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A sweet stop

Fulfill your cravings at BJ Willy's *See Page 3*

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4 Equip yourself with a new smartphone for going back to school.



5 Protect your tresses and skin this summer at Gigi's in Central Village.



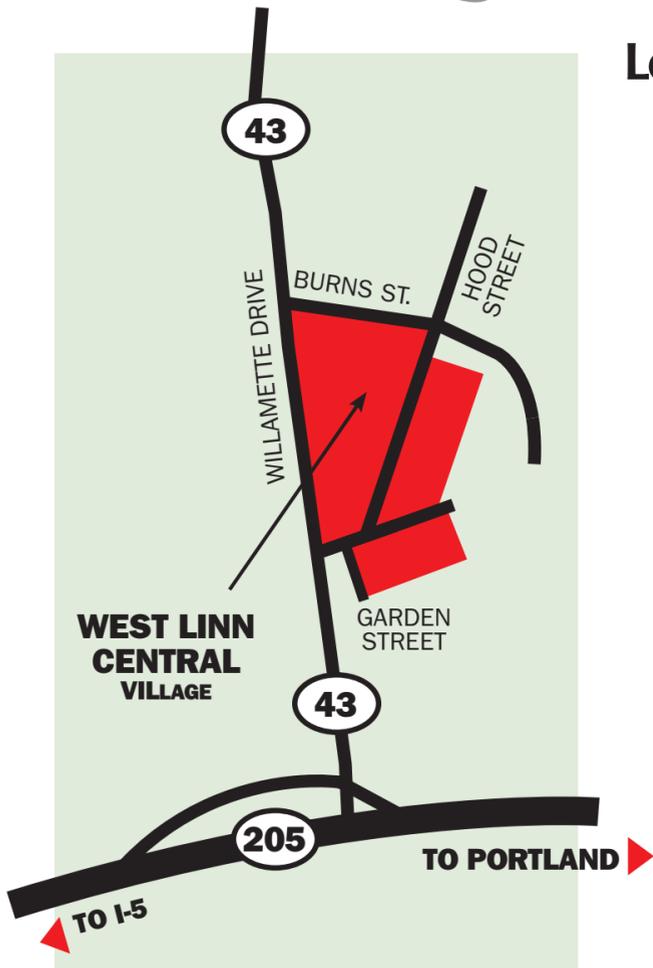
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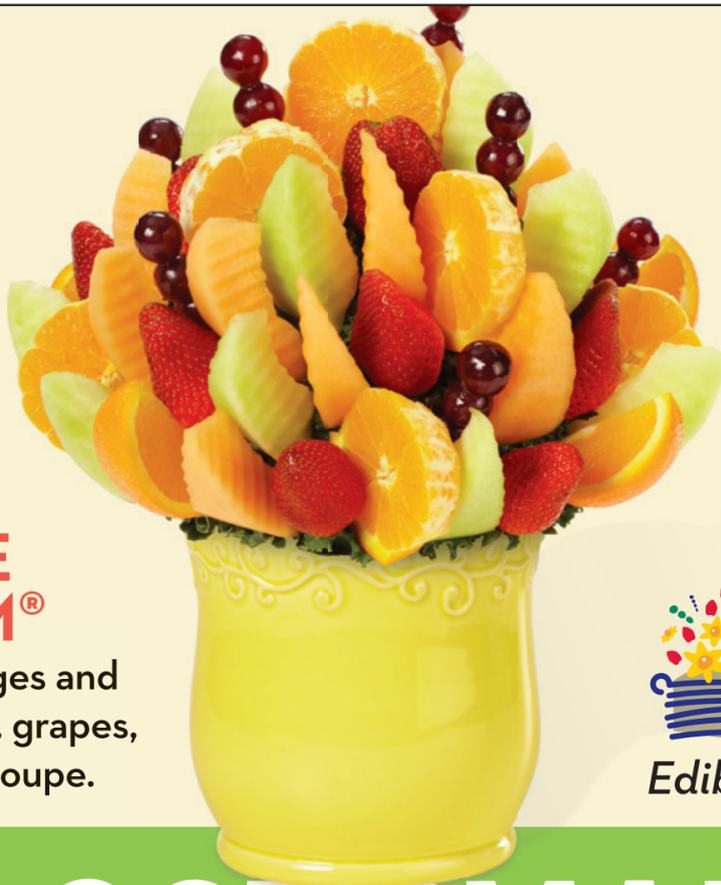
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On the cover: BJ Willy's signature lemon drops are made special with hand-muddled fruit.

Photo by Vern Uyetake

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Pizza perfection

Wood-fired brick oven delights; gives diners delicious options

By Kate Hoots | Photographs by Vern Uyetake

The hardest worker at B.J. Willy's Woodfired Pizza and Cafe is there every day, never taking a day off, asking for a break or complaining about the heat. And the job gets pretty hot, too, with temperatures reaching up to 900 degrees.

The restaurant's hardest worker is the brick oven that gives the restaurant its name — and the pizzas their signature char.

Taylor Toll is responsible for getting the oven started each day. Toll's workday begins at 8 a.m., when he starts the dough for the day's pizzas. He prepares enough dough for 80 to 90 10-inch pizzas as well as for 60 or 70 of the 14-inch pies. Around 10 a.m., he's ready to light the fire in the oven. Six feet deep and 6 feet wide, the fireplace burns wood only, although Toll starts the flame with a handheld torch.

"I typically start it with four or five pieces," Toll said, and he adds a piece of wood every half hour or so. The oven burns a mix of white oak and cherry wood, going through a cord of the wood every few weeks.

Toll's is the most visible workstation in the restaurant. He stands behind the pizza bar, in front of the big brick oven, with seats for 10 diners in a half-circle in front of him.

"A lot of people like to sit right here. They like to watch the fire," he said. "They're interested. It's entertaining to watch (me) spin pizzas in the oven."

Toll does a lot of spinning, using wooden pizza paddles. The oven is big enough to handle six pizzas at a time, and because the target temperature in the oven is 750 degrees, each pizza cooks in just moments. Toll keeps the pizzas moving so that they char without burning.

"That's the thing about cooking with wood heat and no temperature control,"



B.J. Willy's menu and atmosphere make it a great place to go this summer for tasty food and a cool drink.

said Cassy Gearhart, the restaurant's manager. She said the oven turns out pizzas that are crispy, rather than doughy, with the char adding a smoky, nutty flavor to each crust.

"There's a difference between charred and burnt. If it's not charred, it didn't really cook all the way.

"All pizza's different," she said. "I love

this (style) and don't like anything else."

B.J. Willy's pizzas come with your choice of three sauces, tomato, pesto or creamy garlic, and a huge variety of toppings that includes the classics — pepperoni, mozzarella, fresh vegetables, anchovies — as well as some nontraditional but tempting options: mini meatballs, gorgonzola, fire-roasted jalapenos and caramelized sweet

onions. Choose your favorites to build your perfect pie or choose from one of the restaurant's signature pies.

Gearhart said The Brick remains one of the restaurant's most popular offerings. Loaded with Italian sausage, pepperoni, salami, mushrooms and black olives, it goes particularly well with a cold Firestone IPA from the restaurant's tap. Vegetarian options abound, including The Primo-Vera, which comes with your choice of sauce topped with mozzarella, red onions, spinach, mushrooms, fire-roasted peppers, feta cheese and artichoke. Adventurous diners can choose the Mac-N-Cheese pizza. Billed as "the ultimate comfort food," it's a pizza topped with house-made creamy macaroni and cheese. There's also a home-town favorite, the West Linner, with pesto sauce, mozzarella and goat cheese, prosciutto, sun-dried tomatoes, roasted garlic and fresh basil.

If pizza isn't your thing, you still can find plenty to please on B.J. Willy's menu.

"People think we're a pizza place," Gearhart said. "We have a lot more than just pizza. We have homemade sauces for our pastas, and they're all made to order. We also do sandwiches really well, and we have good burgers."

B.J. Willy's is locally known for its happy hour menu and drink specials.

Happy hour lasts from 3 to 6 p.m. and from 9:30 until the restaurant closes. The happy hour menu is filled with tempting bargains, including mini thin-crust pizzas for \$5.99; choose from three-cheese, pepperoni or sausage. For \$3.99, you can have three sliders with beef or pork, cheese fries or hummus and flatbread, which is cooked in the big oven. Wash it down with a draft beer, offered a \$1 off regular prices, or a well drink for just \$3.75. B.J. Willy's signature drinks, offered during happy hour for \$4, include the house margarita, Willy's lemon drop and the summer breeze, a refreshing mixture of vodka, peach Schnapps, raspberry puree and soda.

"We hand muddle all the fruits, so there's not a lot of mix," Gearhart said. "It's very refreshing."

Before you leave, whether you come for a meal or a happy hour, let the big brick oven prepare one more wood-fired treat that you won't find anywhere else in town: individual s'mores. You won't want to miss having a graham cracker square topped with your choice of a peanut butter cup, milk chocolate with almonds, milk or dark chocolate, topped with a marshmallow and toasted golden brown. Priced at \$1.50, it's the perfect way to wrap up your wood-fire cooked meal.

B.J. Willy's is located in West Linn's Central Village, at 22000 Willamette Drive. The restaurant opens at 11 a.m. every day and closes at 11 p.m. Sunday through Thursday and at midnight on Friday and Saturday. Call 503-650-6020 to order take-out.

B.J. Willy's manager Cassy Gearhart shows off one of the restaurant's most popular pizzas — The Brick.



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If your back-to-school shopping plans include looking for a new phone for you or a student you know, the Verizon Diamond Wireless store at West Linn's Central Village is a great place to start. With easy-to-browse displays and knowledgeable salespeople, some of whom are college students themselves, you're sure to find the right phone for your needs. And you're likely to get some great practical advice about what applications to load onto your phone to increase your on-the-go productivity.

Store manager Brittany Mangum has recommendations for students.

"They need a phone they can use for homework, use for books," she said.

Tops on the list of musts: a large screen to allow users to make the most of the device. For that reason, she recommends taking a look at the Nokia Lumia. Each Lumia

comes loaded with Microsoft Windows applications, like Word, Excel and PowerPoint, so users will find it both familiar and useful.

Todd Simonson, a student at the University of San Diego and a Verizon sales representative, said that having the latest technology tools definitely can increase productivity.

"Having a smartphone in school helps you multitask and be more efficient," he said.

Simonson recommends the Samsung Galaxy S4, saying it's both powerful and user-friendly. Powered by a 1.9GHz quad-core processor, the Galaxy S4 has a large, 5-inch screen that lets you make the most of the phone's applications.

Sales rep Joe Edens, another college student, also considers a smartphone a must-have tool for students.

"I use it to sync my school schedule with my phone," he said. "I actually registered for classes on my phone, which was nice. Otherwise, I would have missed the deadline."

He recommends that students look for a phone that offers near field communica-



Todd Simonson says the Samsung Galaxy S4 allows users to multitask effectively.

tion, or NFC. That allows users to share data with similarly equipped phones simply by tapping the devices together.

"Tap two phones together, and whatever I'm looking at will shoot to the other phone," he said. "That's really great for sharing notes or a website that someone is looking at for a source."

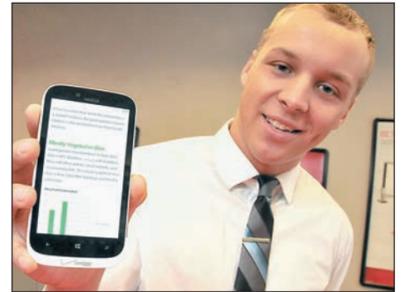
The staff at Central Village's Diamond Verizon Wireless store shared their must-have apps for families and students.

Kids Corner. A feature for Windows phones, Kids Corner allows users to put their phones into a special kids-only mode when they want to share with younger users. When activated, Kids Corner allows users to pull up only approved apps and media. That means you can keep younger users away from inappropriate content and keep them from making accidental in-app purchases.

Graphing calculator. Calculators can be expensive, and some students find that those expensive calculators, while necessary, are just one more thing to carry around. Fortunately, options abound for graphing calculator applications, both free and paid, that you can install on your smartphone. Two good ones: Pocket CAS and Good Grapher; search the app store for more.

Dropbox. Once you install Dropbox on your computer — and add Dropbox Mobile to your portable devices and phones — anything you add to Dropbox using one device automatically shows up on every other device. You can share access with other Dropbox users, too. It's great for sharing notes and joint projects, Edens said.

Skype. Some built-in applications, like Apple's FaceTime, allow users to communicate with people whose phones use the same platform. A multiplatform application



Joe Edens prefers the Nokia Lumia, which runs popular Microsoft Windows applications such as Windows and Excel.

like Skype allows users to place video calls to others on any mobile phone or computer that also has Skype installed. "It's really great for students who are off in other places and want to talk to their parents," Mangum said. And, she added, "for parents who want to keep tabs on where their kids are."

"Having a smartphone in school helps you multitask and be more efficient."

— Todd Simonson, Verizon Diamond Wireless sales representative

Story by
Kate Hoots

Photography by
Vern Uyetake



Manager Brittany Mangum shows off an OtterBox, one of the many smartphone cases available at the Verizon Diamond Wireless store.



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Johnny Hoang co-owns GiGi salons in West Linn, Tigard and Portland.

Protecting your locks

How locals can prevent and repair hair damage

By Jillian Daley | Photographs by Vern Uyetake

Sunshine. Oregonians eagerly anticipate the unveiling of that yellow-orange globe above us, but that bright light we crave when it's cloudy can ruin tresses and scald skin.

Did the sun transform your carefully coifed locks into straw or fry your tender scalp? Did a swim in the pool paint your blonde hair green?

GiGi's Salon and Spa sports the wherewithal to revive your mane with savvy stylists and varied products. GiGi hair geniuses also can create flaxen streaks in your 'do that appear to have been brought out by the warm rays of summer.

The hair doctor is in

Johnny Hoang co-owns GiGi salons in West Linn, Tigard and Portland, and Hoang's Aveda salons carry a line of Aveda products called Sun Care Hair and Body that can remedy most sunny season damage to your locks:

- Tinted with a Granny Smith shade after a dip in that blue water? Taken care of with a Sun Care chlorine-cleansing shampoo.

- Dried-out keratin strands? Restored with a Sun Care after-sun hair mask.

The best solution to hair care trouble is prevention, and Hoang, a stylist for more than 20 years, said GiGi offers a water-resistant Sun Care product with an ultra-violet filter that protects hair and the delicate skin beneath it. Hoang suggested making the most out of the spray-on protector with some natural defenses.

"Find shade or wear a hat or use some



GiGi salons in West Linn, Tigard and Portland carry Aveda products that protect and repair hair and skin.

kind of umbrella," he said.

The blonde truth

As high school biology taught us, a recessive gene produces blonde hair, so most women's strands of honey aren't from nature. But, Hoang and his team can make them appear as if they are.

"We have some of the color formula and technique to make the hair look like it got bleached from the sun," he said.

GiGi also offers a product that preserves color, preventing fading from washing or sun exposure.

But, GiGi will not help its customers deepen their skin tone because the salon does not carry tanning lotions but does



stock Aveda's natural skin care products.

"We don't want any chemicals in our products," Hoang said.

The divine vine

GiGi lavishes luxury on those who step through its doors.

Tea, water, microbrews and that red or white gift from the vine are available to GiGi's thirsty patrons.

"It's all complimentary," he said. "We try to make our clients feel really comfortable after work and just sit down and relax and have a glass of wine or a beer."

The works

GiGi also affords its clients with a full



range of services: skin and body care, eyebrow tinting, makeup application, facials, manicures, pedicures and massage sessions.

As Emily Anderson, front desk manager, puts it: "We offer something for everyone."

etcetera...

- GiGi is open seven days a week, and its West Linn location is 22000 Willamette Drive.

- For more information, call 503-655-2433 or visit gigisalonspa.com.

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Mathnasium instructor and co-director James Kim tutors a student during a recent summer session.

Flexing the brain

Mathnasium in Central Village applies fitness methods to math tutoring

By Patrick Malee | Submitted photographs by Josh Kulla

The new Mathnasium at West Linn's Central Village is aptly named for a number of reasons. It's a place for students of all ages to hone their math skills, of course, but it also operates in a way that's very similar to a local gymnasium or exercise center.

That is to say, you don't have to make an appointment at Mathnasium, as you might with a regular tutor. Rather, students are free to drop in and out as often as they (or their parents) please. As long as the Mathnasium is open, there's a ready-made opportunity for anyone to come by and build some brain muscles.

The West Linn Mathnasium, which started accepting students this week, will operate in a manner similar to its Lake Oswego counterpart. So long as the doors are open, between six and eight instructors will be on hand to provide assistance — though not necessarily one-on-one tutoring.

"Even if we have three instructors and three kids here, we're not going to have them go one on one," said West Linn Mathnasium Director Bruce Withycombe. "Because we want them to rotate around and have them work on things on their own, make their own conclusions and connect those synapses. It's kind of like muscle memory."

In keeping with the gym theme, the Mathnasium offers memberships at a monthly rate with a one-time registration fee of \$149. To celebrate the center's grand opening in West Linn and mark the beginning of a new school year, Withycombe said the first 50 families to sign up get \$100 off their registration fee.

The West Linn Mathnasium will have a



Mathnasium owner and Center Director Bruce Withycombe and co-director James Kim are poised to open a second location in West Linn offering students of all ages a leg up in critical math skills.

capacity of about 32 students, and Withycombe said the staff will grow as more families sign up. The student-to-instructor ratio never rises above 6:1, and it's most often closer to 4:1.

If that seems rather high compared to the one-on-one instruction found in personalized tutoring, staff members insist that personalized attention should be focused

more on the lesson plans.

"Every student has their own individualized curriculum," said James Kim, a co-director at the Lake Oswego Mathnasium. "We don't give blanket lesson plans. It's all based on their abilities, and no two lesson plans are the same."

The first step for any potential Mathnasium member is to assess those abilities,

which Mathnasium can do free of charge. Once the test results are in, instructors work to identify the basic skill sets that a student is either missing or needs to review — the "fundamental skill gaps," as Withycombe calls them.

It's only after those gaps are filled that the real work begins.

"We call it 'Jenga math,'" Withycombe said. "They've got skills here and there, but they have a weak foundation; it tends to collapse once you get to pre-algebra, algebra or geometry."

No matter what age or skill level a student falls under — the Mathnasium accepts everyone from kindergarten to calculus level — Withycombe suggests that members come in at least two times a week. And, like a fitness center, you'll get more bang for your buck with every visit.

Almost all staff members at the Mathnasium either hold degrees in mathematics or are currently pursuing them. The hiring process is rigorous, and teaching and communications skills are just as important as math expertise.

"We've actually had some issues with really hardcore math people," Kim said. "Because you can know all of the higher math in the world, but if you're not able to communicate that to a child, then it's all lost."

In the summer, the Mathnasium is generally open from 10 a.m. to 2 p.m., Tuesday through Saturday, with evening sessions on Tuesdays and Thursdays from 5 to 8 p.m. During the school year, it's open after school hours from Monday to Thursday, and on weekends from 11 a.m. to 2 p.m.

To learn more, visit mathnasium.com/westlinn or call 503-305-8738.



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Get (re)started saving for retirement

Don't sabotage your financial future

By Barb Randall

Even though there are indications that the economy is improving, Americans' confidence in their ability to secure a financially comfortable retirement still sits at an all-time low.

"Americans are clearly impacted emotionally by the recession," said Brandon Jochim, CRPC with Jochim & Associates in West Linn, a private wealth advisory practice with Ameriprise Financial Inc.

In 2007 and again in 2012, Ameriprise Financial commissioned research studies that looked across three generations of Americans – baby boomers, their children and their parents – to gain an understanding of how each group perceives, talks about and deals with money and financial issues. The Money Across Generations studies revealed that many families are having insufficient discussions about their financial needs and goals and may unknowingly be sabotaging their future financial security.

According to the 2012 report, boomers' outlook has changed, along with their perceived ability to reach financial goals. In 2007, approximately two-thirds (64 per-

The Money Across Generations studies revealed that many families are having insufficient discussions about their financial needs and goals and may unknowingly be sabotaging their future financial security.

cent) of American baby boomers reported feeling very or somewhat optimistic about the financial future of the country. Less than half (49 percent) of those surveyed for the 2012 study shared similar sentiments – with 57 percent saying they've become less optimistic since the onset of the 2008 recession and financial crisis. The downturn has also had a long-lasting and very personal impact, with only 17 percent of boomers reporting they are currently very confident about their own financial future – a significant decline from 2007 when 39 percent reported the same.

This skepticism has also impacted boomers' confidence in reaching specific finan-



To build financial confidence and wealth, Jochim said to do three things: Define what you want to accomplish, assess your capability to achieve that goal and set a basic budget.

cial goals, including those they are most likely to rate as very important: assuring a secure life for themselves and their family (80 percent) and having enough money to continue their lifestyle after they retire (71 percent).

Jochim said that many Americans are "frozen in their footsteps." He urges them to take action to get back into the saving pattern now and offers these tips to build financial confidence and wealth.

- Define exactly what you want to accomplish.
- Assess your capability to achieve that goal.
- Set a basic budget.
- Set your priorities to achieve your goals.

"The more time you give yourself the better," he said. "Secure your future before you secure your kids' college fund. They can borrow money for college, but you cannot borrow money for retire-

ment."

Jochim pointed out that by taking care of their financial future parents are putting themselves in a position to help their children in the future.

Jochim recognizes that the financial world is a "big and more complex environment" than it used to be and information can be hard to decipher. He urges consumers to educate themselves or get assistance from a trusted adviser.

"Funding retirement is 100 percent on your shoulders. A written plan will help – the more detailed the better," he said.

Jochim & Associates is located at 1595 Holly St. in West Linn, one block south of Central Village. The office number is 503-650-7949. Visit jochimandassociates.com to learn more.

The Ameriprise Financial office in Central Village is an agent compliance office; they do not offer personal investment advisory services.



Jochim recognizes that the financial world is a "big and more complex environment" than it used to be and information can be hard to decipher. He urges consumers to educate themselves or get assistance from a trusted adviser.

Photography by Vern Uyetake

Jochim & Associates Private Wealth Advisor
Brandon Jochim urges Americans to take action and get back into savings mode for retirement.

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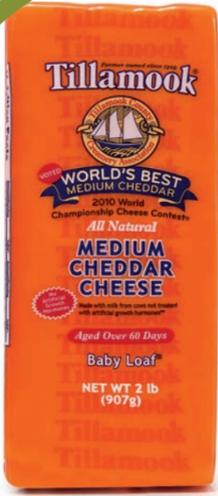
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WILLAKENZIE – 2580 Willakenzie Rd. (541) 345-3349
FRANKLIN – 1960 Franklin Blvd. (541) 687-1188
WILLAMETTE – 67 W 29th Ave. (541) 338-8455

The majority of our stores are open from 7 am - 11 pm daily
Our Franklin store hours are 7 am - 12 am

*Not all ad items are available at our SW Portland Store.
We reserve the right to limit quantities.



Market Kitchen Smokehouse Baby Back Ribs with Carolina Sauce

Slow-smoked, these tender baby back ribs are smothered in a sweet and tangy sauce for a delicious, lip-smacking barbecue experience! **SAVE \$2 lb**

8.99 lb

marketofchoice.com

