his smart phone. "And with HIPAA (The Health Insurance Portability and Accountability Act) and Dodd-Frank (The Dodd-Frank Wall Street Reform and Consumer Protection Act) you're mandated to keep records for decades in some cases. And securely."

Stumptown data

According to commercial real estate company CBRE Group, which has a data center practice, Portland ranks among the five most attractive markets for leasing a data center. The report looked at a typical 1-megawatt (MW), or 1,000-kilowatt (kW), data center lease over a seven-year term across 23 key markets in the U.S.

Joining Portland in the top eight of most attractive data center markets are Atlanta, Colorado Springs, Dallas, Houston, Northern Virginia, Seattle and Salt Lake City.

If you want to blow a load of money on data storage and remote processing power, try Boston, Chicago, Des Moines, Kansas City, Northern Florida, Northern New Jersey, Omaha and Philadelphia.

From page 3

Why do out of state firms choose Portland for their processing power and data storage?

“No sales tax here is a big factor,” says Linkhous. “We have customers here with \$100 million worth of equipment, and at 6 or 7 percent in other jurisdictions, that’s a lot. The other big factor is reliability of power. Seventy percent of our power here is green power, and they pay for carbon tax credits down in California. Companies are becoming a lot more conscious.”

“Six or seven years ago it was different,” says Casey Vanderbeek. He is ViaWest’s Senior Sales Engineer, which means he speaks megawatts and megabits to the techies, and reassuring sales-speak to corporate decision makers.

“Now it’s table stakes, you have to have the green power mixed in. Plus, the workforce is a lot more economical, the cost of living is less here and the quality of life is better.”

Linkhous mentions the “refresh cycle” in tech, where everything is pulled out and replaced every three years.

“One outage and people will reconsider their data center. So for every dollar we spend we spend a third of it on maintenance.”

Most of that is testing batteries, generators and chillers. There are multiple layers of redundancy, including batteries the size of wardrobes, and diesel generators that PGE pays to maintain and use as back up power when the grid needs extra juice on a hot day.

ViaWest offers cloud service but out of state, in Utah, because when customers worry about seismic activity, they run shy of the west coast. Explains Vanderbeek,

“A cloud is just a bunch of servers in a cage, it’s just a difference in who manages it. In cloud it’s an Amazon or ViaWest who buys them and manages them, all the customer has to worry about is getting their application on them. In colocation the customer manages them.” Very few people are allowed into those cages.

Vanderbeek says the unwritten rule is the less people touch the computers, especially in the small, hot closet that passes for a server



Rows of batteries served as a short-term back-up before the generators kick in at ViaWest Data Center in Hillsboro.



With the turn of a key, ViaWest can put power back into the grid when there is a need.

room in many small businesses, the less down time they will suffer.

Oregon has another ace up its sleeve: thirteen high capacity data cables cross the ocean from Asia and come ashore in Oregon, and four of them meet nearby in Hillsboro.

“It’s like having a superhighway pass right by you. Why not have a ramp?” says Linkhous. He also

leads the new 7x24 Exchange Chapter for Oregon and southwest Washington, which aims to promote thought leadership and best practices throughout the critical infrastructure sector.

“The software cluster is thriving in Oregon, we’ve seen it with TripWire, Webtrends, Jive Software, Urban Airship, ActOn, and we’re helping to create the play-

KW not SF

According to CBRE, data center real estate is primarily measured in power utilization instead of square feet, reflecting the relative importance of power usage over physical space. Raised floor square feet and building square feet are secondary measurement benchmarks.

The bills add up.

The average total cost for a 1-MW lease across the 23 key markets over a seven-year lease term is \$45.9 million.

The average first-year rent among the 23 markets is \$158 per kW per month, or \$1.9 million per year.

The average cost of power among the 23 markets is \$0.076 per kWh, or \$798,000 per year.

The average total tax payment, including sales/use tax and likely incentives, is about \$1.9 million over the life of the project.

huge sector of his business by megawatts. Allcock says PGE pays a lot of attention to other industries: “Food processing, industrial customers around metals, OHSU... We’re strong partners with Business Oregon. Any time a question comes up around power, we’re the experts.”

But they do represent a new growth area, where customers demand reliable, renewable electricity that does not go down for a millisecond. And a chance for economic development.

“It’s an infrastructure play,” says his colleague, Troy Gagliano, PGE’s Business Development Manager. “Last century, the interstate highway system, and electrification, it was a massive investment but it paid off with decades of growth.”

Allcock looks to South Korea, where blazing fast connectivity is the norm and people completely depend on it, able to pay for goods with phones and access video without lag times.

As for Portland, it has a chance if everyone collaborates.

“If we’re going to prosper as an economy, we’ve got to have this structure and it’s gotta run right. We know how to do power reliability and power quality, so let’s support this industry.”

TRIBUNE PHOTOS: JAIME VALDEZ

ViaWest

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Web: viawest.com

book for the next generation of technology. We’re thinking of Oregon as a digital hub, a gateway going into other parts of the world.” 7x24 Exchange is also trying to fit into Business Oregon’s plans, the state’s economic development strategy around public private partnerships.

“So it’s not just a case of people coming to take our power and use our infrastructure.”

In a boardroom at PGE downtown (where some of the 800 staff reside next to Business Oregon) Charlie Allcock, the Director, Business Development at Portland General Electric, also waves his phone around to make the point, that connectivity is now like a utility.

However, data centers are not a

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State budget and business *Local business leaders hear what they can expect in the next legislative session*

By **JIM REDDEN**
The Tribune

The 2015 Oregon Legislature will be the most partisan in recent years, with the larger Democratic majority pushing a progressive agenda that includes raising the minimum wage and requiring businesses to provide paid sick leave to their employees.

At the same time, legislators from both parties will need to work together to achieve priorities that are not included in Gov. John Kitzhaber's proposed budget, such as more money for higher education and more funding for transportation infrastructure projects.

Those were some of the predictions from a panel of state legislators that spoke before the Portland Business Alliance at its monthly breakfast forum in downtown Portland on Wednesday, Dec. 17. They included Sen. Betsy Johnson (D-16), Sen. Chuck Thomsen (R-26), Rep. John Davis (R-26), and Rep. Tobias Read (D-27).

"The challenge for Democrats will be remembering they represent the entire state and not just the progres-

sive, liberal parts," said Johnson, who voted with Republicans to block some Democratic priorities in the past when they only had 16 out of 30 votes in the Senate.

Democrats increased their majority in the Senate by two votes at the November General Election. They will hold an 18-to-12 edge during the next session. That is the two-thirds "super majority" needed to increase taxes without a single Republican vote. Democrats also gained one vote in the House, where they will have a 35-to-25 vote margin.

Johnson said she feared Democrats will pass bills to increase employee pay and benefits without understanding they might hurt small business owners who operate on limited margins.

"Big employers are in the best position to absorb cost increases, but most businesses in Oregon are small. The state's economic development policy is to grow existing small businesses, and I'm not sure everyone understands what the impact could be on their employees," said Johnson.

Read agreed Democrats will push their agenda, but said much of it will center around how to spend the addi-

tional \$1.5 billion to \$2 billion the state is expected to have because the economy is improving and income taxes are increasing.

"Once we determine how much money it will take to maintain existing services, we'll see how much can be invested in the future," said Read.

All four of the panelists said at least of the additional money should go to higher education, including the state's universities and community colleges. Davis said Kitzhaber's proposed budget mostly increased spending in grades one to three, but that the higher education budget had been repeatedly cut during the Great Recession and needs to be restored. The others agreed, saying preparing students for the more demanding jobs of the future, which require technology skills, is a top priority.

"Manufacturers need workers who know how to run computers," said Johnson.

"I haven't even opened my copy of the governor's budget," said Thomsen, explaining that the Legislature will adopt its own version before the July 4 deadline for adjourning.

All of the panelists also agreed that the Legislature will likely take the lead on crafting and passing a transportation infrastructure funding package during the session. They noted that Kitzhaber recently appointed a Transportation Vision Panel that will submit a report on the state's longterm transportation needs. Davis says that suggests Kitzhaber wants to put off decisions about additional transportation funding until the 2016 or 2017 sessions, which is too far away.

"With the improving economy, population growth and the lack of investments in capacity over the past 15 years, the transportation system in the Portland area has reached its limits. We have enough money to maintain it, maybe, but 2015 is the time to act

to increase capacity," said Davis. Funding ideas discussed by the panel included increasing the state gas tax and tapping private funds being raised by the West Coast Infrastructure Exchange created last session for private-public partnership projects.

The panelists joked about how they expect new House-Senate committee that was recently appointed to study legalized marijuana will be a disproportionate amount of the media attention. Johnson referred to it several times as "the joint" committee. Chaired by Rep. Ann Lininger and Sen. Ginny Burdick, it will oversee implementing Ballot Measure 91, which was approved by voters in November.

Some legislators have already said they want retractions on marijuana-infused edibles that might be mistaken for candy or brownies by children. Although the measure prevents marijuana stores from locating near schools, Johnson said places additional restrictions need to be considered for other places where children congregate — like day care centers.

"The challenge for Democrats will be remembering they represent the entire state and not just the progressive, liberal parts."

— Sen. Betsy Johnson (D-16)



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THEY'VE GOT BEER AMBITIONS

PAMPLIN MEDIA GROUP PHOTOS: JOSH KULLA

Wilsonville's Neighbor Dudes Tap House is an airy location with plenty of natural light.

WILSONVILLE'S LATEST TAP HOUSE ALSO PLANS TO OPEN A BREWERY SOON

Oregon's craft brewing industry is booming. And things aren't slowing down.

Last month in Wilsonville, for instance, Neighbor Dudes Tap House had its grand opening.

Featuring 31 craft beers on tap, along with kombucha and other specialties, Neighbor Dudes, located just west of the Old Town neighborhood, is a place designed by, and for, beer lovers.

"It was just a group of guys getting together, businessmen and women, good friends," said Chris Irving, a Silverton resident who partnered with a trio of Hermiston-area farmers and investors to open the first Neighbor Dudes in that city a little over 18



Neighbor Dudes Tap House General Manager Chris Irving is surrounded by beer in the walk-in keg room at Wilsonville's newest drinking establishment. Neighbor Dudes offers 31 micro beers on tap at its west Wilsonville location.

months ago.

"It's about coming up with an idea and finding a niche to fill," Irving said, "and having something that they're passionate about, which is both beer and the micro brewing world."

The new company is ambitious — Wilsonville is its third tap house following a second location in Silverton that opened earlier this year. It also runs the Ordnance Brewery in Boardman, which was opened earlier this year somewhat ahead of schedule.

It's a bold series of business decisions that Irving and other investors

think will pay off big in the long run. This includes the reversal of an earlier decision to site a tap house in Sellwood. The company instead chose Wilsonville as a more centralized location for the south metro area.

"Initially it (Hermiston) was intended to be just the tap house, with that seed in the back of the head of following up with having a brewery someday," Irving said. "Like any business, you have to think about the foundation you're trying to create and put together pieces that create opportunity. Yes, the micro world is hot right now and has been for a long time. It's competitive, which in many

Neighbor Dudes Taphouse

Web: neighbordudes.com

Location: 9740 S.W. Wilsonville Road, suite. 200

Hours: Monday through Thursday, 4-9 p.m.; Fri-Sat, noon-10 p.m.; Sunday, noon-6 p.m.

ways helps you define how aggressive you want to be and how much you want to put toward the quality of the most important aspect of your business — the beer."

Beer is king at Neighbor Dudes, and consists of a constantly rotating selection of (mostly) Pacific Coast beers and ales, including several from Ordnance Brewing. The selections are kept up to date at neighbordudes.com and currently include selections from Oregon favorites such as Terminal Gravity or Pelican Brewing along with even smaller breweries such as Two Kilts from Sherwood or Barley Brown's from Baker City.

The popular India Pale Ale is predominant in the selection list, as one might expect, with a wide selection of

porters, stouts, amber and wheat ales also on tap.

In Wilsonville, the addition of a brewery will not be a mystery — it is already in the works, pending completion of the state licensing process. It would be the city's second brewery, the other being the McMenamain's brewery in the basement of its Old Church pub in Old Town. It also would be Wilsonville's second tap house in recent years, following in the footsteps of The Beer Station on Main Street.

But it all goes back to the market, which remains red-hot and rolling. For Neighbor Dudes, there is more than enough space for everyone. Whether you're a brewer or just a beer lover, you are welcome.

"We want to offer a selection of beers that people can't get off the shelf at the grocery store," Irving said, "because we think there's a true appreciation for that. Our intent is to try and set ourselves apart from the more common offerings and couple that with a community feel location, where people can come and relax and visit and hang out."

Tye and Joan Steinbach celebrate 20 years of **THINKER TOYS**



Tye and Joan Steinbach, owners of Thinker Toys, which turns 20 this month.

PAMPLIN MEDIA GROUP PHOTOS: DREW DAKESSIAN

Store keeps on ticking

If you're a kid, have a kid, or even are simply a kid at heart in Southwest Portland, chances are you've set foot in Thinker Toys toy store at some point in the last two decades.

The Multnomah Village mainstay turns the big 2-0 this month, and its owners, Tye and Joan Steinbach, are celebrating accordingly.

BY DREW DAKESSIAN

The Steinbachs, then science teachers at Oregon Episcopal School,

opened Thinker Toys in November 1994 for a perhaps unsurprising reason: their children.

"We were young parents, and we would always take our kids, Ellie and Kyle ... through the village and do a circle up through Gabriel Park and then home, and I would say, 'There need to be more things for kids,'" Joan Steinbach recalls. "There was Annie Bloom's, and that was basically it, so I said, 'Then there should be a toy store in the village,' and Tye said, 'We can't do a toy store; we're teachers.' And I said, 'Well, we're teachers, and we're young parents, and we know children, and I think we could.'"

Joan Steinbach took a one-day business class at PCC, where she learned to write a business plan.

"It was instrumental in helping us make this, I think, successful," she says. "It had us think about things that we never would have."

Fast-forward 20 years, and Thinker Toys is a cornerstone of the Multnomah Village retail community, with merchandise ranging in price from a 25-cent sticker to a



Sarah Packard, 3, reads a book about face painting at Thinker Toys.

\$200 Playmobil castle.

"We like to have things that people want — not because the TV or the media has told them they want it, but because of the intrinsic experience of that (toy)," Joan Steinbach says.

What people want, however, has changed over the years.

"There has been a shift toward technology built in to the toys," Tye Steinbach explains. "There's

more battery-operated stuff. When we started there were just a few things; now, we have to actually sell batteries, whether it's (for) a remote-control thing, a robot or a science kit."

And, he adds, the location and size of the store has changed as well.

"It's 10 times as big as it was," going from a 300-square-foot space where Peggy Sundays is now, to its

current location up the street on Southwest Capitol Highway between 34th and 35th avenues.

The Steinbachs noted that Multnomah Village has expanded and shifted as well. The retail district now extends much farther down Capitol Highway, and, they say, there has been a trend of new restaurants and salons setting up shop there.

As they approach their store's

platinum anniversary, the Steinbachs are asked what their hope is for Thinker Toys' next 20 years.

While they admit that they don't know for sure what the future will bring, Joan Steinbach says, "And we have no plans, at this point, of doing anything but run this shop."

Her husband adds: "It's been an integral part of this community for 20 years, and I would like to see it continue."

COFFEE CULTURE

HOW PORTLAND'S BEST SHOPS STAY AHEAD OF THE COFFEE CURVE



© CONTRIBUTED PHOTO

Coava Coffee takes great pride in their quality product — from the bean to how it is served to their customers.

Portland's 876 coffee shops rank it the third most caffeinated city in America.

And, according to a survey done by Redfin and Foursquare, it's the second-best city in the states for coffee snobs. Perhaps it's no wonder, since the beverage has a long and

storied history in Stumptown.

**BY SARAH
NIPPER**

Today, the city of roses is a teeming hub of coffee creatives — and for what most started out as garage experiments, entrepreneurial firsts and labors of love, is now a supreme batch of high-end, high-quality coffee shops leading the way in what's become known as third-wave coffee,

a movement of sorts, focused on transparency, impeccable sourcing, skilled and micro roasting, and immaculate presentation.

Of the \$30 - \$32 billion dollar retail value of the US coffee market, specialty coffee comprises a 37 percent volume share but nearly a 50 percent value share, and according to the National Coffee Association, consumption of the product is up 3 percent this year over last. A greater demand is always good for suppliers, but with major chains playing up gimmick after gimmick (such as Starbucks' "coffee for life" giveaway or the rollout of their mobile order and pay service, which is already available here in Portland), how do our independently owned shops compete? Even more, with the mar-

ket getting more and more saturated as additional people take to the trade — Portland has more than 40 roasters now — how are our shops not only holding their own but continually making a name for themselves here in Oregon and across the globe?

Just like a good cup of coffee, there are several factors involved.

"[It] isn't just one thing. It's having a great team to work with; it's having the same vision for growth, and it's focusing on always being consistent with everything we do," says Rebekah Yli-Luoma, who runs Heart Roasters with her husband, Finland native Wille Yli-Luoma. Heart Roasters was just named the best coffee shop in Oregon by Business Insider. When asked what their most suc-



© CONTRIBUTED PHOTO

Matt Higgins of Coava Coffee and one of the coffee farmers his company does business with.

cessful business move has been, the owners play coy, and rightfully so, but their insane attention to detail and quality, like making their own ice cream in house (sans dairy, refined sugar and artificial flavors) for their seasonal offering of affogato, the classic Italian combo of coconut ice cream with a shot of poured espresso, certainly can't hurt.

One thing these shops all share is an intrepid entrepreneurial spirit. In 2009, when Water Avenue's father-son duo Bruce and Matt Milletto (who have been educating coffee startups for more than 25 years through Bellissimo Coffee Advisors and American Barista and Coffee School) decided to put their collective knowledge into practice, the economy was still recovering.

"[When] we came into business the economy was down. Green coffee was at an all time high. Ironically, even in the worst of economic times there are a lot of advantages to breaking the mold and creating a new business," says Milletto, who credits negotiating a great lease and reinvesting back into the business the first years with their ability to build a very sustainable business and quick growth. Their efforts (which he admits includes improved access to their industrial district location thanks to the streetcar) have paid off, with the retail side of business being about three to four times that of their initial projections.

Adam McGovern, who opened Sterling in 2010, had his own set of challenges to contend with. Although he had about six years under his belt after taking over Coffee-house NW, he says Sterling still had to distinguish itself in a few different ways.

"We started the company for less than Heart spent on their roasters. I can't overemphasize how unlikely it was that [our] place survived at all. But we had this great opportunity to basically go all out with the design," which they did very stylishly in the 50-foot tin shed next to their current location on 21st Avenue, including having baristas dress up and wear ties, tweed vests and newsboy caps. McGovern also credits their hiring practice.

"I think you'll find especially if you talk to people who come in here, it's the community that's sprung up around us," he says, that has made the biggest impact on the shop.

Superb green coffee has made an impact too. The third-wavers dedicate much time and attention to their sourcing, traveling to origin (coffee farms) throughout the year and working alongside the farmers. Milletto describes it as a two-way education.

"They educate us, but we,



Stumptown Coffee Roasters has five locations in Portland, two in Seattle, two in New York, and one in Los Angeles.

© NTRIBUTED PHOTO

through tasting and cupping, [educate them]." Coava, who has partnered with Friends of Family Farmers, an Oregon-based non-profit that advocates for the success of local farms, only serves single origin coffee. A unique tasting experience for customers, and as Jon Felix-Lund, the Director of Operations explains, "It's our way of showcasing the work of the coffee producers we partner with."

Access to such amazing coffee wasn't always the case. McGovern attributes improved access in Portland to one of its pioneer coffee roasters — Stumptown. He references a conversation he had with Aleco Chigounis, the previous green buyer for Stumptown, who said, "The single greatest thing that Stumptown did to improve quality coffee was just to get prices to the pickers so they could justify picking only ripe coffee cherries." Says McGovern, "It's the most obvious and simple improvement, but it feeds back into itself because every year a higher quality crop is produced."

Stumptown is the only company in the lineup with locations outside of Oregon. Even then, with nine coffee shops between Portland, Seattle, New York and Los Angeles, they remain focused on the fact that they're an Oregon-based company. Matt Lounsbury, Stumptown's Director of Operations, stresses they've been incredibly selective about any location



Matt Milletto, along with his father Bruce, had been educating coffee startups for more than two decades before they decided to put their knowledge to work by starting Water Avenue Coffee.

© NTRIBUTED PHOTO

they've added. And Portland's residents are a huge part of why they and their coffee cohorts are so adamant about maintaining their Oregon roots.

"It's not surprising that coffee is such a lifeblood of this city," gushes Milletto. "We have, I think, the best beverage culture in the U.S. and we have an amazing demographic of small independent business owners that like to support local." Felix-Lund agrees that "[Portland has] one of the best educated customers and highest appetites for incredible coffee in the country."

This local business model affords a unique approach to marketing. Water Avenue, for example, has never had a sales or marketing person,

despite the coffee bar's national and international reputation. They only take on exclusive wholesale accounts in and around Portland and as Milletto admits, "while not the conventional growth model for most businesses, the structure [Bruce and I created] has allowed us to focus on and take care of our customers here in Portland," which includes extensive training and continuous education.

How do these folks view the specialty coffee culture as a whole? There's a consensus that the growing attention on the trade and the expanding access to it has made staying competitive difficult. But in true entrepreneurial form, the challenge is welcomed. As Yli-Luoma ex-

Java joints

Coava Coffee

Web: coavacoffee.com

Locations: Two in Portland

Heart Roasters

Web: heartroasters.com

Locations: Two in Portland

Sterling Coffee Roasters

Web: sterling.coffee

Locations: Two in Portland

Stumptown Coffee Roasters

Web: stumptowncoffee.com

Locations: Five in Portland, two in Seattle, two in New York and one in Los Angeles

Water Avenue Coffee

Web: wateravenuecoffee.com

Locations: One in Portland

plains, "The coffee industry [is] growing. Everyone is roasting and or trying to get into roasting. This keeps us in check." Lounsbury echoes her sentiment, saying, "When [Stumptown] started, we were sort of niche and as demand has grown we have had to make sure we continue to have a maximum eye on quality."

That attention to quality is something Portland's coffee community works together on to maintain. A little friendly competition doesn't hurt either:

"We all acknowledge that we need to do a good job to represent the city," encourages Milletto, and part of that is understanding that "we all benefit from the hard work and passion that people all over this city put into their products," says Felix-Lund.

One way Oregon plans to stay ahead of the coffee curve is through the newly established Oregon Coffee Board, which Lounsbury cites as "the next step for Oregon," and a way to "organize folks and give back to the businesses who started it all." The Board, the first of its kind in the U.S. provides guidance and leadership to members with a mission to elevate standards for the betterment of the craft. But with great power comes great responsibility. There's an understood obligation to remain humble while in the limelight. The coffee industry of the future, according to McGovern needs "the sort of people who are attracted to doing a good job for its own sake, not because [the job] is 'cool.'" And when that future arrives, Milletto insists, "we need to not rest on our laurels at all. We need to be the creative ones to continue to push the envelope." So far, so good, Portland.

LEATHER

Specialists

Tandy Leather caters to thriving crafts market

As manager of the new Tandy Leather retail outlet in Beaverton, Tana Flanigan is amused when someone tries to remind her that leather working is a “dying art.”

“They’ll say, ‘Oh, you’re in leather,’” she said, adopting a tone that mixes sympathy and condescension. “I have to say, ‘No, it’s not a dying art. How did

BY SHANNON O. WELLS

you fasten your pants? Have you looked at the seats in your car?”

If anything, Flanigan, who’s worked at Tandy’s Northeast Portland location for three years, believes leather made a resurgence during the Great Recession and its aftermath. More people got into leather crafting as a way to earn a living, while also saving money and maintaining basic laws of supply and demand.

“A lot of those (crafters) found out they had to turn their hobby into keeping a roof over their head,” she said. “They’re not working for ‘The Man’ anymore. A lot of people in that time period became our regular customers, and our business is thriving.”

The Fort Worth, Texas-based Tandy Leather, which distributes leather and leather-making products through its 29 factory stores and 80 retail stores in 37 states, opened a Beaverton store at 10195 S.W. Beaverton-Hillsdale Highway, just east of the Amish Traditions Furniture store, on Nov. 17. The company’s broad product line focuses on leather, leather-working tools, buckles and belt adornments, dyes and finishes, saddle and tack hardware, and do-it-yourself kits for items ranging from wallets and satchels to gun holsters and saddles.

“There is no ‘typical customer,’” Flanigan noted, mentioning that a purse maker and a woman who makes armor, holsters and uni-



Tana Flanigan, manager of the new Tandy Leather retail outlet on Beaverton-Hillsdale Highway, enjoys helping customers develop their leather crafting projects.

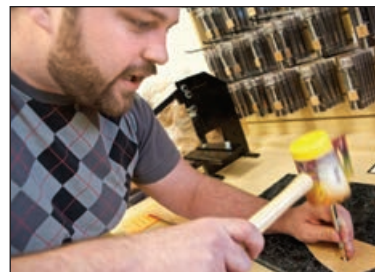
forms for Society for Creative Anachronism events had been in that morning. “You just never know who’s going to come in. You can guess when you see what kind of car is coming. When it’s a big motor home, it’s almost always related to furniture.”

Classes and workshops will be available at the Beaverton store beginning in January.

“We’ll have them at least twice a month, and a project group once a month,” Flanigan says. “No matter what skill level you’re on, you can teach a class or take a class. We’re here to help them. You can bring in any project, and we’ll guide you in the right direction.”

Tandy, which has operated its Northeast Portland store for decades, found Central Beaverton an ideal location to serve a diverse range of urban as well as more rural-based customers between here and the Oregon coast.

“Out in this direction, past Bea-



Keith Justus, salesman at the new Tandy Leather retail store in Beaverton, demonstrates how to tamp leather on a stencil, one of many do-it-yourself crafts the store offers.

verton and the farming areas, there are a lot of people who are not necessarily cowboys, but do need leather strapping, buckles, conceal-and-carry (gun) holsters,” Flanigan said. “We have a lot of people who build their own and make their own. Oregon as a whole is kind of one of those states anyways. We’re kind of a make-your-own, build-

your-own-from-your-imagination state.”

The popularity of repurposing aging or out-of-date items also contributes to Tandy’s vitality in the area.

“People buy used bicycles where the seats are garbage, so they’ll make a new saddle and redo a leather bicycle seat,” Flanigan said. “They may never shop with us again, but we take pride in the uniqueness of each item.”

Beaverton resident Jaimi Davis, who’s made a living as a full-time leatherworker from her home for two years, is thrilled by Tandy’s decision to locate near where she lives.

“I’m probably going to be in there once a week,” she said, noting she’s “seen plenty” of Tandy locations in her recreational vehicle travels across the U.S. “I’m psyched for the new Beaverton store. The layout is beautiful. I love the bins and the organization of it, and it doesn’t hurt

Details

What: Tandy Leather retail store, offering a range of leather and leather-crafting products, kits, accessories, classes and workshops

Where: 10195 S.W. Beaverton-Hillsdale Highway

Hours: Monday-Friday 9 a.m. to 6 p.m.; Saturday 9 a.m. to 4 p.m.; closed Sunday

Website: tandyleatherfactory.com
Call: 503-605-0165

that it’s only two miles from my house.”

Flanigan’s knowledge and vivaciousness, she noted, makes the visits even better.

“Whether I go in to get one thing, two things or no things, she always gets me to buy more,” Davis said. “We can spend a good hour just sitting around and chatting. She’s an awesome people person and a great salesman.”

Davis, who is active in the Society for Creative Anachronism and Live Action Role Playing organizations, regularly seeks from Tandy the raw materials to make pouches, belts, shoulder armor, gun holsters, leather plate armor and other accessories.

“I think everybody should become a leather worker,” Davis said. “It’s so easy, and it’s such a great craft. Everyone can make a belt, and everyone can make a wallet. And you can get everything you need at Tandy, which is why I love it.”

While it may be difficult to convince some that a craft as timeless as leather working can thrive in an age of smartphones and tweeting, Flanigan is confident there are plenty of people out there who want to do more with their digits than tap on a screen.

“The number of do-it-yourself craftspeople is growing, which is wonderful,” she said. “It’s not just a business, but a state of mind. It makes you feel empowered that you can do something on your own.”

TIMES PHOTOS: JAIME VALDEZ

REACHING OUT

Three Lake Oswego friends are now in the SEO business in San Francisco

By **CLIFF NEWELL**
Pamplin Media Group

The digital marketing scene — pay-per-click management, search engine optimization, call tracking, social media management, to name a few services — is incredibly competitive in San Francisco.

But the city has never seen a company quite like Digital Reach Agency LLC.

That is because it features three friends from Lake Oswego — Ben Childs, founder and president of the company, and Andrew Seidman and Zach Mandelblatt, all 2005 graduates of Lake Oswego High School, former tee ball teammates, and buddies since their days at Oak Creek Elementary School.

If that doesn't give enough of a Lake Oswego slant to their company, Childs has hired a number of other former LOHS grads. The company is not called Laker Digital

Reach Agency, but it could have been.

Such a company cannot be said to have been a longtime dream of the three pals, because it came as a total surprise to all of them. This saga began as a Kerouac-ian auto journey across the entire U.S.A. only a year ago as three brilliant young men were still struggling to find the key to success. What better way to talk about good times past, bad times present, and in this case hatch an idea for the future.

"In 2013 we were on a road trip from Washington, D.C., to San Francisco," Seidman said. "On the way we made a plan to form a company and see where the ride would take us."

"Zach got cut from his baseball team and was visiting a buddy in D.C.," Childs said. "Andrew and I flew out to help him drive his car cross country because, hey, why not? Needless to say we didn't have a lot of things going on in those

days." True. Mandelblatt getting dropped by his professional baseball team, the Joliet Slammers, was no reason to celebrate. Childs had graduated from Santa Clara University with an English degree in 2009, which he called the worst possible year to get such a degree. Subsequently, he bombed out in three "futureless" jobs. Seidman seemed to be doing the best. He had written a book on poker.

Digital Reach had actually been started by Childs in 2011. He has no warm memories of that time.

"I started the company in my room," he said. "I threw up a terrible site and called my brains out to get my first client."

Plus, his first attempt to attract Seidman as a partner did not work



CHILDS



MANDELBLATT



SEIDMAN

out. "What's funny is that I asked Andrew if I could borrow \$330 to get all my business licenses," Childs said. "But I refused to write a business plan to show him how I'd make use of it, so he passed."

But the journey two years later changed everything.

Seidman said, "We were road tripping the car, we had a lot of conversations about what a company might look like, who would do what, etc. A few months later, the first iterations started happening, and about eight months later we officially formed our partnership."

"Andrew and Zach started pitching me to get involved," Childs said. "My thought was that they're both geniuses and we're pretty good friends, so what's the worst that could happen?"

On that note, Digital Reach was in business, and so far the partners are cutting it in the big city. Customers like their policy of no tricks, hard work, month-to-month plans, and always keeping in mind that a contract can be cancelled at any time. This has allowed them to extensively expand their infrastructure.

"In many ways Digital Reach typifies the San Francisco startup culture," Seidman said. "All of their employees are under 30, work 100 percent online, and throw tech jar-

wagon around casually. But, while they've had great success so far, the road ahead is long and competitive."

"There are digital marketing companies under every rock these days," Childs said. "We just try to be honest, accountable and work hard. If we're just good guys and put in the work, we'll get there."

But the X factor in Digital Reach reaching success might be the seeds for the friendships planted many years ago.

"Being able to speak clearly and connect with your partners in a meaningful way has allowed us to overcome some hurdles that other companies might have struggled with," Seidman said. "There's a lot of mutual trust and strong communication, and I think it's represented in the high quality of work we've been able to produce."

But what about the future? Can the friendship hold up in the furnace of capitalistic competition in one of America's most happening cities?

Childs, a man of dry and sharp wit, wryly made the suggestion that a decade from now the three friends might only be speaking through their lawyers because of pending litigation.

Childs said, "We'll all look back and laugh at how simple it all seemed."

"But for now it's pretty sweet."

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TOWER OF POWER STRIPS

Consumer electronics review publisher expands man cave in staid bank tower

If your big dilemma this holiday season is whether to plunk down a grand on a 4K or Ultra-HD television, Portland-based Digital Trends wants to talk to you.

The company is a kind of hipper Consumer Reports, burning through gear and gadgets as fast as the consumer electronic industry can churn them out.

And in an age when your friends bring back better stuff from street vendors in Shanghai or Seoul than you can find here, that's handy.

Digital Trends began life in 2006 above a Lake Oswego furniture store. The founders, Ian Bell and Dan Gaul, used the furniture spreads as sets for their video reviews of gadgets. Today, things are a bit more upmarket. The firm has half a floor in Big Pink. Last month, it unveiled DT Home, a 6000-square-foot facility including a giant test kitchen and a laundry area. Staff can test a washer and dryer and get their wash done at the same time. The landlord agreed to run a natural gas line in so they could test stoves. Only Portland City Grill, atop the tower, has that privilege.

Most of the staff works in relative silence at their screens on long tables. One small room doubles as a video studio for the daily video podcast and a photo studio. There, they take professional pictures of any gear that comes in: speakers, phones, laptops, blenders, grills... whatever modern manufacturers want to throw at the young male demographic.

You might turn to CNET, Engadget, Gizmodo or brand names like Walter Mossberg or David Pogue to



TRIBUNE PHOTOS: JOSEPH GALLIVAN

Dude, bro: Consumer electronics reviewing site Digital Trends Marketing boss Glenn Chinn and founder, CEO and Publisher Ian Bell, have built out a fun but practical space for their growing staff inside the tech-friendly US Bank Tower.



America's test kitchen: The Digital Trends mega kitchen doubles as a testing and party space. Here staff celebrate the 2014 holidays.

follow consumer tech news, but Digital Trends has its own voice.

"We're not snarky, we don't make you feel stupid — we welcome all levels of experience," says Glenn Chin, Chief Marketing Officer. Digital trends now reaches 20 million unique visitors and four million mobile users each month.

The same ethos applies in the office. With the staff doubling in the last two years, it makes sense for the staff to make an effort to be welcoming.

"I love it when someone gets a

new gadget and they're like 'Wow! Come here and look at this!' It's about sharing enthusiasm, not always competing," said Bell, the CEO and Publisher.

The TV room is like a minimal man cave, with a large couch and curved OLED TVs hooked up to high-end speakers. Out on the shopfloor, as it were, at his desk, Matt Smith, the Computing Editor, was reviewing tiny stick PCs (no screen, speakers or keyboard, just ports) such as the CTL Compute Stick. He was running the diagnostic software PCMark, while switch-



It's a keeper: Dan Gaul, Digital Trends Co-Founder and CTO, takes the Razer electric dirt bike around the office.

the mood can be quite studious: for the staff of 20 it's all heads down, noise cancellers on, tapping away at screens. Reviewing, doing social media or SEO, the Nerf guns lie silent, the keg is still.

There is, however, a mini electric dirt bike with which to whip from one corner of the floor plate to another.

Digital Trends has another 15 people in its New York office, and small satellite offices in San Francisco and Chicago, but Portland is home.

"We have great access to talent here," says Bell. "We get lots of University of Oregon students, and PSU and UP... We put them through boot camp and they're soon at work." He adds that part of boot camp is breaking them out of the print mold, where they have a week to write something, and getting them to target two or three web posts a day.

Digital Trends was one of the first tech firms courted by Big Pink's landlord, Unico Properties.

"Back then it was a lot of law firms," says Chin. "You could always tell who was getting off the elevator where. We were like the ruckus floor."

He cites fellow tech tenants WebTrends, Ensequence, SurveyMonkey, Giftango, and straight out of Hillsboro, Lattice Semiconductor.

Also, Digital Trends' demographic is changing.

"We're getting more women reading us as tech becomes more everyday. Women use smart phones differently from men," says Bell. "I'm always asking my wife how she does things."

About that 4K TV, which was touted at the January 2014 Consumer Electronics show as the wave of the near future, the available content is still limited to what you can play off a hard drive. Cable and satellite are bottlenecks for the massive files, and no one is prepared to make a move until there is a critical mass of 4K TV set owners.

Quantum dots, the latest technology to make LED TVs brighter and more colorful, is actually pretty complicated. If you want to stand around at Superbowl time talking about quantum dots, Digital Trends is a pretty good place to read an explainer.

Digital Trends

Where: 111 SW 5th Ave, Suite 1000
Portland, OR 97204
Phone: 503-342-2890
Web: digitaltrends.com
Twitter: @digitaltrends
Facebook: digitaltrendsftw

ing back and forth with an Acer Aspire Revo. He also has a laptop with a built in Onkyo sound system.

"It actually doesn't sound very good. Wah-wah!"

For Digital Trends, they still target the single male.

"Covering products for us isn't just about the specs and features, it's how do you use it as an everyday person. If our guy is 25-to-44 years-old, college educated, makes 100k, what's he like, how does he like to live? It's 'This phone lets you stream the NFL games on Verizon without being choppy...'"

So, what do people want this Christmas? "The usual things really: big TV, new phone, gaming machine, computer."

On a regular Tuesday afternoon,

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YOUR BUSINESS



PHOTO COURTESY: DIGITAL ONE

Digital One recently earned a Rosey Award for their Chrome Industries spot titled "massan Barrage Cargo" which featured scenic pictures of Portland including the St. Johns Bridge.

Digital One receives double honors at Rosey Awards

Digital One has been honored by the Portland Advertising Federation (PAF) with two Rosey Awards in the audio category for web videos produced for MasterCraft and Chrome Industries.

The two award-winning web films follow on the coat tails of an impressive year for Digital One. After receiving an AICP Award from the Association of Independent Commercial Producers, a permanent home in the Museum of Modern Art's archives, and a place on the CLIO Awards shortlist, MasterCraft's "Mission 04: History Is History" can now add Rosey Award to its running list of accolades.



SLOAN

Produced by Nemo Design, shot, edited, and directed by Bump Films, and sound design crafted by Digital One audio engineer Chip Sloan. Perhaps the most unique aspect of the web film is not the sound design per se, but the absence of music throughout. Sloan began working with the agency creative team in pre-production, to determine how best to capture location audio and accentuate the signature MasterCraft roar.

The second Rosey Award was bestowed upon "Massan Barrage Cargo", a three-minute web film directed and produced by Kamp

Grizzly for the San Francisco-based bike outfitter Chrome Industries. For this endeavor, Sloan began with a blank canvas, as there was no original location audio captured during the shoot. First and foremost a problem solver and cycle enthusiast, Sloan hit the streets on his fixed gear bicycle to record all-original and authentic foley to accompany the fearless protagonist, San Francisco fixed gear icon Massan Fluker. Glimpses of quintessential Portland are seen throughout the piece, culminating in an epic and striking love letter to the City of Roses.

Digital One producer Amy Polansky states, "More now than ever, respect and priority is being given to quality audio that rises above the white noise of the ubiquitous web video." Furthermore, Sloan recently revealed, "The best part of these projects was that they were beautifully shot, and had solid creative briefs that allowed freedom [as a sound designer] to be unabashedly creative and just go to town." He continues, "It's an honor for such well produced and creatively jarring pieces to be recognized by the advertising community, and I'm truly thrilled to have been a part of the process."

Two doctors join the Portland Clinic

The Portland Clinic recently announced the addition of two new doctors, Dr. Laura Chan to the Clinical Pharmacy Department and Dr. Ryan Gorger to the Optometry Department.

Dr. Chan, PharmD, MPH can be

Portlanders hit the stores for 2014

Downtown brick and mortars doing well, according to headcount

Portland pedestrian count

cleanandsafepdx.com/research/pedestrian-counts.html

By JOSEPH GALLIVAN
The Tribune

Portlanders hit the streets in the quest for holiday gifts this fall, according to the Portland Business Alliance.

Lisa Frisch, retail program director at the Portland Business Alliance, said "Retailers are seeing an increase shoppers downtown, as shown in the recently conducted pedestrian counts. And, our downtown events on Black Friday, including the Macy's Parade and Pioneer Courthouse Square tree lighting, drove traffic to local retailers, with several reporting doubling sales over 2013. Thirty new retailers and restaurants opened this year."

The Clean & Safe District conducted its bi-annual pedestrian counts on Thursday, Friday and Saturday December 11 to 13, as a way of measuring shopping activity.

Overall traffic has increased 11 percent on the 11 corners where counting took place.

At SW Fifth & Morrison counts were up 23 percent from last year. The total traffic over Dec. 11, 12 and 13 was 40,187 — up from 32,696 last year.

At SW Fourth & Yamhill counts were up 101 percent from last year, mainly because this is the corner of the new Apple Store, which is under construction during the pedestrian counts at this time last year. The total traffic over Dec. 11, 12, and 13 was 15,065 — up from 7,482 last year.

Shoppers at the second annual CraftyWonderland Supercolossal Holiday Sale weekend event at the Oregon Convention Center broke records. 11,000 attended on Saturday, up from 9,000 last year. Shoppers walked the aisles filled with clothing, jewelry, trinkets, curios, grooming products and paper crafts. The event is a cross between Saturday market and the website Etsy. The sale attracts the soap and Sasquatch crowd, looking for what is unique and hand-made in the Portland area.

Nationally the retail picture was looking up. The Markets rallied recently after the Commerce Department said retail sales rose by 0.7 percent in November.

Many brick and mortar retailers do not break even, or get in the black, until after Black Friday, and many do not until the final week before Christmas.

found in the Clinical Pharmacy Department at the Downtown location. She is in charge of coordinating care between providers, ensuring patients understand what they are taking and for what reason, comprehensively reviewing medications for interactions and side effects, and ensuring that the patient is taking the most cost-ef-



CHAN

fective medication. She is specially passionate about working with the Spanish-speaking population to help eliminate disparities. When she's not competitively swimming, Dr. Chan likes to spend time in the kitchen or with her daughter.

Dr. Ryan Gorger, O.D., born and raised in Portland is joining the Optometry Department at the



GORGER

Downtown, Beaverton and South locations come late January. He will provide visual exams for glasses and contacts, in addition to diagnosing and treating ocular pathologies, which includes eye infections (red eyes), dry eye, glaucoma, macular degeneration, diabetic retinal evaluations, co-management of cataracts and LASIK. In his free time, Dr. Gorger likes to stay active by going to the gym, walking, biking, or hiking the beautiful Pacific Northwest.

SCORE relocates office in downtown Portland

SCORE (Counselors to America's Small Business) will relocate the office to 620 S.W. Main St., Suite 313 in the historic Gus Solomon Courthouse Building.

"Fortunately, we were able to move our existing communication information with us," said Marilyn Scott, Chapter Chair "therefore there is no change in our phone, email and web site contacts."

The new space includes the Business Resource Center with four computers containing software for client use in developing business plans and marketing research, approximately 70 Business Briefs handouts concentrated on a specific business situation or problem, and 250 Entrepreneur Magazine detailed Start-Up Guides.

"A major bonus from the move is a completely new WIFI-enabled training center which will allow us to conduct SCORE workshops within our office space," said Scott.

Dutch Bros. Coffee celebrates first NW Portland location

On Friday, Dec. 12, Dutch Bros. Coffee opened a new location at 2110 NW 23rd Ave, NW Portland.

Locally owned and operated by Kevin Murphy, this will be his fourth Dutch Bros. location, with other stands located in NE Portland, St. Helens, and Scappoose.

"I am so grateful to be opening my fourth store, right in my backyard," said franchisee Murphy. "I'm excited to develop relationships with the Portland community, all while serving up a memorable experience and a great cup of coffee."

The new location will be open Sunday-Thursday 5 a.m.-10 p.m. and Friday-Saturday: 5 a.m.-11 p.m. every day.

"The community is what keeps

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YOUR BUSINESS



PHOTO COURTESY: DUTCH BROS.

The first NW location of Dutch Bros. opened earlier this month at 2110 NW 23rd Ave. The franchise is owned and operated by Kevin Murphy, who owns three other Dutch Bros. locations.

my love for what I do present,” says Murphy. “This new location is an ideal spot to pour into people and create more community. I have grown up in the Portland metro area and have a true love for our city. It is where I want to raise my future family and I take a lot of pride on representing Dutch Bros in our community.”

Charming Charlie opens at Bridgeport Village

Bridgeport Village recently announced that Charming Charlie, a colorful women's accessory retailer has opened a location there.

Charming Charlie opened its first store in 2004. It now operates approximately 100 women's accessories stores in 10 states. The retailer offers shoppers the mission of “helping every woman find her fabulous”. They focus on having a unique array of accessories such as jewelry, handbags, eyewear, scarves, shoes and belts in a wide variety of colors at reasonable prices

Charming Charlie was named “Hot Retailer of 2010” by the International Council of Shopping Centers and ranked No. 656 on Inc. magazine's 2010 list of the Top 5,000 fastest-growing private companies.

“We are thrilled to welcome Charming Charlie to Bridgeport Village. We are confident that they will become a favorite stop for shoppers,” said Fred Bruning, CEO of CenterCal Properties, owner of Bridgeport Village. The store will be located between Sur LaTable and Sak's off Fifth Ave.

Oregon Employers to get unemployment insurance tax cut in 2015

In another indication of economic recovery in Oregon, Unemployment Insurance tax rates for most employers will decrease in 2015. More Oregonians are returning to work and not drawing benefits from the state's Unemployment Insurance (UI) Trust Fund. Demand for the state's benefits is lower allowing Oregon's UI Trust Fund to recover from the large amount of benefits paid during the recent economic downturn.

“It's a boon for our state that more Oregonians are finding jobs and earning wages that provide for their families,” Governor Kitzhaber said. “Oregon employers will pay less for unemployment insurance, a trend that illustrates our state's continued path to a stronger statewide economy.”

Oregon is one of the few states whose UI Trust Fund did not go bankrupt during the recent economic downturn. While employers in many states now face tax surcharges or decreased credits against their federal unemployment taxes, most Oregon employers will see lower unemployment insurance tax rates.

Falling from Tax Schedule 6 to 5, employers in Oregon will now be charged an average of 2.53 percent on the first \$35,700 paid to each employee. In 2014 employers paid 2.76 percent. With every step down in schedules, Oregon employers are saving money that can then be reinvested in their businesses and Ore-

gon's UI Trust Fund continues to recover from the large amount of benefits paid during the Great Recession.

Saxton Joins Schwabe, Williamson & Wyatt in Portland

Ron Saxton, an attorney and business executive, as well as former Oregon gubernatorial candidate, will join the Portland office of Northwest law firm Schwabe, Williamson & Wyatt's as a shareholder starting Jan. 1, 2015.

“We are proud to have Ron with us. He has a unique blend of legal, business and political experience that makes him ideal for advising senior management and boards on a wide range of corporate initiatives and strategies,” said Mark Long, managing partner at Schwabe. “He has broad experience with international business, public-private partnerships, and a multitude of other issues facing U.S. businesses, which will serve our clients well.”

Prior to joining Schwabe, Saxton served as executive vice president at global door and window manufacturer JELD-WEN for more than seven years. He also served as their global chief administrative officer, and was involved in significant business and legal activities throughout the company and the world. During that time, Saxton was on the Executive Committee of the National Association of Manufacturers as well as Chair of the Energy and Environmental Committee and their Political Action Committee.

A native Oregonian, Saxton has a long history of involvement in statewide civic and charitable activities. He currently serves on the Oregon Educational Investment Board and the Board of Directors of Oregon Public Broadcasting, he previously served on the Portland Public Schools Board. In 2010, Saxton was selected to lead Governor John Kitzhaber's primary and secondary education transition team to work on educational issues. He is the founding president of the Portland Schools Foundation, Oregon's largest public education foundation.

Classic Wines Auction doubles staff size ahead of 2015 event

The Classic Wines Auction (CWA) recently announced that the nonprofit recently hired Kate Goud-

schaal as its Communications and Event Coordinator, and Emily Nichols as its new Executive Team and Office Assistant. The addition of the two women doubles the nonprofit's staff size to four.

Kate Goudschaal has more than nine years of marketing, public relations and integrated communications experience. Most recently, Goudschaal served as the director of marketing for an all-natural gourmet snack company based in Vancouver, Wash., and as the director of marketing and communications for DoveLewis Emergency Animal Hospital in Portland. She has a Master of Education degree from the University of Arizona, where she also received a bachelor's degree in Veterinary Science from the College of Agriculture and Life Sciences.

Emily Nichols was hired as the new executive team and office assistant. Most recently, Nichols worked as research manager and lead content curator for Land of Opportunity, a web platform that explores post-crisis community rebuilding in America. Prior to that, she spent eight years as an executive assistant for a pediatrics dental office in Portland. She holds a Master of Science degree in Urban Studies from the University of New Orleans and Bachelor of Arts in History from the University of Iowa.

“I'm so thrilled to have two new outstanding, community-minded women as part of our team at CWA,” said Heather Martin, Executive Director for Classic Wines Auction. “Both Kate and Emily bring valuable skills that will help us with continued growth and success in our mission to help Portland-area children and families in need,” Martin added.

University of Portland accounting students place first against Oregon schools

Four University of Portland accounting students took first place in a KPMG Accounting Competition against Oregon schools. The students — seniors Erika Schlotfeldt and Jessie Robinson and juniors Emily Glaser and Courtney Lemon

— placed ahead of teams from University of Oregon, Oregon State University, and Portland State University. The University of Portland team will now compete in the semi-finals, which will be held in mid-January in Chicago.

“The students volunteered to represent UP at the competition that took place in the middle of finals week,” Ellen Lippman, accounting professor, said. “It is a real testament to them that they were able to do so well despite the added stress.”

For the competition, the team had 48 hours to evaluate a case before presenting a 20 minute presentation to a panel of judges. The presentation was followed by a 10 minute session of questions from the judges.

“I am so proud of the students and know that they will represent UP well in Chicago,” Lippman said. “The case was much more than just determining an accounting solution. The students relied on knowledge learned throughout the Pamplin School of Business curriculum to analyze and present their analysis.”

Portland Metropolitan Association of Realtors names Busher the 2014 Realtor of the Year

The Portland Metropolitan Association of Realtors (PMAR) named Deli Busher, a principal broker with Oregon Realty Company, the 2014 Realtor of the Year at their Dec. 11, membership event. The PMAR Realtor of the Year award is the highest honor bestowed by PMAR, and recognizes service to the Realtor association, community involvement, and business accomplishments over the recipient's career.

Busher's service to the Realtor Association is extensive. She currently serves as a Local Director, long-time state director, and Chairman of the Governmental Affairs Committee. Her previous service includes Chairman of the Professional Standards Committee, PMAR PAC Trustee, Legislative Advocacy Committee, RMLS Hearings Panel, and 2012 President of the East Metro Association of Realtors. In 2005, Deli received the PMAR Realtor Active in Politics Award in recognition of the countless hours of time spent attending city council meetings to advocate for Realtor issues.

Busher is an integral part of Oregon Realty Company and has worked in all aspects of managing and running the organization. She is sought out not only by the agents at her company but by many others for her knowledge of the real estate profession.



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