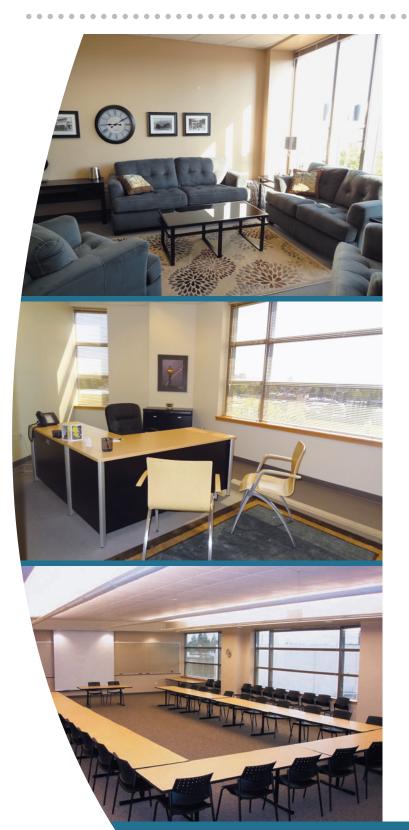
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BUSINESS TRIBUNE 3 Tuesday, February 10, 2015



our months into the Startup PDX Challenge, what are the six winning companies doing with their free office space and \$15,000 in

The big goal is to be ready for taxpayers money?

The Portland Development Commission runs the annual contest to nurture be. promising startups. It whittled the field down to 19 semi finalists and announced six win-BY JOSEPH

ners last September.

They are **GALLIVAN** working hard, for sure, trying

to make the most of their one year of grace to turn ideas into good and services and turn the heads of investors. The Tribune caught up with them at a recent open house.

1. Society Nine

Portland, schmortland. "I'm going to be in Los Angeles for about two-and-ahalf months," says Lynn Le by phone. She's CEO of Society Nine, a training gear and apparel brand for "badass" women who are into combat sports. Le has been working remotely in friends' startup offices and checking on her factory in North Hollywood, California, where samples could soon become production items. If this baby's going to get born, she has to go where the manufacturing is.

Her first offering will be boxing gloves and MMA gloves, a rash guard compression top, a jacket, jogger pants and a men's hoodie created just for the Kickstarter campaign.

"It's important to show that we can manage crossover appeal. We have our

the UFC Fan Expo in Las Vegas in July, where her core market will

The Ash Street accelerator has been good for its camaraderie and peer mentorship.

"They are people I can rely on, we can be transparent and vulnerable. It's nice to have a safe place, it feels like a therapy office sometimes. We trust each other and you don't feel like you're stupid if you don't know something."

She's sanguine about tough talk. "The language around startups is really damaging, it's all 'We're killing it!' No one's talking about not being able to pay their mortgage or feed their family, or maxing out their credit cards. That's the really dark side."

But success might breed success.

"I think Yellow Scope hitting their goal is awesome, I'm super proud of them." Society Nine's Kickstarter is shorter (30 not 60 days) and has a higher target

CONTINUED / Page 3



From page 3

(\$50,000 not \$25,000.)

She liked the #Likeagirl ads around the Superbowl, and tweeted back:

"Tell#badasswomen to fight#likeagirl. We dare you."

"The #likeagirl hashtag, that emotional statement is resonating, it's going to be an exciting year."

Taking a badass approach to business, Le, who is fiercely independent, makes one thing clear.

"We're going to be held back if we don't hit our Kickstarter goal. We have to have product, and we have to demonstrate we can execute and get some distribution deals. We can then use that traction and raise actual financing."

NEXT STEP: Society Nine Kickstarter all the way: bit.ly/s9kickstarter

2. Yellow Scope

Things are about to blow up for Yellow Scope — in a good way. The firm makes science kits for girls that are not too pink and girly. It has had some success already. The Kickstarter was fully funded at \$25,000 and achieved its stretch goal of \$7,000. Five hundred kits have been pre-sold, which allows them to buy the beakers, thermometers and chemicals to assemble 500 kits. They will all be available to the public this March.

This bootstrapping — growth through sales — will fund their \$44 physics kit and \$20 chemistry set extension.

The founders Marcie Colledge and Kelly McCollum have rented a 250-square-foot warehouse space in the Lloyd District so the supplies don't swamp the founders' living

They are building momentum using their network, which starts with Portland-based parents. A conversation on the sidelines at their daughters' soccer game led to their first hire, part-time social media and marketing expert Amy Compton ("Like straight outta," she says.)

Compton got them spending \$5 a day on targeted Facebook ads, which has driven a lot of traffic to the Kickstarter. "We upped it to \$20



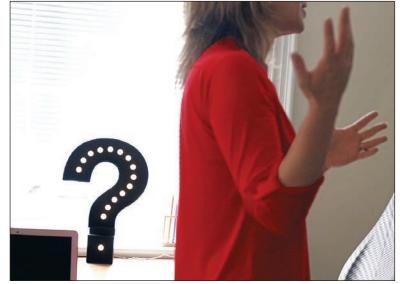
TRIBUNE PHOTOS: JONATHAN HOUSE

Tyrone Poole of NoAppFee is ready to deliver his product in the Portland rental market now and take it to Texas this summer.

THE CHOSEN SIX

Last fall, PDC all chose six startups to receive \$15,000 and free downtown office space for a year.

- Yellow Scope, a creator of rigorous science kits just for girls.
- RAFT Syrups, which brews organic botanical and cane sugar syrup for cocktails and home soda making.
- Society Nine, a fight gear and activewear apparel brand for women.
- NoAppFee.com, a technology solution to rental market problems for landlords and tenants.
- Design + Culture Lab, a research-based urban social lab addressing issues of cultural, racial and ethnic inequality.
- Tique Box, a subscription service for specialty items from local artisans.



What's next? Five of the six startups in the PDC's incubator are still active after four months.

a day by the end," she says, marveling at the small budget.

She took the job because, amongst a welter of Portland startups, the PDC endorsement legitimizes the company.

They have each harnessed husband power: founders Colledge and

McCollum have signed their spouses up to deliver kits in Portland at a certain pledge level, and Compton learned her trade "by osmosis" from her hubby who has a social media marketing company.

They've been hitting up hip stores for shelf space, such as

Screaming Sky (on Alberta Street), Finnegans, and SpielWerks, and were pleased to get shoutouts from big brands such as Dinosaur Farm and the viral hit GoldiBlox.

NEXT STEP: shipping in March

3. Design + Culture Lab

Joy Alise Davis, here in Portland, and her partner Renae Reynolds in New York run a research-based urban social lab addressing issues of cultural, racial and ethnic inequality within the built environment (designculturelab.com). Davis has hired some interns from the well-regarded Community Development program at Portland State University. The Lab's section of the office is festooned with notes and visual planning aids.

Their work is somewhere between city planning and architecture.

"Portland's going to be urban very soon," she says, referring to the high rise towers she sees being built, with more in the works. Much of the work is making relationships with architects, developers and planners, to consult with them on incorporating minority perspectives into their work. They have worked with the community development firm Cogan, Owens Greene, helping them "add the lens of multiculturalism."

They are turning an old phone booth into a storytelling booth, conducting interviews for the POC (People Of Color) Survival Guide to Public Space, about how to navigate and feel safe in public space.

It's not all a bed of roses for Davis, but she's handling it. Northwest Portland, where she moved in May 2014 is not exactly laissez faire Brooklyn. "I've been called the N word two or three times. It's scary. For many people of color both in Portland and beyond, simply walking down the street can be a very frightening experience. This project seeks to build new understanding of how race and space inform each other."

NEXT STEP: Gathering more stories.

4. RAFT Syrups

In other good news, RAFT Syrups won two Good Food awards for being tasty and sourced responsibly. RAFT won in the spirits category for a lemon ginger and a hibiscus lavender syrup. Their syrups are also coming to New Seasons in March and to Pine State Biscuits' cocktail program.

RAFT are still brewing at the Three Little Figs jam kitchen near the airport, but are looking for a bigger production space.

"We had great sales and got a lot of new accounts and feedback in

Business

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6605 S.E. Lake Road Portland, OR 97222 503-226-6397 (NEWS) the holiday season," says co-founder Roslynn Tellvik. "There were events all the time and lot of orders to ship."

More people are using the syrups for baking than she expected.

"Someone told me the syrups make him feel like he's a really good bartender even though he knows he isn't, and that's kind of why we started the company."

They do their own product photography for the RAFT website, which is a key sales channel with a strong blog.

"We don't know what we're doing so it takes hours every week. We're thinking of collaborating with someone else. It may be time." Tellvik and her business partner, Sook Goh shoot on an iPhone. They use photo editing app VSCO, because they liked it on Instagram. Next up, RAFT will be selling a \$100 system for making carbonated water at home.

"It looks terribly technical but it's not," adding the parts that can be bought from a home brew store

PDC has been generous in helping them put out press releases, another area in which they were about to Google 'How to write a press release."

Tellvik gives the incubator an A+ so far.

"It's been the difference be-



tween meeting a huge amount of holiday orders and not, and being able to find people in such and such a company. Word of mouth in Portland has been important, this town is amazing. The first four i

NEXT STEP: Fizzy water, a bigger kitchen and New Seasons.

months of the challenge the space

has been instrumental."

5. NoAppFee

Tyrone Poole already acts the part of the young entrepreneur. He talks fast, he refers constantly to the future, and he ends the interview by racing off to the next action item. Poole's NoAppFee (noappfee.com) provides a digital way for people to apply for apartments, without either

tenant or management company having to go through reams of paperwork. Setting up Portland has been a sort of beta test for expanding into Houston, Texas. Oregon has just 500,000 rentals, whereas there are single property management companies in Texas that manage more than that.

Tique Box's

Paige Hendrix

chats during an

open house for

PDC's Startup

PDX Challenge.

Poole is hardly in the sparse end of the Ash street space, usually beating the streets, selling their platform into management companies one by one. The lawn signs and window decals are boxed up and ready to go, and his partner in Houston is waiting for Poole to join him this summer.

The space has been a godsend though, for its peer-to-peer mentoring and support.

NEXT STEP:Portland rollout in March.

6. Tique Box

Tique Box is no more. The monthly gift box of samples from Portland boutiques is shipping its last box in February.

Founders Inger McDowell and Paige Hendrix will pursue new interests. Hendrix said in a statement: "After a great run together, we have decided to take our creative visions and the lessons we have learned to pursue different paths."

The two entrepreneurs expect to individually re-negotiate the terms of the Startup PDX Challenge agreement to reflect their next steps and are considering new ventures that may continue to take advantage of the Challenge resources.

NEXT STEP: Who knows?

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6 BUSINESS TRIBUNE

WORKERS UNDER WORK WAS TO THE TO THE PROPERTY OF THE PROPERTY

Poll shows that in **Oregon** throughout the nation, workers want more pay and better benefits

regon and national voters support increased benefits for workers, according to surveys conducted on behalf of groups advocating such changes.

Results from the pair of surveys were released recently during a conference call with the pollsters and Fair Shot for All, an Oregon coalition backing a higher minimum wage, paid sick leave, access to voluntary retirement savings plans and other proposals.

The coalition consists of labor unions and community groups, which are counting on a show of public support to persuade Oregon lawmakers to act even if Congress does not on similar federal policies.

"Voters are frustrated with workplace policies that are out of sync with their needs and the needs of their families," says Heather Conroy, executive director of Local 503 of the Service Employees International Union.

"It could not be more clear that they want to see needed changes, and this poll is evidence of that. It's time for Oregon lawmakers to catch up with the people."

But all three proposals are likely to encounter resistance from business interests to varying degrees.

Two surveys, conducted separately, measured public support on slightly differing issues.

The Oregon survey, conducted Dec. 3-8 by GBA Strategies of Washington, D.C., sampled 600 voters likely to cast ballots in 2016. About 600 more voters were questioned on the north and central coast, Southern Oregon, and central and Eastern Oregon.

The margin of error was plus or minus 3.5 percentage points.

Oregon voters indicated that they favored increasing the minimum wage, a new law requiring seven days of paid sick leave, and individual retirement plans.

Not asked about in the survey were two other proposals backed by the Fair Shot for All coalition, and put forth by minority groups. One is a package of bills aimed at profiling, a practice using race or ethnicity to help police determine whether people should be stopped on suspicion of crime.

The other would bar employers from asking about criminal history on initial employment forms, but employers still could ask relevant questions of an applicant during an interview or conduct criminal background checks.

"We have to recognize major barriers of injustice that stand in the way," SEIU's Conroy says.

National poll

A national poll, conducted Jan. 12-14 by Lake Research Partners of Washington, D.C., sampled by phone 800 voters likely to cast ballots in 2016. Its margin of error was plus or minus 3.5 percentage points.

The firm is working with Make It Work, a national group advocating changes in workplace policies at the federal level. David Mermin, a pollster based in the San Francisco Bay Area for Lake Research Partners, says similar work is occurring in states other than Oregon.

"Voters would like to see national policies on child care and equal pay, family and sick leave—and state action on them if there is no action on the national level," Mermin says.

Of those sampled, 60 percent favor state action, and 26 percent oppose it, if Congress fails to act.

The national survey did not measure support for all the same issues as in the Oregon poll. But it does conclude that 88 percent of those sampled favor ensuring workers seven days of paid sick leave — 74 percent of Republicans, 95 percent of Democrats and 96 percent of independents — and there were majorities of 75 percent or greater for equal pay for women, access to affordable child care, and expanded ways to pay for family care.

When it comes to a federal requirement for paid sick leave, support in the national survey dipped slightly to 79 percent of those sampled — 96 percent of Democrats, 76 percent of independents, and 61 percent of Republicans.

"Republicans, although they are a little less intense in their support, are still overwhelmingly favorable toward these policies," Mermin says.

Women favor a requirement for paid sick leave by 88 percent, men by 69 percent.

pwong@PamplinMedia.com (503) 385-4899 twitter.com/capitolwong

OREGON RESULTS

Tuesday, February 10, 2015

The Oregon survey came up with these results:

Minimum wage: By 54 percent to 38 percent, those sampled favored increasing the minimum from its current \$9.25 to \$15 per hour, and then linking future increases with the Consumer Price Index, as is done now under a 2002 ballot measure.

But the minimum wage issue also indicated a sharp partisan division. Republicans opposed it, 57 percent to 38 percent, but Democrats favored it, 64 percent to 27 percent, and those affiliated with neither party, 59 percent to 31 percent. Oregon's current wage is second only to Washington's \$9.47. There are various proposals for increasing it; one bill for a \$15 minimum would raise it in stages by 2018.

Paid sick leave: By 67 percent to 23 percent, the sample favored a law requiring seven days of paid sick leave. All three groups supported it, although Democrats were at 81 percent to 13 percent, independents, 66 percent to 22 percent, and Republicans, 51 percent to 37 percent. Portland and Eugene have their own requirements - Eugene's takes effect July 1 - and there are similar laws in Connecticut, California and Massachusetts. The Oregon poll was conducted before President Barack Obama called for a national policy on paid sick leave during his State of the Union address Jan. 20. But it is unlikely to advance far in Congress, where Republicans control both chambers.

Retirement savings plans: By 79 percent to 14 percent, the sample favored a law allowing workers to enter plans similar to individual retirement accounts if they do not have such access now, as is the case with an estimated half of all Oregon private-sector workers. A panel led by state Treasurer Ted Wheeler has recommended legislative approval, although employers would not have to contribute to such plans and employees could opt out of participation.

Tuesday, February 10, 2015

STADIUM FRED MEYER GETS SOCIAL

A great place for a date?
Wine bar and cafe seating with
a lovely view of the Timbers stadium



The store has wrap-around windows and a colonnade which architect Alison Hoagland of Mackenzie says harks back to the time when all stores on Burnside had them. It marks a change for this part of West Burnside, which is busy and has notoriously narrow sidewalks. The company consulted with lo-

company consulted with local residents about their desires, which led to a less plain.

sires, which fed to a less plain, more Minecrafty look to the building. Hoagland said the Portland Timbers club was also consulted and Timbers fans will be part of the people-watching on game days.

GALLIVAN

As part of "activation" of the Burnside and 20th Place corner, opposite Providence Park, a new upstairs section features café seating and a community room with a test kitchen for cooking lessons. Local residents and non-profit partners are expected to rent out the room for parties and other events. A terrace looks out on the soccer stadium, and west over the huge green roof. The 30,000 plant-covered roof is designed to reduced the building's heating and cooling load and storm water runoff.

Half of the store is now laid out in nonlinear fashion. There is a sushi bar/

conveyor belt, a growler station for beer on tap, and a wine bar with two screens and seating for 11. Fred Meyer's Community Relations Coordinator Judi Swift said the idea is customers sometimes need a place to leave their spouse while they shop. Competition in the area, such as Elephant's Deli and Zupan's, have long featured high end food, comfortable furniture and places to drink coffee and alcohol.

New food offerings include an extended butcher section and a cheese counter where artisanal grilled cheese sandwiches are made on the spot. The store will host wine tastings other food and drink pairings.

Two other stores, Papa Murphy's pizza and OnPoint Community Credit Union, occupy the space formed by the slope of the street.

Car parking has been expanded, with 58 bike parking spots added, 32 under cover with safe access through the garage.

Typically Fred Meyer stores are remodeled every 10 years. Stadium Fred Meyer was last made over in 2002, when it received such novelties as a natural food section and café seating. The recent trend has been to add natural light with skylights, big box items such as furniture and apparel and fuel filling stations.

igallivan@portlandtribune.com



The revamped Stadium Fred Meyer in Northwest Portland encourages shoppers and neighbors to linger with cafe seating, stimulating views and a sushi bar.

TRIBUNE PHOTOS: JONATHAN HOUSE



ike fine art, a classic car's value is set only by how much someone is willing to pay for it. Analyzing that price for collectors around the world is a team of experts, led from an office in the former Jantzen headquarters off Portland's Sandy Boulevard.

Portland's Sports Car Market magazine has become the definitive source of information about the value of classic vehicles and the mastery of being a car collector. "I would like to think of that we are the journal of record for the collector car world," says publisher Keith Martin.

Keith Martin's magazine answers the question, "How much is my classic car worth?

Sports Car Market

Keith Martin's publishing business started with a publication devoted to classic Alfa Romeos. It's grown to encompass the entire collector car world, with 30,000 copies of his flagship magazine delivered each month.

TRIBUNE PHOTOS: JOHN M. VINCENT

Tuesday, February 10, 2015

According to Martin, classic cars have evolved in the 27 years that his magazine has been in existence — from interesting things to collectibles, the high end of which is approaching art in terms of prices. A 1962 Ferrari GTO sold for more than \$38 Million at Bonhams auction last year in Monterey, Calif.

The price of what a collector car is worth is generally set when it crosses the auction block and the hammer falls to mark a sale.

John Vincent



HERITAGE MATTERS

That's when Martin and his team of 13 staff members and more than 30 correspondents worldwide step in to study the transaction.

"That price becomes the pivot point for analysis," says Martin.

They ask questions such as: Was the price paid in

line with historical prices? If not, why not? Does the price represent a trend, or is it an outlier? Did the vehicle's condition figure appropriately into the price paid? Not just anyone can do that analysis, but Sport Car Market has collected a group of writers that includes some of the most respected names in the business.

"Every place there's a car event we have a representative. In Asia, Australia, Europe, Canada, North and South America — we go where stuff happens," says Martin.

When I first met Keith Martin, he was printing a small Alfa Romeo market publication out of the basement of his northeast Portland home. We worked together covering the new car market, but that's not where Martin's passion lived. It was with the classic sports cars that he grew up driving.

"I got my first sports car when I turned 16," he says, "it was a 1962 or '63 Bugeye Sprite."

He's always had sports cars. "I don't exactly know why, but they just work for me and they're in my blood. Small displacement engines, and interesting gearboxes," he says, adding "you're working like crazy. I believe that you respond to things that require you to have a mastery of to enjoy them."

I had the pleasure of joining Martin on a rally several years ago, in the middle of the night



In 2007, publisher Keith Martin started a second magazine devoted to the collecting of American cars. The new publication features extensive coverage of the classic Corvette market.



What makes one model of a classic car more valuable than another? That's one of the questions that experts strive to answer on the pages of Sports Car Market magazine.

from Los Angeles to Las Vegas. He taught me about getting into sync with the rhythm of road, and finding the right beat to maximize your performance in driving the car.

His path to ownership of an internationally-recognized auto collector's magazine took an interesting route. Martin studied intellectual history at Reed College before studying dance at New York's renowned Julliard School, later founding the first professional ballet company in Oregon. Eventually the journey took him to Ron Tonkin Gran Turismo, where he



Local car collector Bob Ames is interviewed by Sports Car Market publisher Keith Martin as Ames crosses the stage at the Forest Grove Concours d'Elegance in his 1927 Type 37 Bugatti Grand Prix.

mastered the business of buying and selling exclusive cars.

At the time, there were many "market letters" with analysis of one marque or another. In 1988, Martin started his own, devoted to the Alfa Romeos that he grew up with. It was focused on collector auctions and the prices paid for vehicles in what was then a very hot market.

By 1992, Martin added a British Market letter, doing all of the writing, photography and layout on his own, between trips to the auctions. He even bought the press to print the publications. Overwhelmed with the work of putting out two magazines per month, in 1993 he merged the existing magazines into the first issue of "Sports Car Market Letter," adding German cars to the mix.

Fast-forward to 2003, when the magazine dropped the word "letter" from the title, went full-color throughout and began distribution on mass-market newsstands. Since 1995 they had been using artwork on the cover, but with the wider distribution it was replaced with the highest quality photography available. In 2007, Martin launched the bi-monthly Ameri-

SPORTS CAR MARKET

Established: 1988 as the Alfa Romeo Market Letter Ownership: Keith Martin Employees: 13 on staff, plus freelance writers around the

Address: P.O. Box 4797, Portland, OR 97208

Titles: Sports Car Market, American Car Collector, Pocket Price Guide, Insider's Guide to Concours d'Elegance

Number of events covered annually: Over 100 auctions, 40 concours, 20 tours and rallies

For more information: sportscarmarket.com

can Car Collector magazine, focusing more on domestic collector cars, with a special emphasis on the Chevrolet Corvette.

The role of the magazines has shifted through the years, as now auction prices can be found nearly instantly on the internet. Today readers enjoy the print publications "because you want to find out what our experts think of those prices," says Martin. "Our job is to say that there's a 65 Mustang that was red and black with wire wheels in condition 3 that sold for \$20,000 and we thought that was a lot of money for that car."

SCM and ACC reach a customer demographic that is the envy of other publisher. A majority of SCM's readers have achieved a net worth of \$2 million or more, and 41 percent have five or more collector cars. About 30,000 copies of each issue are distributed through subscriptions, newsstand sales and automotive events.

They've expanded the roles of the magazines to help readers develop their collecting in an organized, disciplined way. What's in your collection depends on what you want from it — do you want it on display, or are you going to use it? Martin uses most of his cars, pulling them out of the garage like a wine connoisseur takes bottles of wine out of a cellar. If he's going on an Alfa Romeo rally, for example, he has an exceptional example of an Alfa Romeo.

"Cars are about 115 years old, from that first Mercedes Motorwagen," says Martin, "so we've been printing for about a quarter of the time that vehicles have been in existence."

John M. Vincent is a third-generation Oregon journalist. He can be reached at JMVincent2848@gmail.com or @OregonsCarGuy on Twitter. He welcomes your suggestions for this column. 10 BUSINESS TRIBUNE

Tuesday, February 10, 2015

a decade of elicious

Baker & Spice celebrates 10 years as Hillsdale's bakery

uring the past decade, Julie Richardson could often be found renovating her Hillsdale bakery, working on her next pastry book or managing the ins and outs of a brick-and-mortar shop.

But even after 10 years of running Baker & Spice — and nearly two decades selling small-batch, made-from-scratch pies in Portland — Richardson says the kitchen is still her favorite place.

There, her hands knead layers of pie dough and turn a few basic ingredients into something spectacular.

"Having done it for so long, knowing it is just part of my hands — an expression of myself," Richardson says, as customers duck in from the cold for their sugar fix.

A few feet away, artisan breads, flaky hand pies and chocolate-filled croissants adorn the shelves of Baker & Spice. Kids and parents share treats, and one man exclaims that he loves the freshbaked cookies.

Richardson marked Baker & Spice's anniversary and said "thank you" to her customers with a "National Pie Day" celebration featuring flavors not found in the shop year-round. The

party also honored the storefront itself; located at 6330 S.W. Capitol Hwy, it was known as Hillsdale Pastry Shop for 50 years before Richardson purchased it in 2005.

BY KELSEY

O'HALLORAN

The hidd

"We're celebrating our 10 years, but also celebrating 60 years of a bakery being in this location," Richardson says. She and her team wore '50s-style clothing and served a sliver of pie with a cup of coffee for 50 cents in a nod to the



bakery in Hillsdale is known for freshbaked pies, artisan breads and other sweets.

Baker and Spice

Lehua Faltstrom, left, waits to serve customers at Baker and Spice bakery in Hillsdale.

PAMPLIN MEDIA GROUP: KELSEY O'HALLORAN

shop's earliest days.

A portion of the proceeds benefitted kids, kittens and canines through donations to Neighborhood House, Feral Cat Coalition of Oregon and Family Dogs New Life Shelter.

Leading up to the anniversary party, the bakery conducted a "12 Days of Pie" scavenger hunt by stashing a pie at a different small business for each of the 12 days

leading up the celebration. The daily clues for how to find — and keep — the free pies could be found on the bakery's Instagram posts.

The hidden pies were snatched up quickly — sometimes within the hour, says retail manager Kelly Smith.

In Smith's seven years at Baker & Spice, she's seen visitors become dedicated regulars — and friends. "T've got some customers that I knew when they were single and

when they were married — and now they have kids," Smith says.

"I know that I'm serving something that I would serve my family," she adds. "It can be a genuine experience because you're not compromising anything."

Market beginnings

Richardson began selling hand pies — actually, pies in calzone form — at the Portland and Hillsdale farmers markets in 1998, accompanied by her parents. She would wake up at 1 a.m. to have her pies ready for market, she says, and she would regularly sell 250 of them in one day.

At that point, Richardson says, she was focused on perfecting her product rather than building customer relationships. "It was just me and my kitchen," she says. Her father's salesman spirit charmed customers at the markets.

But as the booth grew into a bakery, she and her father worked at "trying to convey that family farm-

BAKER AND SPICE

Where: 6330 S.W. Capitol Hwy Hours: 6 a.m.-6 p.m., Monday through Friday; 7 a.m. to 6 p.m., Saturday; 7 a.m. to 5 p.m., Sunday

Phone: 503-244-7573 Web: bakerandspicebakery.com Instagram: @bakerandspicepdx Books:

Vintage Cakes Rustic Fruit Desserts

ers market phase into a staff," she says. Now, with 20 employees, "we make being friendly cool."

In what spare time she had, Richardson dreamt up new projects.

In 2008, she opened Sweet Wares, a baking supply store just a few doors up from the bakery. As the bakery expanded its cake production, Richardson decided to close Sweet Wares and reopen the store in 2013 as The Cakery, a seller of fine bakeware and specialty cakes.

TLAND G

She published her first book, "Rustic Fruit Desserts," in 2009. Her second, "Vintage Cakes," was released in 2012, gained popularity quickly and was picked up by Anthropologie.

And this past August, Richardson and her team renovated the bakery's interior, adding exposed wood detailing and revamped signage for a rustic-meets-modern look.

The project was a family affair. Richardson credited the woodwork to her husband, Matt Kappler. "You'll either find him making bread or up on the roof" fixing something, she says of her husband.

For now, Richardson says she's content to take a break from the books and building projects to focus on growing The Cakery - and to spend more time in the kitchen.

"I kind of lucked out," she says.
"It's really, truly what I've loved to
do my whole life."

OREGON CITY

Taproom set to open below Municipal Elevator

Oregon City's Arch Bridge Tap House to open this spring

ollowing in the footsteps of Oregon City Brewing Co., which opened downtown last November, and the Growler Run's opening on the Hilltop last July, the Arch Bridge Tap House will offer a local alternative for those looking for a craft-beer fix.

"We wanted to start a taproom because we love craft
beer," said Gene Gligorea, coowner of Arch Bridge Tap
House, 205 Seventh St. "We
love to drink beer, make beer
and study beer, but most of all,
we love to share great beer
with our friends. When I
moved to Oregon City with my
wife two years ago, I was planning to open a brewery, but I

realized that what this town really needed was better access to the great beer that was already out there."

With the goal of introducing the community to new products and styles this spring, the tap house will carry a diverse selection of palate-pleasing beers. In addition, it will feature new breweries and limited releases. With 12 rotating taps — 11 beers and one cider — Arch Bridge's tap list will focus heavily on craft beers from the Pacific Northwest alongside beers from around the world, including everything from traditional lagers to imperial stouts aged in whiskey barrels and, of course, IPAs. Growler fills and tasting flights will be avail-

In addition to beers on tap, Arch Bridge will carry a selection of bottled beers to enjoy there or take home for later. While food is not offered on the menu, the tap house highly encourages customers to bring in food from neighboring downtown restaurants.

Inside the historic Bank of Commerce Building currently undergoing renovation, the 1,500-square-foot Arch Bridge Tap House space includes a 16-foot stone-top bar, table seating and expansive accordion windows that open up to Seventh Street, transforming the taproom into a flexible indoor/outdoor space.

"Downtown Oregon City appealed to us because of its rich history, strong sense of community, and the great potential we see for this charming town at the end of the Oregon Trail," Gligorea said. "We were lucky to find a spot in the Bank of Commerce Building. It's the perfect place to gather with friends to enjoy good beer and good conversation."



PHOTO COURTESY: DOWNTOWN OC

Still undergoing renovations, the Arch Bridge Tap House plans 12 rotating taps, focusing heavily on craft beers from the Pacific Northwest, starting this spring.



Our Locations

Beaverton / Cedar Hills 2905 SW Cedar Hills Blvd. 503.626.1400

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Oregon City / Hilltop 334 Warner Milne Rd. 503.722.8222

West Linn / Ristorante 18740 Willamette Dr. 503.636.9555

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12 BUSINESS TRIBUNE

Tuesday, February 10, 2015



Fans of this Caribbean cuisine no longer have to travel to Seattle or the island itself

hen Samuel Vazquez first moved to the area about five years ago, he noticed that he could find a restaurant representing just about every corner of the world - except his own.

Vazquez, 51, was born in New York but spent most of his childhood

BY **ERIC**

APALATEGU

in Puerto Rico, where he developed his taste for the types Caribbean cooking now found on the menu at Boriken, the tidy Beaverton restaurant he and his

restaurant he and his wife opened in November.

He quickly learned he wasn't the only one who longed for Puerto Rican cuisine, which until now couldn't be found closer than Seattle.

The name Boriken is what the indigenous Taino people already called their island when Christopher Columbus claimed it for Spain. The term (or Borinquen) is still very much in use, and Puerto Ricans often refer to themselves as Boricuas, Vazquez said.

As soon as Vazquez put the "Boriken" sign out front while remodeling the former bar at 12800 S.W. Canyon Road, Puerto Ricans and fans of mofongos and other traditional dishes started asking when he would open. When he did, the line of customers went out the door that first hectic night.

The throngs have mostly subsided, although the restaurant remains particularly busy Sunday evenings, in part because the devout Seventhday Adventist closes his business at sundown on Fridays and all day Saturdays. It is open for lunch and din-

ner Sundays through sundown Fridays, including later dinner hours on summertime Fridays.

Vazquez and his wife, Awilda Medina-

Vazquez, hired Puerto Rican chef Orlando Rodriguez directly from the island to help polish their menu and take over the kitchen. Rodriguez brought another cook, Daniel Rivera, to help prepare the daily meals. On most days, the four of them staff the 12-table restaurant.

"I told him I wanted (the menu) as



enjoy the Puerto
Rican menu at
Boriken
Restaurant in
Beaverton.

popular in many other Spanish-

Jose and

Laurena Segoeia

typical to the Puerto Rican restaurant as possible," Vazquez said. The closest thing most Oregonians have had to Puerto Rican food is Cuban cuisine, but there are different flavors and ingredients used in the foods of these island neighbors.

Boriken serves traditional Puerto Rican recipes including mofongos (a deep-fried plantain dish), yucca rellenas con pollo (chicken-stuffed yucca), alcapurrias (banana fritters filled with seasoned ground beef) and Puerto Rican-style arroz con pollo, among many others. They make their own sofrito, a sauce that serves as the base for many Puerto Rican dishes.

Puerto Rican flavors are a complex mix of many things, but overall, much milder than the spicy-hot dishes popular in many other Spanishspeaking countries, a pleasant surprise for some American palates, Vazquez said.

Vazquez said it was a challenge to find spices and other ingredients common in Puerto Rico but rare in the Pacific Northwest. Ponderosa Provisioners in Aloha customizes many of the meats that larger suppliers wouldn't offer, he said.

"Tve made the effort to find the things I need to make it taste the way it is" in Puerto Rico, he said.

Their hand-made approach has won fans of the island flavors, but the painstaking preparation at times can mean some dishes are slow to be served, which Vazquez acknowledged has been more of an issue at lunchtime. He is in the process of de-

veloping a simpler lunch menu featuring items that are not only quicker to serve but also less expensive than his dinnertime favorites.

"It's time-consuming and it takes a lot — a lot! — of energy to do," he said. "We try to make everything from scratch. We don't let things sit so it doesn't get old and soggy."

Also coming soon at Boriken are regular musical performances, and Vazquez said he'll be in the band some nights during the summer.

Another musician will play the evening of Valentine's Day, a rare occasion when the restaurant will be open on a Saturday. Outdoor seating is available as warmer weather approaches.

His restaurant logo includes the flag for the Commonwealth of Puerto Rico, a U.S. territory in a group of islands that also includes Cuba and the Dominican Republic. The logo includes a Taino drawing of a coqui frog, a symbol also found around the restaurant.

Vazquez remodeled the rented space with a friend's help, using wood and corrugated tin on the interior to harken back to the simple country life many Puerto Ricans lead. Diners sit on wooden benches around wooden tables, lit by hanging lamps Vazquez made from metal buckets.

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YOUR**BUSINESS**

CORRECTION

In the Feb. 3, 2015 story on grocery delivery in Portland, Peter Koehler's name was misspelled, and his employer was incorrectly identified. He is Green Zebra Grocery's business development director. Also, Green Zebra Grocery was mistakenly referred to as Green Zebra Grocers. And, Safeway was incorrectly named as a national competitor of Instacart. In fact, the two businesses compete in Portland and the surrounding area, while Instacart delivers from Safeway in other areas.

Pharmaca Integrative Pharmacy opening at **Timberland Town Center**

Pharmaca Integrative Pharmacy opened its second Washington County location this past weekend at Beaverton's Timberland Town

Pharmaca, which also has a location in Tigard last fall, hosted its grand opening on Saturday and Sunday at the new location, 240 N.W. Lost Springs Terrace, near the new Market of Choice.

Pharmaca provides "integrative" healthcare services, including traditional pharmaceuticals and holistic treatments, in addition to other wellness essentials, natural beauty care and eco-friendly household products.

Their staff includes naturopathic doctors, homeopaths, herbalists and nutritionists. Its Natural Beauty Bar offers guidance from licensed estheticians.

Pharmaca donated 5 percent of its sales this Saturday to the Sunshine Division, which provides food, clothing and other essentials to struggling residents of Beaverton and other communities.

2014 was record for single-family home construction in Wilsonville

The City of Wilsonville experienced a record-high level of singlefamily home construction in calendar year 2014. Both the number of home permits issued and the value of new residential construction are record Wilsonville levels for a second consecutive year.

In 2014, the City of Wilsonville issued a total of 246 single-family dwelling permits with a valuation of \$52.2 million, representing more than a doubling of the average amount of \$23.9 million per year over the past 10 years. The year 2014 was even greater than the prior record-setting year of 2013 when 180 single-family building permits

were issued with a valuation of \$42.8 million.

Wilsonville Mayor Tim Knapp observed that, "In just the past two years, 426 new single-family homes with a value of over \$95 million are coming online. I think this data shows that Wilsonville continues to be an attractive city in which to build and to buy a new home. I attribute this strong showing to our community's thoughtful urban planning, enabling the private sector to build a range of housing options that meet the needs of young people, families and retirees."

Other 2014 residential buildingpermit data shows that one new multi-family residential permit was issued for the 114-unit Portera at the Grove valued at \$9.0 million. Portera offers amenity rich, large, single level units for active adults (55+) and is located within walking distance of Town Center and along a SMART transit route.

Cumulatively, the total number of 360 new residential units built in Wilsonville in 2014 is 53 percent greater than the 10-year average of 236 units/year.

Major residential construction has accelerated over the past two years as the local economy emerges from the Great Recession, with a majority of new home-building occurring in the Villebois urban village development where homebuilders Polygon Northwest, Lennar and Legend Homes are active.

Three permits were issued for new commercial/industrial construction valued at \$2.9 million: and 251 permits with a valuation of \$15.0 million were issued for commercial/industrial/multi-family alterations or improvements to existing buildings.

Aequitas Capital makes several new hires

Aequitas Capital Partners (ACP), a division of Aequitas Capital's wealth management platform, has hired four new regional directors, an expansion that represents the successful growth of the business unit since its launch last year and begins the next phase of offering Registered Investment Advisers intellectual, financial, and human capital.

"For ACP, 2014 was a year of notable accomplishments, including the successful launch of our unit, followed by an overwhelming response from the growth-oriented RIA marketplace. To date, 43 firms have adopted our platform and become members of our network,

with three qualifiers to our exclusive, invitation-only Quarter Club," said Bob Jesenik, Aequitas CEO.

Todd Nelson was hired as the new Southeast Regional Director. He has more than 13 years of financial services industry experience, and most recently served as the Regional Marketing Director at 3D Asset Management.

James Kenney, Northwest Regional Director, has several years of financial advisory and client-facing experience and recently served as a wholesaler for Natixis Global Asset Management.

Whit Whitehouse, Southwest Regional Director, has more than 20 years of experience as an industry veteran. He has predominantly held sales and management roles with financial institutions such as Fidelity, Citigroup and Wells Far-

Bill Hennessey, Northeast Regional Director, has more than 17 years of experience and most recently was a Relationship Manager with Charles Schwab Advisor.

In addition, Tammy Wood has been promoted to Vice President of Sales. She has been active in the investment management industry for more than 25 years, having worked with corporate retirement plan sponsors as well as non-profit foundations and endowments and high-net-worth individuals in both relationship management and new business development roles.

"We've covered the country now from the Northwest to the Southwest, and from the Northeast to the Southeast, with regional directors in the field who can meet and consult with clients and partners," said Mr. Rice. "We are preparing for expansion of the ACP network in 2015."

Oregon Travel Experience names new executive director

The Oregon Travel Information Council recently

announced that Nancy DeSouza has accepted the position as Executive Director of Oregon Travel Experience (OTE).

DeSouza is a native Oregonian with more than 24 years experience



tive and management service.

CONTINUED / Page 14

Council allows lower employment levels for Boeing

Agreement helps company comply with Enterprise Zone guidelines

By JODI WEINBERGER

Pamplin Media Group

Gresham City Councilors unanimously approved a resolution to allow Boeing to lower its hiring responsibility from 1,758 employees to 1,550 employees during its eight-year Enterprise Zone tax-abatement period.

Boeing has worked with city staff for months on an agreement that would allow them to stay in compliance with state law for Enterprise Zones, which require a baseline employment and hiring

Because Boeing, the world's largest aerospace company, has delivered hundreds of familywage jobs to Gresham, the city wanted to move forward with them cooperatively, said Shannon Stadey, director of the city's economic development services.

Oregon's statutes on employment have "zero flexibility," Stadey noted. However, the law allows the city to amend the agreement prior to July 1 of the first exemption year.

In 2013, councilors approved what amounted to the largest Enterprise Zone tax abatement request to come before them since 2006. The deal is expected to bring \$300 million in investment at the company's Gresham plant.

With 1,700 jobs on average, Boeing is one of Gresham's largest employers. Its plant, situated on 60 acres in the 19000 block of Northeast Sandy Boulevard, has more than 1.3 million square feet of manufacturing and facility space.

Boeing was previously approved for Enterprise Zone abatements in 2007 and 2010.

No new jobs were required as part of the 2013 abatement,



PAMPLIN MEDIA GROUP FILE PHOTO Boeing Portland plays a key role in the companys success.

because the investment totaled more than \$300 million.

"Boeing is such a wonderful partner in our community, and we wouldn't know what to do without them," said City Council President Jerry Hinton.

Under the agreement, Boeing will be allowed to lower its baseline employment to 1,550 employees. The company, however, would pay \$500 annually for each job falling below the original baseline of 1,758. The money received from this condition would be placed into a dedicated economic development fund.

According to city staff, that money could be used toward workforce training programs, to support partnerships with community colleges or other employee recruitment deals.

"We have a lot of flexibility about how we can use these monies," Stadey said.

In approving the resolution, Councilor Karylinn Echols praised the company's ongoing role in fueling Gresham's economy.

"Boeing is a great community partner, so I want to express our gratitude toward your team and move forward with the resolution," she said.

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YOUR**BUSINESS**

From page 13

"OTE is a semi-independent agency with an important and growing mandate to serve Oregon and its travelers, and Nancy brings the perfect combination of skill, wisdom and experience to guide the agency and assist the Council in the years ahead," said Council Chair Gwenn Baldwin. "From her executive management experience in other semi-independent state agencies, to her marketing and communication expertise, and her excellent reputation in state government as a collaborative partner, we couldn't have asked for a stronger, more wellsuited executive."

CBRE promotes Skaug to first vice president

CBRE recently announced the promotion of Stuart Skaug to First Vice President.

Skaug specializes in providing both strategic and tactical advisory service exclusively to owners and occupiers of industrial real estate. His ability to consistently integrate and align



the objectives of each client with executable real estate solutions is a cornerstone of his practice.

He has been recognized as one of "Top 5" producers in the CBRE's Portland office and one of the most successful and trusted commercial real estate advisors in the Portland/Southwest Washington market. During the course of his career, he has successfully negotiated multiple millions of square feet of industrial sales and leasing transactions on behalf of his owner and occupier clients.

Nicky USA celebrates 25 years of business

In 1990, Nicky USA began with one employee, Founder Geoff Latham, selling rabbit to top Portland chefs from the back of his Ford Escort. Twenty five years later. Nicky USA has grown into a premiere butcher and purveyor of specialty game and high quality meats in the region, with 50 employees and 12 delivery trucks bringing product to the Pacific Northwest's most talented and famous chefs.

Not only has the company

grown, but has also purchased its own farm, launched its own line of quality meat under the Nicky Farms label for both restaurants and home cooks, and opened a second location in Seattle. Nicky USA has been grateful for their customers and culinary community every step of the way, evident in their signature event, Wild About Game, which takes place every fall as a showcase of specialty game a true celebration for the region's chefs and food lovers.

Umpqua Bank Charitable Foundation donates nearly \$300,000 in community grants

The Umpqua Bank Charitable Foundation recently announced nearly \$300,000 in grants for nonprofit organizations focused on youth development and education and economic opportunity. In total this quarter, 74 Community Giving grants were awarded throughout Umpqua's footprint, ranging between \$2,500 and \$10,000, and selected by the company's associate-led Community Giving team.

"As a community bank, Umpqua Bank is committed to partnering with organizations that strengthen the neighborhoods we're a part of," said Nicole Stein, managing director of the Umpqua Bank Charitable Foundation. "The Umpqua Bank Charitable Foundation and its Community Giving program allow us to take action in meaningful, highlytargeted ways that will make a difference in the lives of children and families for years to come."

Through the Community Giving program, more than 100 Umpqua Bank associates located throughout the company's footprint participate in the process of proactively identifying need in their communities and reviewing the grant applications that help meet that need. Quarterly, their recommendations inform the Foundation's grant making and result in the distribution of dozens of Community Giving grants.

Among the many grants that were made, Portland's Rose Community Development Corporation received a grant of \$4,500 to operate after-school programs at four housing properties, providing homework help and enrichment activities for at-risk youth.

Bucker, Lofland, Jr. join the RACC board of directors

Two community leaders, Robert Bucker and David Lofland, were

BJ Willy's in Central Village closes

WEST LINN

Closure due to ownership changes

By PATRICK MALEE Pamplin Media Group

The BJ Willy's restaurant in Central Village has closed its doors until further notice. effective since Feb. 2.

The closing was primarily due to ownership changes, according to BJ Willy's Marketing Director Dana Brown. A second West Linn BJ Willy's, in the Willamette area, will remain open according to Brown.

"Right now there are some ownership changes, and the primary owner is not sure if (the Central Village location) is staying closed permanently," Brown said. "But it looks like it

BJ Willy's, known for its wood-fired pizza, first opened its Central Village location at 22000 Willamette Drive, back in 2010, shortly after its twin — BJ Willy's Pub House and Eatery opened in the Willamette area in 2009.

"This totally surprises me," West Linn City Council President Thomas Frank said when asked about the closure. "I was in there last week, and they had a wait at the door. We always enjoyed going down there for their fire-roasted pizza."

The restaurant also held a distinct status within the West Linn business community, Frank said.

"Interestingly enough, it's the only business in West Linn that had two locations," Frank said. "They're a very unique business.

"I'm surprised. Absolutely, they were one of the focal points for Central Village."

recently elected to the Regional Arts & Culture Council (RACC) board of directors.

Robert Bucker is Dean of the College of the Arts at Portland State University. From 2007 - 2013 he was Dean of the Mike Curb College of Arts. Media, and Communication at California State University, Northridge, where he also served as the **Executive Director** of the new, stateof-the-art Valley **Performing Arts** Center. He began his career as a middle school and high school vocal music teacher and



BUCKER

LOFLAND

choral director in Missouri. He served as the director of education for the Metropolitan Opera Guild and the voice chairman and choral conductor for the Presidential Scholars in the Arts program.

David R. Lofland, Jr. serves as President for Key's Oregon and Southwest Washington market, and as such is the senior representative and spokesperson, and leads the organization's economic and community development efforts. He also oversees the full range of Key Private Bank financial services in the Oregon and Alaska markets. An Ohio native, Dave joined Key Bank in early 2011 with 20 plus years of experience in banking, investment and trust industries, including senior leadership positions with two other major financial institutions.

The Regional Arts & Culture Council is a local arts agency that provides grants and services for artists, schools and nonprofit organizations in for Clackamas, Multnomah and Washington Counties. RACC also conducts a workplace giving campaign for arts and culture ("Work for Art"); manages one of the oldest public art programs in the country; and helps K-8 teachers integrate the arts into other academic subjects through The Right Brain Initiative. Online at racc.org.

Fetsch named State President in Oregon

Northwest Farm Credit Services has named Brent Fetsch as its Oregon State President, leading the Oregon Lending and Insurance

Fetsch serves as a member of

the organization's Management Executive Committee and leads the company's Oregon State University relationship team. He is based in the Northwest FCS Salem branch. Fetsch most recently served as



the Senior Vice President of Operations and Chief Information Officer at Northwest FCS' headquarters in Spokane, Wash.

Northwest FCS recently adopted a new frontline structure to bring three divisions together to form one team called Lending and Insurance. Northwest FCS' goal is to improve knowledge sharing, efficiency and teamwork. Leadership at the state and branch levels has been enhanced to increase Northwest FCS' local marketplace presence and better coordinate the company's resources to serve its customers. Fetsch is one of four state presidents named in the Northwest.

Boyd's promotes Hswe to VP of Marketing

Boyd Coffee Company, the old-

est family-owned coffee company in the Pacific Northwest, has announced the promotion of Cvnthia Hswe as its new Vice President of Marketing.



rection of Boyd's Coffee's marketing efforts as they expand their brand presence both in terms of geography and market segments.

Hswe has more than 17 years of marketing and brand management experience in the beverage and food industry. She began her career in market research for the telecommunications industry, then worked in brand manage ment for Kraft Foods and Yogi Tea® before coming to Boyd's Coffee in 2011.

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Lynn Marshall <u>Kristan Summers</u> 503.680.7442 503.780.1890 Lawrence Burkett Linda Nyman

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