

# Columbia River Gorge Business Review



April 2013

Covering Gorge Business

Volume 5, No. 4

## On The Move



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Every Region is a Product  
in the global marketplace - defined by its:

1. **Position & Context:**  
Position in the Global Network;  
Environmental Context
2. **Size & Economy:**  
Size and Diversity of the Population  
Structure of the Economy; Workforce & Headquarters
3. **Competitive Resources:**  
Education, Medicine, Research, Culture;  
Ancillary Resources, Environment, Quality of Life

# The Next BIG Thing

That's What They're Planning In The Dalles

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Strategist Michael Gallis led an economic planning session put on by the Port of The Dalles.

Kathy Ursprung photo

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# Columbia River Gorge Business Review

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## Real estate shows some sales gains

CRG Business Review

February was a good month for real estate in the Mid-Columbia region, according to Kim Chadney, principal broker and general manager of Windermere/Glenn Taylor Real Estate.

The 71 pending sales represented the strongest February since 2007, when there were 80 pending sales. February 2013 topped February 2012 (57) pending sales by 61.4 percent.



**Kim Chadney**

Closed sales for February were also the best since February 2007, when there were 49 closed sales entered, she said. February's 41 closed sales represented an increase of 2.5 percent over January 2013 and 20.6 percent from February 2012.



**Don Nunamaker**

February saw 86 new listings, an increase of 13.2 percent over January, and 7.5 percent over the same month the previous year. Chadney said \$227,200 was the average price of homes sold in the 12 months ending February 2012 vs. the average a year ago – \$227,700. In the same time period, the median sale price has increased by from \$190,500 to \$195,000.

Don Nunamaker, owner of Don Nunamaker Realtors, said the number of closed sales in February is similar to January and December.

"Americans are feeling more optimistic about a housing recovery which I see this same attitude reflected in the Hood River market area," he said. "Twice as many lots sold in 2012 compared to 2011. Part of these sales were to builders who felt confident enough about our market to want to build a spec home."

Nunamaker also said the number of foreclosures in the Columbia River Gorge has declined.

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Julie Raefield-Gobbo photo

**Tammy Hall, owner of Tammy's Floral, takes care to add just the right sentiment to her bouquets.**

# A blooming Hood River business

By **JULIE RAEFIELD-GOBBO**

CRG Business Review

HOOD RIVER – Tammy Hall began her love affair with flowers when she was just 16. That's when she took on the mantle of floral delivery person for her parents' flower shop on the Heights. She's taken a few detours since then, but always wound her way back to the blossoms.

In fact, it's going on 11 years since Hall bought the business that has become Tammy's Floral, taking over from her parents, Lindamay and Roger Woosley.

With delicious scents filling the store and an explosion of beauty surrounding her, Hall shares a bit about her life in bloom.

"Being a small-business owner means you wear every hat," said Hall. "I design, deliver, clean up and manage the shop. Luckily, I have a fantastic staff that helps with everything." She employs two full-time designers and several part-time helpers and delivery people. During holidays, Hall routinely has to pull in extended family to help.

"When it's Valentine's Day or Mother's Day, my mom and sister (Trudy) will come and help design. My father and sons have both done deliveries."

Hall, who was born and raised in Hood River, recognizes and appreciates the special place her business holds in people's lives.

"You see weddings, birthdays and funerals," said Hall. "It's all part of life and I love being part of the community this way. I just love all the people."

"When I create something and deliver it, I can see the people are so happy. It is very fulfilling," said Hall. While there are four big events that keep the shop operating at full capacity (Valentine's Day, Mother's Day, Christmas and Prom), other times can be lean.

"It is sort of a feast or famine type business," said Hall. Luckily for Hall and the other flower businesses in town, Hood River's desirability as a wedding venue is bringing in more steady business between June and October.

"We have 22 weekends in the wedding

season and those are now really busy," said Hall, who notes that brides now prefer outdoor weddings instead of the previously common church venues.

"It seems like we just keep having more outdoor venues popping up here every year," she said. Hall delivers throughout the Gorge and has decorated venues in The Dalles and across the river, as well.

When it comes to communicating, Hall believes that flowers carry a special message.

"Guys especially seem to see those dozen red roses as a way to express their love; that is the most popular (bouquet) on Valentine's Day. They know their meaning is clear."

"Of course, the ones who forget Valentine's Day are in here on Feb. 15 buying TWO dozen red roses. We know they are the ones in the doghouse!" chuckled Hall.

As Hall tucks a blue hyacinth into a clear round vase, her skilled hands find just the right placement within the floral still-life, and a moment of heartfelt joy can be seen rising in her smile. Tammy's Floral is located at 1215 12th St.

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# Mother, son personify yin and yang

By **ESTHER K. SMITH**

CRG Business Review

**MOSIER** – Susan Froehlich and her son Charlie Cannon have only been practicing Oriental medicine together a few months, but it's already working out very well, Susan said.

"Charlie is quite an athlete, and because of that also has an interest in helping other athletes become the best they can," she said. "I would say that my practice is geared more generally; women's health and for sure any kind of pain situation."

Traditional Chinese medicine, or TCM, encompasses acupuncture, Chinese herbs and some sort of bodywork such as shiatsu or tuina, Charlie said. Though they both practice all three, Susan said they each have strengths that will truly complement one another.

"I have more of a passion for dealing with musculoskeletal elements and combining body work with a specific type of massage called tuina, which involves a lot of stretching with the patient, combined with acupuncture protocols," Charlie said.

Susan said that one bonus to having him there is that they can treat each other.

"I was sick a couple of weeks ago — and I'm usually not sick; or if I'm sick, I'm sick for a day," she said. "But Charlie was able to treat me — which is going to be great, especially as I get older — and so my illness lasted three days; it did not last the weeks that people are sick now."

Another bonus to having a partner is being able to fill in for one another, she said.

"I think the best part will be as I have days off, Charlie will be able to

see patients that I couldn't see, which is nice," she said. "Most acupuncturists in this area work singly; they don't work in clinics."

Froehlich has worked solo for 14 years, and Charlie just joined her practice in January after graduating from Oregon College of Oriental Medicine, or OCOM, last fall. OCOM is the same school his mother attended.

"Actually, Charlie was the first kid of an alumnus to graduate, so that was pretty special," Susan said.

"There were other students who had parents who practiced Chinese medicine, but not from OCOM," Charlie said.

Having shared the same school experience has given them a common frame of reference to draw from — including a four-week internship in a hospital in



Esther K. Smith photo

**Susan Froehlich and her son Charlie Cannon outside their clinic in Mosier.**

China that caps the OCOM training, followed by a week of free time. For Charlie, that week was spent learning about Chinese herbs.

"Bozhou is basically the hub of all herbal trade that's done in China," he said. "We did a tour of a lot of the facilities where they trade herbs and then saw where they process herbs. We visited the farms where they're actually growing the herbs, and then the treat-

ment sites, where they're washing and cleaning — on a huge scale — truckloads of herbs."

One thing Susan remembers about her time in China is how differently hospitals operate.

"All of the hospitals have to have both Western and Traditional Chinese Medicine," she said. "So even if it's a Western hospital, they still have to have TCM; they cannot function without it."

"If someone has an injury, they'll go to a tuina clinic or an acupuncture clinic, but they don't tend to go to the hospital," she said. "If it's internal medicine, or they need herbs, they'll go to the hospital."

"The hospitals combine Western pharmaceutical drugs with acupuncture and Chinese herbs," Charlie said. "If someone has a very specific type of bacterial infection, they may use some antibiotics, but they've found that antibiotics alone won't give the patient the best results; it's combining the antibiotics with Chinese herbs."

"So they're much more of the mindset of looking at what works instead of 'We're just going to use Chinese medicine,'" he said. "They say, 'Oh, what is working?' — from different areas — let's try to understand them as best we can to give the patient the best care they can use."

Traditional Chinese medicine can be used whether a person is in the acute stage of an injury, has chronic illness or wants to prevent illness or injury.

"I guess that's somewhere acupuncture and Chinese medicine really shine, it's that it's a complete medicine,"

**See YANG, Page 21**



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Mark Gibson photo

Within this photograph of The Dalles are two major railroad lines, a lock for river traffic, an airport, an interstate highway and two industrial parks..

# The Dalles port plans for next economic trend

By **KATHY URSPRUNG**  
CRG Business Review

THE DALLES – What’s the next big trend that The Dalles needs to pick up on to boost its economy? That was the question posed to Michael Gallis, a regional development strategist from North Carolina, during a strategic planning presentation March 14 put on by the Port of The Dalles.

The port is engaged in the process of updating its strategic plan, a requirement to qualify for certain state funding that could aid in further development at the port industrial park.

The Dalles faces particular challenges in light of the Columbia Gorge National Scenic Area and exclusive farm use zone that surround the city and limit the amount of land available for economic development.

Gallis’ key messages: Think long-term. Value your scarce resources highly. Think globally.

“The question for each community is how do we fit into the world?” he said. “Are we strengthening our position or are we losing our position? As the world changes, are we becoming a more important place, or is the world just moving on?” he asked.

Gallis looked at The Dalles in relation to emerging and ongoing trends in trade and transportation.

“The West was always a resource economy, timber, mining, agriculture,” he said. “For some time, the West Coast has also been known for its

high-tech economy. There are three times as many start-ups in San Francisco as Boston.”

Gallis noted how the Columbia Gorge reputation for world-class windsurfing helped bring people and industry to the Gorge, such as the successful drone designer Insitu. He noted the importance of analyzing an economy for attributes that play a role in attracting business: position and context, size of economy, and competitive resources.

Specifically, some of those issues include: position within the global network; environmental context; size and diversity of the population; structure of the workforce; education; medicine; culture; ancillary services; amenities (recreational, scenic, etc.); quality of life.

Gallis also talked about West Coast international trade relationships, which are 98 percent tied with Asia.

“Japan is a bigger focus for Portland and for us,” he said. He suggested considering building from an already booming agricultural market with value-added products. For example, rather than just shipping grain to Japan, actually producing the noodles they need here for shipment overseas.

Gallis cautioned against valuing the community’s scarce resources too lightly and thinking in too short of terms. He used China during the recession as an example.

“China was out buying resources all over the world because everything was

cheap,” he said. “They wanted to secure resources that are needed for the long-term while everybody else was concerned with the short-term. When the other guys are thinking long-term, you’re going to be in a jam.”

Gallis said long-term prospects look “very good,” noting that population is expected to double between 2000 and 2050 and the economy is expected to grow by 95 percent. He brought up a map noting that the growth will manifest in increasing congestion along the Interstate 5 corridor.

“In The Dalles that means we’re in a location that’s less congested,” he said. “It’s small, but close to Portland. It’s not congested and you can get around here.”

Some firms, he suggested, may locate here as a result of these advantages.

As I-5 becomes more congested, plans are being considered to develop a new interstate spanning Canada and America east of The Dalles, putting the city in between two major transportation corridors.

“We’re really going to play off the big centers,” he said. The Dalles also has other transportation advantages, including river navigation, rail and air, as the Columbia Gorge Regional Airport undergoes upgrades that will allow it to accommodate larger air traffic.

Gallis also pointed to the city’s educational advantages in terms of innovation and research through Columbia Gorge Community College. He cited other competitive resources, including

low-cost electrical power, the environment, good access to health care, community history and quality of life. He suggested The Dalles consider itself a “specialty center.”

“You’re unique and you need to play on that in terms of how you compete,” Gallis said.

Disadvantages include an in-between location, small population and labor force and limited land. Gallis stressed the need to get the best utility possible from the available land. Inefficient use of the land can result in fewer jobs for local residents. He pointed to the 50 acres planned for development in the North Chenoweth Subdivision.

“Fifty acres can support, at maximum utilization, 1,400 jobs,” he said. “The same piece of land, at low utilization can support maybe 100 jobs.”

Because the land is limited, it should be treated as precious, Gallis said.

“One of the biggest problems we have is that we need to get the world to believe in us,” he said.

“But can we actually believe in ourselves? We can’t make the world believe in us if we don’t believe.”

Gallis closed his talk with a suggestion that The Dalles have a world-class vision and not welcome just any business that comes along. He summed up some of The Dalles’ advantages with the phrase “Less is More, Small is Good,” suggesting the city capitalize on the fact that it’s not big.



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# Ten years later, Studio Hair and Nails moves

By **KATHY URSPRUNG**  
CRG Business Review

**THE DALLES** – Ten years after it first opened in The Dalles, Studio Hair and Nails is celebrating the grand opening at its new location, 1008 W. Sixth St. in The Dalles.

Owners Henry and Kathleen Tran purchased the building formerly occupied by the Habitat for Humanity ReStore. They will be celebrating their grand opening through April 15.

With the help of the family, the owners remodeled the building into a bright, airy spa setting where pedicure chairs line one wall, hair styling lines another and nail services run through the middle.

“It took a lot of work,” Henry said.

The work is evident from the transformation from its previous use as warehouse and home fixture showroom.

The larger location allows the business to offer services in private rooms including tanning, waxing and massage. They also offer facials.



Kathy Ursprung photo

**Henry Tran, left, and his wife, Kathleen, celebrated 10 years in The Dalles by moving their business to a new location.**

“This is a family business; I’m the adopted one,” said Robin Masters, who has worked for the business since it opened in 2003. “Henry and Kathleen are a hard-working couple. They came

to America, learned the language and started a business.”

The business started about 10 years ago in the shopping area at Ninth and Trevitt streets, then moved to leased

space near the Walmart Pharmacy before the owners purchased the current location.

The owners also have a Hood River location known as Studio Spa, which Kathleen operates.

“We appreciate all the business [and our clients],” Henry said.

“It’s our customers who have made us a success,” Masters said. “I think people like our loyalty. This is not just a corporation; it’s a family business.”

Studio Hair and Nails serves the entire family, from baby’s first haircut to senior citizens. It offers special discounts for seniors on Tuesdays.

The business is also offering specials for its grand opening and has packages for nails and tans.

“Even though we’re upscale and trendy now, we still cater to seniors,” Masters said.

Studio Hair and Nails also sells a full range of hair products including Paul Mitchell, ISO, Biolage, It’s a 10, and others.

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## PocketFuel moves to Port

CRG Business Review  
HOOD RIVER –  
PocketFuel Naturals will move this summer to the Port of Hood River's Halyard Building.

The LEED-silver certified building will be 80 percent occupied when tenant improvements are complete this summer, according to information provided by the Port.

PocketFuel produces a line of nut butter blends developed as a natural energy food. As its name indicates, PocketFuel products are portable for easy use by athletes, or anyone looking for a healthy snack. PocketFuel nut butter blends are made from natural ingredients found in nuts, seeds and fruits, which offer a slowburning, easy-to-digest energy boost.

The products are packaged in 1.8, 3 or 20-ounce pouches, and the new space at the Halyard will enable the



company to better showcase its products to the public.

"The Halyard will allow us to centralize our efforts with production, sales and marketing under one roof in an inspirational setting," founder Mark Ribkoff relayed. "The public will be able to view production through glass windows;

we'll offer factory tours; and we'll also have a small tasting area and retail outlet with a 'try before you buy' environment."

PocketFuel, founded in 2011 in Hood River, has experienced a period of strong growth in the nationwide sports market, and is also focusing sales efforts in the national grocery industry. With three employees currently, the company plans to add two to four more employees in the near term.

PocketFuel Naturals will move into its new space around July 1.

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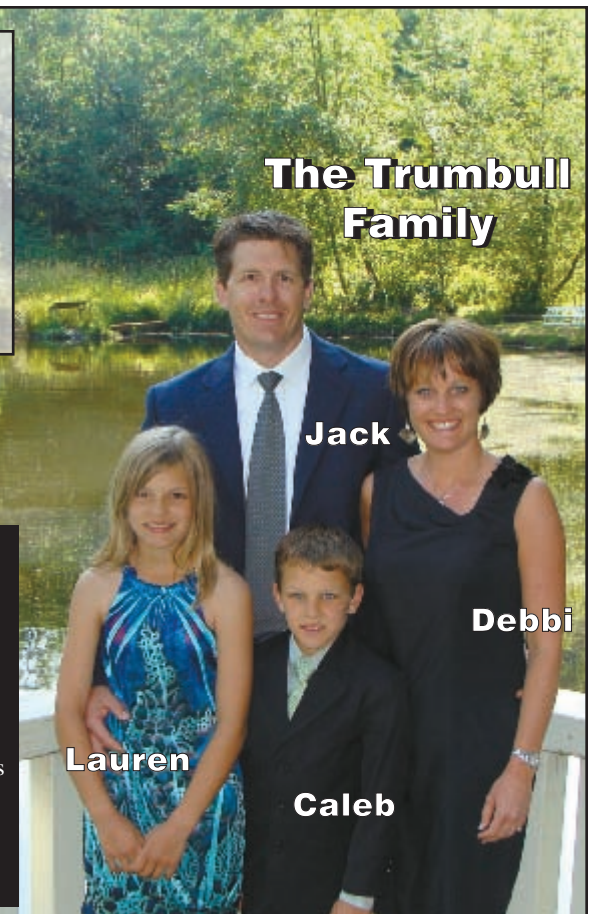
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# City must review waterfront decision

The Oregon Land Use Board of Appeals remands Nichols Basin hotel approval decision

By **BEN McCARTY**

CRG Business Review

HOOD RIVER – The Oregon Land Use Board of Appeals ruled last month that the City of Hood River must reconsider several points of its recent decision to allow construction of a hotel and commercial building on the Hood River waterfront.

LUBA sent the decision back to the city (known as a remand), sustaining a subset of the five assignments of error outlined by Friends of the Hood River Waterfront in its appeal over the city's approval of the project.

LUBA considers appeals of land-use rulings based on alleged "errors" potentially committed by the governmental body in applying land use regulations; in this case, the City of Hood River was the governing body.

The city council had approved the project, which would place a four-story Hampton Inn and a 20,000-square-foot commercial building at the south end of the Nichols basin on the Hood River Waterfront. The environmental non-profit Friends of the Hood River Wa-



File photo

**The development of the Nichols basin continues to wind through the land use process.**

terfront appealed the decision to LUBA.

In the first assignment of error, Friends contended that the City did not give proper consideration to Hood River City Planning Goal Seven. In its appeal, Friends stated particular concern over Goal 7 Policy 1, which states:

"Floodplains will be maintained as natural drainage ways. No permanent structures other than dams and bridges shall be permitted which inhibit flood stream flows or endanger other property;" and Goal 7 Policy 4, which states:

"In cases where detailed mapping of 100-year floodplains is not complete, the 100-year floodplain will be deter-

mined ..." (through a variety of stipulated methods).

In its remand decision, LUBA stated that the city council must "directly address the question of whether ... those HRCF Goal 7 provisions are mandatory approval criteria or considerations that the city council is required to address in granting conditional use approval for the disputed proposal."

If they are determined to be mandatory, the city must demonstrate that the proposal is consistent with those provisions.

LUBA points out that Friends made a weak case in its first assignment of error but went on to say "It is not clear to us why those HRCF Goal 7 requirements are inapplicable here. Given the lack of a direct response from the city council in its findings concerning the above-quoted HRCF Goal 7 provisions, and the lack of any argument that petitioners failed to raise the issue of the applicability of those HRCF Goal 7 provisions below, we sustain the first assignment of error."

LUBA also remanded the decision on Friends' third assignment of error that protests against the city's refusal to reopen the record for a Friends response to three items of newly submit-

**See LUBA, Page 30**

## Student technology training

CRG Business Review

THE DALLES – Gorge Technology Alliance is hosting a free robotics training in honor of National Robotics Week for students ages 9 to 14. The training is April 13, 10 a.m. to 4 p.m., in Moro. This free training will provide

both beginner and advanced construction and programming action on the LEGO Mindstorms NXT robotics kits. Robots will be provided by Students Recycling Used Technology and the GTA's loaner robotics program. Learn more or register at gorgerobotics.org.

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# Klindt's ownership changes

By **KATHY URSPRUNG**

CRG Business Review  
THE DALLES – Kristin Klindt and Joaquin Perez are the newest husband-wife team to take ownership of Klindt's Booksellers and Stationers in The Dalles.

Klindt is the niece of the late Phillip and Linda Klindt, who owned the more than 140-year-old store through most of the past three decades.

"After Phillip passed, we moved up here," Perez said, "and had been running everything with the rest of the family. It worked fine, but at some point we decided one family should take over completely."

Perez began working at Klindt's in November and he and his wife bought out the rest of the family in December.

The core business — books —

hasn't changed much since the couple took over.

"The one big thing we're trying to do right now is writing workshops," Perez said. The next writer's workshop is set for May 17 (see schedule) and features Oregon poet and essayist Kim Stafford.

The back room of Klindt's, which had included a toy section from G. Williker's, has been cleared out a bit to make room for gatherings that might include a projector presentation. The room is still home to some of the children's merchandise, but some of that has also been integrated into the front room of the shop, as visitors will see. Games and hobbies, for example, now have their own corner in the main room.

"Eventually, we want to sponsor book clubs," Perez said. "A

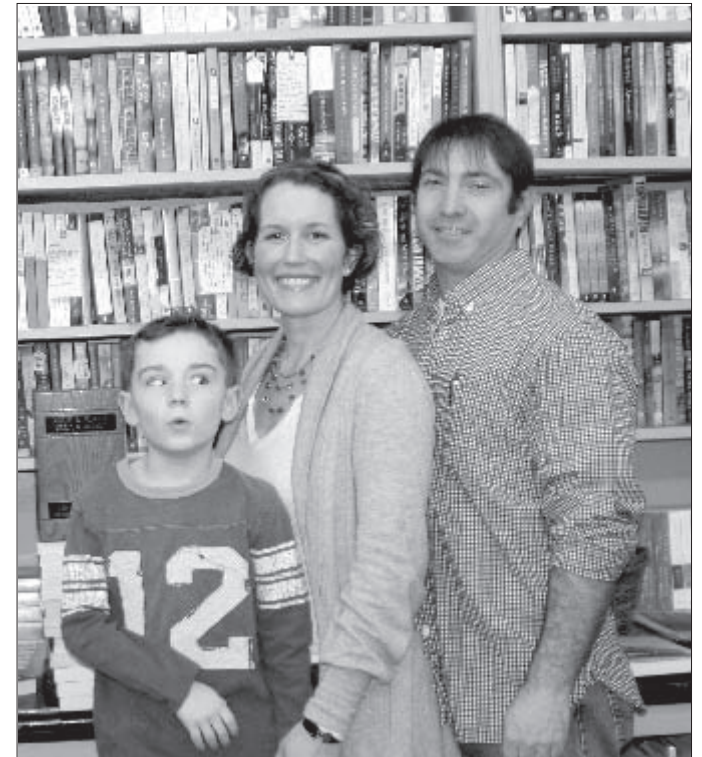
couple of employees have expressed an interest in themed book clubs. We plan to get some comfortable furniture in so we can host those kinds of things."

With the change, they also hope to make Klindt's a daily gathering place.

"My aunt and uncle had the Annex," Klindt noted. It was a place where people could sit down, have a cup of coffee, read a book and have a conversation. While the Annex had to close, Klindt sees a comfortable seating area in the back as a chance to revive that tradition.

Klindt and Perez have also added e-book options to their repertoire, offering Kobo readers for sale and the ability to purchase e-books at competitive prices through the Klindt's web-

**See KLINDT'S, Page 21**



Chelsea Marr photo

**Husband and wife Kristin Klindt and Joaquin Perez pose with son Henry. They have taken fun ownership of Klindt's Booksellers and Stationers.**

## Marchesi awarded 'best of class'

CRG Business Review

HOOD RIVER – Marchesi Vineyards of Hood River received Best of Class award for its 2010 Nebbiolo, Bujanen, Columbia Valley, at the San Francisco Chronicle Wine Competition.

Vintner Franco Marchesi submitted three wines to the competition, at America's largest wine judging event.

The San Francisco Chronicle Wine Competition received more than 5,400 wine submissions and is considered to be the premier competition in the United States, Marchesi said.

The winery received Bronze medals for its 2011 Barbera Achille, Columbia Valley and 2009 Pinot Noir Reserve, Columbia Gorge.

This is the second Best of Class award Marchesi Vineyards has re-

ceived from this competition. The first was its Primitivo Valentino 2009, Columbia Valley.

"The 2013 Best of Class medal for our Nebbiolo 2010 and the Bronze for our Barbera 2010 are the results of the passion we put into our Italian Varietal wines here at Marchesi Vineyards and the awards are the testimony year after year," Marchesi said.

The Bronze Medal awarded to the 2009 Pinot Noir Reserve, Columbia Gorge is of particular importance, because it is the first major winning by a premium Pinot Noir from the Columbia Gorge, a fairly new AVA, that embraces both the Oregon and Washington sides of the Columbia River where the grapes were grown.

The Gorge Guide Magazine has released the 2012 results of its online voting from both residents and visitors to their website. For the third year in a row Marchesi Vineyards was voted Best of the Gorge.

"We are elated," Marchesi said.



**Franco Marchesi**

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**Dan Goldman**

# Goldman is new superintendent of Hood River schools

By **ESTHER K. SMITH**

CRG Business Review

HOOD RIVER—Hood River County School Board concluded its search for a new superintendent last month, offering the position to Dan Goldman, director of instruction and elementary education with the Tigard-Tualatin School

District. Goldman accepted the position, which will include a three-year contract commencing July 1.

“I want you to know that your reputation across the state is really, really good,” Goldman told a group of community members who met the two finalists, Goldman and Dr. Steven

Skalka. The school board, working with the recruiting firm of Ray and Associates, started the process in November with a field of 45 applicants. The board’s selection was based on Goldman’s breadth of knowledge about education, experience in leading educational reform, and his enthusiasm about student achievement.

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# City council revises SDCs that pay for transportation improvements

By **BEN McCARTY**

CRG Business Review

HOOD RIVER— Hood River City Council moved ahead last month with approval of a plan amending its system development charges for transportation impacts.

The council entered the meeting looking at three options for how best to assess the charges, which are typically incurred through development. System development charges are typically assessed on new construction or uses to offset the cost of increased impact on

city infrastructure.

City staff presented the council with two separate options to consider at its Feb. 25 meeting: only pursue system development charges for use changes when the city becomes aware of a change or require a review when a

building either expands or has a use change. The system that the city ultimately decided upon would require a plan review whenever a business changes use or expands, but would not necessarily mandate a new system development charge.

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# Hood River chamber of commerce hires director

By **KIRBY NEUMANN-REA**

CRG Business Review

HOOD RIVER – Michael Glover of McCall, Idaho, will be the new executive director of the Hood River County Chamber of Commerce.

Glover was hired last month by the chamber board, according to president Bob Fox. In his last position, Glover was director of sales and marketing for Shore Lodge in McCall. Before that, he served for three years as executive director of the Bend Visitor and Convention Bureau.

“He has real expertise in the areas of fiscal and budgetary management, and experience in brand awareness,” said Fox. “He’s also a good people per-



**Michael Glover**

son. He’ll relate to the community really well.”

Fox said Glover will start work this week and phase in over the next few weeks as he relocates from McCall.

“I’m really excited about the opportunity,” said Glover, 56, in a telephone interview. “It’s good to come into an organization that is set up well, nice to see the work that is already been done.”

“Mike’s abilities will be put to use when it comes to developing sponsorships, including national ones, for our events,” said Fox, who has been serving as acting executive director since January. “We have pretty high expectations for him.”

The former executive, Kerry Cobb, stepped aside to become chamber marketing director. She was hired for that job in 2010 and stepped into the execu-

tive job in 2011 when former executive Mary Closson departed.

Glover said he is happy that Cobb will be available as a resource.

“She has so much institutional knowledge and history,” Glover said. “That will allow me to focus on business development.”

Glover earned a Bachelor of Science from California State University in Sacramento and his work experience also includes work for the Lake Tahoe/Incline Village/Crystal Bay visitor bureau, and director of sales for Harrah’s Casino in Reno.

“I have a pretty broad experience in destination marketing and in similar destinations,” Glover said. “I also have a lot of experience on both sides of non-profits, as a member and in working with boards.”

# Broadband forums start

CRG Business Review

HOOD RIVER – During fall 2012 the Klickitat-Skamania Local Technology Planning Team began a new broadband planning project by holding 10 broadband community forums and gathered information through about 350 surveys to help better understand broadband availability and needs.



**Linda Williams**

Almost 160 attended the forums. According to Linda Williams, WSU Extension and also a KSLTPT member who co-facilitated the forums, “We heard from people without high-speed Internet or cell service and learned that even those with broadband are experiencing challenges as demand is outpacing the availability; especially as we increasingly rely on these services to stay informed, for entertainment, work, connecting with family, friends, banks and much more.”

Brian Wanless, Community Enrichment for Klickitat County board member and also a forum co-facilitator, noted when discussing the project that “Having reliable, affordable high-speed Internet is as important today as having power and water.”

Many towns the KSLTPT visited in the fall felt that despite this importance, there was a lack of readily available information about broadband in our communities.

The KSLTPT listened, and will come back to discuss what it learned from the surveys, community forums, and conversations with Internet service providers, residents, businesses, and local and regional governments.

The forums will also be a chance to give feedback on the information gathered by the KSLTPT. Wanless and Williams will be hosting the spring community broadband forums, which started April 4 in White Salmon. Other meetings are planned for April 9 at Glenwood Grange, 7 p.m.; April 11 at Skamania PUD in Carson, 7:30 p.m.;

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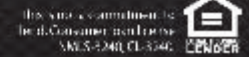
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# Pfriem Brewing to expand

By **KIRBY NEUMANN-REA**

CRG Business Review

HOOD RIVER – More room to make beer — and bottle it, too.

That's the essence of expansion plans by Priem Family Brewing, which opened in April 2012 and had outgrown its space within two months.

Owner Josh Pfriem has announced plans to expand the kitchen and install a larger keg cooler as well as a larger "warming room" for fermenting bottled beer.

The Port of Hood River last week approved a revised lease for the brewery, in the Halyard Building.

Pfriem will add 4,000 square feet of space, enabling it to double its volume from 3,000 barrels annually to 6,000. The company will also start bottling its beer in the new space, which will feature a sour-beer kegging area in the front window facing Portway Avenue.

Construction should start within a month, and Pfriem hopes to complete the work sometime this summer. It marks the first expansion for a business that started just six months ago.

"It's exciting," Pfriem said of the pending expansion.

"We'll get to the point where we have everything in play that we really want to do; the full vision for the place with our bottling and our sour beers and a really cool place outside, and an optimal food experience," he said.

Pfriem ales are widely available in the Hood River area and Portland, and Pfriem is about to expand to numerous outlets in Washington and British Columbia.

"That was a market that we just had not expected, but we're getting calls from all over," Pfriem said.



Kirby Neumann-Rea photo

**Josh Pfriem stands next to barrels in the new section of his brewery.**

Keeping up with demand has been a challenge for Pfriem, who recently hired Dan Peterson as head brewer and Dave McGinley as assistant brewer. Thomas Levinski is chef and Stephanie Antoinette manages the tasting room.

Last month Pfriem added two gleaming fermenting tanks, and the expansion will allow for two more to be installed, giving the purveyor of Belgian-style ales, IPAs and other varieties the capacity to make twice as much beer as they do now.

"This allows us to utilize space better and expand the kitchen," Pfriem said. "The tasting room has been more successful than we thought it would be, so this will allow us to do more in-house, cooking from scratch, and work with local farmers."

The expansion will not affect the tasting room, other than installation of an outdoor beer garden on the east side of the building, which is pending city approval but, Pfriem said, is likely to be in place this summer.

However, overall indoor seating will expand when the upstairs event room is completed this spring.

# Hood River establishments set sights on cider business

HOOD RIVER – A cider loop of sorts, at least, is about to take shape, with a total of local three cideries either up-and-running or about to produce sparkling alcoholic beverages, known as hard cider, from local fruit.

The first to serve its cider is HR Ciderworks, a partnership of Steve Bickford of Mt. Hood Winery and his winemaker, Rich Cushman. Their apple cider is on keg at The Pint Shack in Hood River and across the river at Henni's and Solstice restaurants.

This week, it will go on tap at Divots, Volcanic Bottle Shop, Brian's Pourhouse, Celilo Restaurant and White Buffalo Wine Bar, all in Hood River.

• Fox-Tail Ciders of Odell, created



by Bob Fox and John Metta, is scheduled to be open for business this summer near Odell at Highway 35 and Ehrck Hill Road, next to Smiley's Red Barn, which is owned by Fox and his wife, Sarah.

• Brian Perkey of Parkdale is producing Hood Valley Ciders and will unveil them March 26 at Volcanic Bottle Shop, 6 p.m.

(There will be a \$12 fee to sample six Hood Valley varieties.)

Perkey also plans on a tasting room to be located in the former antique store building across the street from Solera Brewery.

• Look for a fourth cider outlet, next month: Gorge White House on Highway 35. Cushman is preparing a cider specifically for the tasting room-art gallery.

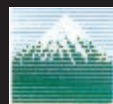
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# Petition halts main street tax

By **RAELYNN RICARTE**  
CRG Business Review

THE DALLES – A downtown business owner appears to have turned in enough signatures of opposition to stop The Dalles City Council from moving forward with a tax to aid The Dalles Main Street.



**Chuck Langley**

Chuck Langley, owner of Columbia Wind Rider Inn, turned in the signatures last month of 46 people representing a total of 76 out of almost 200 tax lots that would be affected. Because the city capped the \$250 per tax lot assessment proposal to three lots, five of the total presented by Langley qualified for that exemption, bringing his count of affected properties down to 71.

“I had no problem getting people to sign because they are really upset about this because they don’t think it’s the answer,” said Langley, who knows of

several other property owners who will be submitting their own letters of objection. “I think the whole thing has sort of been pushed by less than 10 percent of the people who own properties downtown – and a lot of people who don’t.”

Written objections from the owners of properties comprising 33 percent of the assessed value for an Economic Improvement District are needed to stop its enactment. The city planned to collect letters of opposition until April 12 and then hold a public hearing on the issue April 22.

Julie Krueger, city clerk, said the signatures on the petition submitted by Langley now have to be verified.

Langley said a high number of business owners have registered objections to the proposed tax. However, he said the plan to assess properties for three years in part to pay for the services of an executive director for The Dalles Main Street Program, a nonprofit organization, have moved forward anyway.



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Front: Ubaldo Castro (3 yrs), Laura DeCaldera (7 yrs), Tana Stanphill (27 yrs).  
Not pictured: Cecy Castro (7 yrs), Yesi Flores (6 yrs), Chelsey Elliot (1 yr).

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# Dave Koebel has passion for river and sky

By **ESTHER K. SMITH**

CRG Business Review

HOOD RIVER— This week has been mostly cold, windy and rainy; not exactly the kind of weather that makes you want to go flying. But Thursday at Ken Jernstedt Airfield in Hood River, Dave Koebel is doing his pre-flight check to make sure everything is ready for a flight.

“The weather’s not a problem — the plane doesn’t care,” he says. “The trick is going to be getting high enough to do the tests these guys want to do. They want to be at 6,000 feet.”

As Koebel does his check, the guys, who work at Hood Technology Vision Inc., are strapping cameras to the landing gear of the airplane. One of the men will accompany him up for the testing.

Koebel works as a pilot and flight instructor for Classic Wings Aero Services, the fixed-base operator at Ken Jernstedt Airfield. And if it weren’t for jobs like this, there normally wouldn’t be an awful lot for Koebel to do during winter and early spring weather. This year has been a little different, though.

“This year we haven’t been slow at all — we’ve had great weather, which is unusual for us in the winter,” he says. “We’ve had a lot of flyable days and we have a new crew of interested students — which is rare in the winter.

“Usually they start streaming in about May, when the weather gets better; the itch kind of grabs, and they go ‘I think I wanna do this,’” he says.

“This year we started ground school in January, and four of the five students said, ‘We wanna fly — right now.’

“And we’ve got a couple of companies that are testing Gimbals (the abovementioned cameras) and they’ve been keeping us very busy. For the



Esther K. Smith photo

**Pilot Dave Koebel does his pre-flight check including fueling before taking his seat in the cockpit of his plane.**

most part they’re designed to go on unmanned aerial vehicles, but they can’t fly the UAVs here so they strap them onto manned aircraft and we go around and do the testing.”

There’s not much demand for scenic flights this time of year, although “people still try; on the odd, beautiful winter day it’s really pretty going around Mount Hood — it’s just gorgeous,” Koebel says. “But the winter, we normally get ceilings like this and just can’t do it.”

Koebel (pronounced “cable”) grew up in Ohio and came to Hood River 24 years ago to windsurf.

“Pretty quickly after I got here we had a summer with no wind, and I thought, ‘awwww,’” he says. “I was building a deck for a buddy of mine, and he told me he was building an airplane in his basement. I thought, ‘Oh great, a model airplane.’

“But he had an amazing kit he was

building, probably the first composite kit out of Seattle — four-seater, just drop-dead gorgeous,” he says.

His friend, who was taking flying lessons, drove him out to the airport (“I had no idea there was an airport here; I was focused on the river — I just wanted to sail”) and Koebel was approached by an instructor who asked if he wanted to take a Discovery Flight.

“I said, ‘Yeah, I’m bored; OK,’ then when we got back I said, ‘Hey, if you guys take plastic, I’m your next student. This is amazing! I need to do this.’ Just hook, line and sinker. And I’ve never looked back.”

At one point Koebel did get a little bored with flying, but then discovered soaring and that fanned the flame again. He has logged a total of 6,700 hours in the air.

“Every day is different — every stu-

dent is different,” he says. “I love teaching. It’s really fun to watch people get it — to be terrified of landing because ‘here comes the runway and I don’t know what to do’; to soloing, and just beaming; and then graduating and leaving the nest.

“Students of mine have gone on to fly military; they fly commercially; they’ve gone on to Alaska to fly — it’s really cool!” he says. That’s big fun, trying to make it easy to learn to do this — and to do it here, which is complicated.

“This is a tough airport to fly, Koebel says. “We get a lot of snarly wind, as you can see. So every day is different here; every day is challenging. But the scenery just gets better.”

He more fully appreciated that after a trip to Minnesota to pick up an airplane.

“I just thought, ‘How do you guys navigate? There are no volcanoes; there’s no giant river — how do you ever find out where you’re going?’” he says. “Well, there’s a lake, there’s a lake, there’s a lake — there are lakes everywhere. No volcanoes.

“The terrain around here is just exquisite, and then go over the top of the Cascades and the Willamette valley’s 100 percent different. Another 15 minutes over the Coast Range and (gasp) down to the beach — so very quickly when you’re flying you see this amazing change in geography, and you can land and park!

“My favorite thing to do on a hot day is to go fly to Manzanita,” he says. “You land and I think it’s a 5-minute walk to the water — your feet are freezing in 5 minutes! It’s great!”

■  
*To learn more about Classic Wings Aero Services, visit [flythegorge.com](http://flythegorge.com) or stop by the office at 3608 Airport Drive, off of Tucker Road, Hood River.*

## Black Rock is low bidder on retrofit

GOLDENDALE — A structural makeover of the grandstand at the Klickitat County Fairgrounds in Goldendale is under way, according to the Klickitat County Public Works Department.

County Commissioners last month awarded the bid for the 2013 Grandstand Roof and Structural Retrofit Project to lowest responsive bidder, Black Rock Construction and Development LLC, of Moses Lake. The

winning bid was \$217,556.68.

All told, six contractors (five from Washington, one from Hood River) submitted bids for the project, which county engineers estimated would cost \$297,000 to perform. Four of the bids exceeded the engineers’ estimate.

Public Works Director Gordon Kelsey said the scope of work includes removing the entire roof down to the main supporting

trusses, then rebuilding the timber structure and re-roofing it with a new metal roof, per current structural and building code requirements.

Kelsey noted that construction on the project began early March and should be complete by the first part of June. The project, he added, is being funded in part by a \$50,000 grant from the Washington State Department of Agriculture.

# A Kidz Dental Zone adds clinic in The Dalles

By **KATHY URSPRUNG**

CRG Business Review

THE DALLES – A Kidz Dental Zone opens its new The Dalles office this week, providing strictly pediatric dentistry.

“The real differential between pediatric dentistry and general practice is the same thing as between pediatrics and family practice [in medicine],” said Dr. J. Kyle House, owner of the practice. “All we do is work on children.”

Board-certified pediatric dentists complete an additional two years of training just on children, including things like psychology, growth, diseases, genetics, physiology, sedation and general anesthetics.

“Mostly, what we do is create a more child-friendly environment,” House said.

That friendly environment starts in the lobby, which is surrounded by brightly colored murals created by Hood River artist Mark Nilsson. One features the Hood River Railroad, but most of the room is adorned with

western scenes with a bunkhouse-style playhouse in the corner.

Play Station game consoles can also help kids pass the time before appointments.

Inside, at the examination station, above each chair

is a television with individual sound where patients can choose from any movie in the inventory, designed to keep attention occupied. The idea is to create a comfortable, even fun environment at the dentist’s office.



Kathy Ursprung photo

**Dr. J. Kyle House has opened his fifth dental clinic in The Dalles.**

and get into the chair.”

House’s goal is to create a safe and supportive environment for both the child and the parents.

“What I tell parents is don’t overprepare your child to come to the dentist.

“Part of your psychology training is parental guidance,” House said. “Most kids aren’t afraid of the dentist. But most parents are afraid of the dentist. They tend to project those fears.

“Most of the time, kids just jump up

Do you prepare your children to go to the park?”

House said A Kidz Dental Zone has been trying to come to The Dalles for more than seven years.

“We’re just excited about being able to serve a community that has been very faithful to us, even though we are headquartered in Hood River.”

He said patients come from farther east, too, including Arlington, Grass Valley and Goldendale. A Kidz Dental Zone started in Hood River and expanded to Hermiston, Pasco and Eugene. In addition to House, three other board-certified pediatric dentists will work in The Dalles clinic: Steven J. Wohlford, Chris Swisher and Melisa Susanto.

They will be open four days a week to start, Tuesday through Friday, said Jill House, marketing director.

“We care for children from birth to age 21,” she said. “And we do see some special needs adults.”

A Kidz Dental Zone is located at 1935 E. 19th St., Suite 200, just across from Mid-Columbia Medical Center.

# In Mosier, school store opens at former gas station site

By **KATIE TOLBERT**

CRG Business Review

HOOD RIVER— The students of Mosier Middle School are seizing the opportunity to improve their school surroundings and help change the learning experience for the future generations of students.

The effect of the hard work put in by the current seventh- and eighth-grade students can be seen in a new store they began operating on March 1.

The store is located at the site of the old gas station that was purchased by the school late last year, and will be open from 1 to 6 p.m., Monday through Saturday.

“We’re using the (old store grounds) until the appropriate funds are raised to help expand the middle school,” seventh-grader Maddi Simonds said.

Merchandise includes school apparel, honey, jams, dried fruit and produce

such as potatoes, and onions.

Simonds said students are selling zucchini bread and a product they call “Tiger bars,” named after the school mascot.

“They’re similar to granola bars. They’re healthy, but they actually taste really good,” she said.

Also for sale are Mosier sweatshirts and bags. Simonds explained, “To create the sweatshirts and bags we put together the designs, then hired a company to make them.”

Parents and community members are donating time to help cook food and oversee the students in the store along with the activities director, Jeff Leonard, who skillfully built the store as a freestanding and enclosed structure.



Ben McCarty photo

**Jeff Leonard offers some cookies to celebrate the opening of the Mosier school store.**

Leonard, the founder of Mosier Survival Gardens, has provided some of the store’s produce and products.

In addition to serving as a fundraiser for the school, the store also serves an academic purpose: Students learn the

ins and outs of operating a business, and such skills as customer service and how to develop an efficient retail pricing model.

“A lot of them have a real knack” for business, Leonard said.

The students also serve as taste-testers/focus groups for products to sell in the store.

The store will continue to be open during the summer, but depending on student participation, the summer hours may change.

The future expansion of the middle school will include three classrooms, a media and technology center, a new cafeteria, an outdoor education center and garden and a public park.

# Salvesen buys The Dalles office of Windermere

CRG Business Review

**THE DALLES**— When Kim Salvesen talks about purchasing Windermere Glenn Taylor Real Estate in The Dalles, she talks about bringing a family back together.

The purchase reconstitutes the four real estate offices once owned by Taylor in The Dalles, Bingen, Hood River and Stevenson, and later sold to separate owners when Taylor retired.

“When this opportunity came up to make a deal with Dennis, I felt like we were really bringing everybody home again,” Salvesen said. “We were one big family and that’s a huge thing.”

Former owner Dennis Morgan plans to stay on at Windermere as a broker doing what he likes best: working with clients, as will his son, Keef.

“We managed to grow this business during the downturn and hold onto our market share and maintain our position so we could have something viable that’s worth selling to Kim,” Morgan said. “We’ve got a great working relationship and, for me, it just made sense.”

It made sense for Salvesen, too. “Real estate is our family business,” she said. “It’s what we do.”

Her late father, real estate attorney Robert J. Salvesen, was the former owner of Skamania Title. More than a dozen other family members currently hold real estate licenses in Washington and Oregon, with two owning other Windermere offices. Her daughter is an administrative assistant in Stevenson and her daughter-in-law is a broker there, as well. Her brother, a Skamania County Commissioner, also has his real estate license in the Stevenson office.

Salvesen, a 1985 Stevenson High School graduate, attended Western Washington University majoring in political science. Her educational and employment background is in contract law and accounting.

She got her real estate license in the early 1990s, and started her career in the Columbia Gorge before moving to work on the Oregon Coast in offices covering Salishan and Lincoln City. While there in 2003 she was named Realtor of the Year by the Lincoln County Board of Realtors.

“But it was not home for me,” she said. “I wanted to come home.”

She got the chance in 2005 when Taylor made her risk manager and principal broker for his



Kirby Neumann-Rea photo

**Kim Salvesen purchased Windermere The Dalles from Dennis Morgan, who will stay on as a broker.**

company, which then included offices in Maupin and Goldendale.

“My job was to go around and, if there was a problem, I would mediate the situation,” she said. She purchased her first office in Hood River in 2007.

Salvesen’s holdings are among just a handful of Windermere offices solely owned by a woman. Addition of The Dalles office makes her holdings the largest real estate firm in the Columbia River Gorge.

“The production from our four offices in 2013 was nearly \$85 million,” she said — and that during a down market.

She says the market has started picking up this year.

“Right now I think we’re on track between our four offices to go over \$110 million — everything is selling,” she said.

Fifty real estate agents operate as independent contractors from the Gorge Windermere offices. Salvesen also employs four office workers, including her best friend, Kim Chadney, who serves as a manager, although Salvesen operates as the general manager of all her offices.

She travels daily between all four offices.

“It’s important to me that my agents understand they can call me 24-7 and get something handled,” she said. “I love what I do every day. This is what I live for.”

## Klindt’s

**Continued from Page 11**

site for use on any reader except Kindle. A wide range of free books are also available through the service.

Klindt likens the option to the way the music industry changed in response to the way consumers access music.

“We have to adapt and access the different types of resources available to us,” she said.

And while books are the mainstay of the operation, Klindt made special note that the name still includes “and Stationers.”

“It’s kind of coming back,” she said. “People are a bit more interested in having stationery and we want to have a bit more represented.” They’ve also added a new line of cards that Klindt laughingly describes as “saying everything, so you don’t have to say anything.”

Overall, Klindt and Perez say they are excited to be

## Yang

**Continued from Page 5**

Susan said. “It’s the medicine that was used for thousands of years for everything, but you can do it without the side effects of different drugs.”

“Or the side effects are really good,” Charlie said. “Like you’re coming in for arthritis, then as it turns out you end up getting a good night’s sleep, and your mood overall is a little more even-keeled. While you may be treating arthritis, there are other elements there that are going to be addressed.”

“Chinese medicine tends

back in the Columbia Gorge, raising their son Henry, 7, close to family.

“And we’re really thankful to be part of such a supportive family and have such a supportive staff,” Klindt said.

Though Klindt and Perez have yet to spot any of the ghosts the shop is reputed to harbor, they are aware of the stories.

“People do feel Edna’s ghost to be very present,” Klindt said. While in high school and college, she worked with Sherry Johnson who sold books at Klindt’s for some time. “She would see Edna’s footsteps on the toilet.”

Edna Weigelt, whose name the store once carried, was extremely short and would lower the toilet lid and use it as a stepping stool to reach the chain light pull in the bathroom.

Klindt is hoping Weigelt isn’t the only presence.

“Phillip and Linda — I hope their ghosts are here sometimes.”

Klindt’s is open seven days a week.

to treat the whole person, too,” Susan said. “People don’t want to just be treated as a ‘sore throat’ — they want to be treated as a person who has a sore throat.

“I think that’s where Charlie and I work well together: We both have the same philosophy on respect for people and treating people with as much compassion as we can,” she said. “Which means going the extra mile: If someone needs to be seen on a day that we aren’t working, we see them.”

Mother and son have two clinics; one in Mosier (302 E. Second Ave.) and one in Hood River (700 E. Port Marina Drive).

# Development commission has list, needs money

By **JADE McDOWELL**

CRG Business Review

**THE DALLES** – After finalizing a prioritized list of economic development needs for 2013, the Wasco County Development Commission hopes the list can be leveraged into increased funding for the top 10 projects.

A spot on the Needs and Issues List (which includes 10 technical assistance priorities and 10 infrastructure priorities) is often used to prove local support when applying for grant money, and the list directs the actions of commission staff in supporting development.

“The commission does play as active a role as it can in things that further the economic development of the county,” commission member Joan Silver said during a presentation to the Board of County Commissioners.

The development of the North Chenoweth Industrial Park by the Port

of The Dalles is on the top of this year’s technical assistance list and getting a downtown riverfront access railroad undercrossing in The Dalles took the top spot on the infrastructure list.

Some of the other top priorities included providing technical assistance to the Port of The Dalles for wetland regulatory streamlining, to the Mosier Watershed Council for a groundwater sustainability study, to Northern Wasco County Parks and Recreation for doing the groundwork to purchase or lease Chenoweth Middle School and to Q-Life for downtown optic fiber expansion.

On the infrastructure side, other top projects included a downtown parking structure in The Dalles, an industrial park fire flow waterline, modular facility improvements at Mosier Middle



**Joan Silver**



**Amanda Hoey**

School and fire hall construction in Dufur.

Silver said the commission ranks the projects on a number of factors, including readiness to proceed, which is why some needed projects like the repaving of Wamic Market Grade

didn’t make the priority list.

“The scoring on it was somewhat lower because of readiness to finance,” she said in answer to a question from county commissioners about Wamic Market Grade. “We were led to understand that funding is a struggle. It’s not a lack of importance, but we try to give the spots to things that if you give a dollar today they can build tomorrow.”

Amanda Hoey, commission coordinator, said a few items on the list were adjusted manually after the commission examined the list compiled based on their ranking system. Q-Life’s

expansion project, for example, was moved up because the commission felt it should be in the top five.

Separate from the list of Wasco County needs, the Economic Development Commission also recommended supporting the projects connected with the Columbia Gorge Regional Airport across the river. County Commissioner Rod Runyon said he had no problem writing letters of support for the airport on behalf of Klickitat County.

“The project affects us greatly as it’s right across the river,” he said. “We’re all in this together.”

The Board of County Commissioners gave approval to the 2013 Needs and Issues list as presented. The top five projects will be included in the regional Comprehensive Economic Development Strategy prepared by the Mid-Columbia Economic Development District.

## Providence selected onto top 100 critical care listing

CRG Business Review

**HOOD RIVER** – For the second consecutive year, Providence Hood River Memorial Hospital has been named one of the “Top 100 Critical Access Hospitals” in the country by iVantage Health Analytics, a health care business intelligence and technology company.

“This recognition is the result of our physicians, nurses and staff who go above and beyond every day,” said Ed Freysinger, chief executive of the Columbia Gorge Service Area

The Top 100 Critical Access Hospitals, including Providence Hood River Memorial Hospital, scored best



**Ed Freysinger**

among critical access hospitals on iVantage’s “Hospital Strength Index.”

In this second-ever comprehensive rating, the results recognize the 100 critical access hospitals that are the safety net for communities across America, measuring them across 56 different performance metrics.

Providence Hood River Memorial Hospital is the only hospital in Oregon to be recognized.

Providence Hood River Memorial Hospital ranked in the 94th percentile for quality, patient satisfaction and affordability.

“At Providence, we focus on providing quality health care, with positive outcomes – something we could not do without the support of all our community health care providers,” Freysinger said.

## Hood River woman earns state energy manager award

CRG Business Review

**HOOD RIVER** – Cathy Higgins of Hood River was recently named Energy Manager of the Year by the Oregon Association of Professional Energy Managers.

Higgins, research director with New Buildings Institute of Vancouver, Wash., has been with NBI for 12 years.

At the OAPEM winter forum in Salem, Higgins was lauded for her work in technical and market data needed in the Northwest and nationally on energy savings in existing businesses. Her credits include:

- Leading 2011 research into Deep Energy Savings in existing buildings, resulting in the representation for the actual energy performance, characteris-

tics and technologies of 50 U.S. buildings achieving an average of 46 percent savings over code; and

- Developing 11 related case studies of deep savings in existing buildings; and

- Expanding measured performance data on commercial buildings within the NBI data base, now available to the public.

Prior to joining NBI in 2000 Higgins was the director for the Oregon Municipal Energy Conservation Association.

She served as the commercial conservation manager at Bonneville Power Association and was responsible for \$14 million annual conservation efforts in conjunction with more than 30 Northwest utilities and a staff of six.

She also worked as the sales and project manager for Oregon Heat Pump-Wescor Corporation, doing technical presentations and energy assessments.



**Cathy Higgins**



**Patti Newman, Annette Broddie, Heather McClure, Paige Munyan, Laurel Hughes, Darla Kroll, Dan Baier, Devery Broddie, and Coba the Kidsense puppy. Not pictured: Terese Roeseler.**

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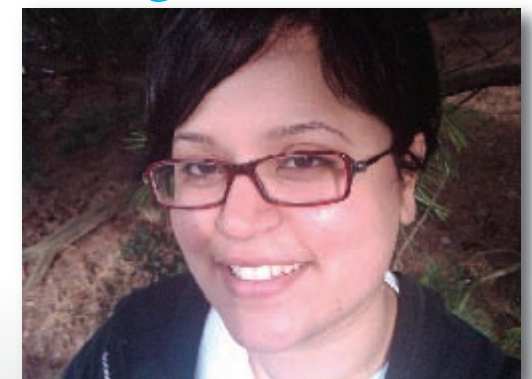
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Kelsie (Medical Assistant)  
Angie (Front Office)

# Success rests on enjoying each other's company

By **KIRBY NEUMANN-REA**

CRG Business Review

HOOD RIVER— HOOD RIVER – Their desks are idea-tossing close.

Craig Sheppard and his son Ben have enjoyed a happy working life together for the past seven years, when Ben joined the 93-year-old Sheppard's.

From its downtown State Street base, the company sells equipment and products to farms and businesses throughout the region.

Father and son work well together because they like each other and communicate well, even when they disagree.

Craig said: "You have to enjoy being together, and you have to be able to communicate. As long as you can do that, and you talk together, it'll be fine."

"It's nice to have someone who's done this before," said Ben, who works extensively in the field while Craig's duties are increasingly based in the office.

"There's not a whole lot I'm doing that he hasn't done before," Ben said. "So there's a lot of advice and a lot of good ideas, just from past history. I can



Kirby Neumann-Rea photo

**Craig Sheppard, left, and his son Ben steer their business together.**

do things my own way all I want, but there's a lot of good experience and advice there."

In turn, Craig said he has needed to "be willing to let loose of some things," such as decisions on "what's ordered, what you want to do and don't want

to do."

"On day-to-day activities, we don't feel like we have to get an okay to X, Y and Z," he said.

Ben said, "You can't both do everything. You'd drive each other crazy. You take different parts of the business and focus on it and you talk about it."

Ben and Craig are perfecting the third inter-generational link in the Sheppard family business.

Craig's grandfather, William O., and uncle Charles M., started the business in 1919. Bill, Craig's father, owned the business until 1994, when he passed ownership to Craig, who started working at the downtown store in 1974.

In 2006, Ben moved back to Hood River to help manage the business.

Craig was frank about his expectations when Ben came to work for the family

business.

"I didn't know when we first started the process if

**See STEER, Page 30**



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**Not Pictured:** Ron Krieg

**DRIVERS - L to R:** Jim Holmes, Mike Pierson



**Shop:** Mark Richilano, Randy Bailey



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Ray Meyers, Jovil Velasquez

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# CenterPointe promotes Zorza

CRG Business Review  
HOOD RIVER – Center-Pointe Community Bank's Marcie Zorza has been promoted to the position of vice president, branch administrator.



**Marcie Zorza**

In her new role, Zorza will be reporting directly to Mahlon Vigesaa, president and CEO.

Zorza, a Hood River native and 1995 graduate of Hood River Valley High School, has more than 18

years experience in branch management, operations, customer service, compliance, accounting, auditing and regulatory reporting.

"Marcie is a valued member of our administrative management team and, in her new role of branch administrator, assumes responsibility for managing and directing our local branch network" Vigesaa said.

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# County Board approves modified zone change

By **KIRBY NEUMANN-REA**

CRG Business Review

HOOD RIVER— The Hood River County Board of Commissioners voted last month to open a small door within a wide issue.

By a 3-2 vote, the commissioners approved measured changes to the longstanding accessory building portion of the county zoning ordinance, dealing with design and use of what are known as “secondary” structures on properties where houses are located.

In particular, the board decided to allow additions of kitchens and full baths to accessory buildings.

The commission has yet to tackle the larger, tougher issues of rental and occupancy of smaller structures located

along with homes.

The board dealt with the accessory buildings issue in 2012, with contentious discussions over larger changes to the county zoning ordinance affecting accessory dwelling units.

In August, the board then asked the planning department to come back with revised recommendations.

What County Planner Eric Walker brought to the board on Monday was a scaled-down proposal that he said contained provisions “generally supported by the board or not met with much objection by the public,” adding that due to “current time constraints the staff



**Les Perkins**



**Ron Rivers**

has been unable to work with the planning commission to revisit these issues and most likely, will be unable to in the near future.”

The issues include building size limits, and whether or not to allow renting of guest quarters, all of which are being set aside to another day, Walker said.

Four people testified on the recommendations, generally urging reduced restrictions. At ends of the spectrum were Don Nunamaker, arguing that restrictions should not be added unless they can be enforced, and Scott Franke of the Hood River Valley Residents Committee, who stated that the full

letter of Walker’s recommendations should be enacted, including the prohibition of kitchens or full baths.

Commissioners Karen Joplin, Les Perkins and Chairman Ron Rivers voted in favor of a motion put forth by Perkins concerning three sections within the zoning ordinance: buildings accessory a dwelling (Section 55.65), setback requirements (55.70) and agricultural buildings and equine facilities (55.75).

The action followed Rivers’ unusual step of seconding Perkins’ motion to allow a full bath and kitchen in accessory buildings such as barns or garages that are designated for uses other than accommodations. Walker had recommended no kitchen and half-baths only.

# The Dalles Chronicle newspaper enhances website

CRG Business Review

THE DALLES – Over the past few months, The Dalles Chronicle has rolled out a new, enhanced website at [www.thedalleschronicle.com](http://www.thedalleschronicle.com), offering online readers a range of new content and interactive features.

During that time, readers have had the chance to preview a limited version of the site without charge. This week, The Chronicle began putting all of its newspaper content — plus more content only for digital users — on the website.

In tandem with that move, an online paywall has been established providing access to premium content.

“Providing news for communities can no longer remain a print enterprise, as shown by the high traffic volume of unique visitors [thedalleschronicle.com](http://thedalleschronicle.com) receives each day,” said Marilyn Roth, Chronicle publisher.

“Newspapers, nationally, have found that premium content provided in local news must now be provided on several reader platforms, and providing all our news online requires more resources. My hope is that our readership will continue to grow both in print and online as we continue to offer more for our readers.”

Online readers will still have the opportunity to read three premium sto-

ries (stories produced by Chronicle staff) per month, but after that will be prompted to sign in and subscribe to gain access to the rest of the site.

“We’re excited about the new features of the website,” said Kathy Ursprung, managing editor. “We’d like to be able to offer all of our news products free, but producing well-researched news and feature stories requires investment in a staff of professionals. Building and maintaining a robust website also requires a significant amount of capital.”

The website’s interactive features are particularly exciting, Ursprung added.

“Readers will now be able to post

their own weblogs to the site,” she said. “We already have blogs on photography, film, health, young adult issues, religion and motor sports. We welcome topical blogs from local organizations and individuals. Readers can also post their own events to the event section of the web.”

Subscription rates are: One-day access for online only, \$1; monthly subscription, online only, \$10; yearly subscription, online only, \$110. Monthly subscription, combining online and print access is \$150; yearly subscription, online plus print, \$165. Print-only rates will remain at \$10 a month (most routes) and \$110 a year (most routes) and 75¢ per issue.

# Cascade Acupuncture Center adds Stevenson clinic

CRG Business Review

STEVENSON – Cascade

Acupuncture Center opened its third clinic last month, located at 27 Russell Avenue in Stevenson in the newly formed Stevenson Natural Healthcare facility. Cascade Acupuncture Center also maintains two full-service clinic locations, in Hood River and The Dalles.

Cascade Acupuncture Center employs a team of five licensed

acupuncturists. Three of them, Carola Stepper, LAc, Janice Lee, LAc and Brittani Dowse, LAc will provide care in the Stevenson clinic on Tuesdays and Thursdays.

The Stevenson clinic will be a satellite location, which means only the acupuncturists will staff the office and also serve the front desk needs of the clients. In the other Cascade Acupuncture Center locations multiple office staff members are available to

make appointments, verify insurance benefits and perform various front desk tasks. Three treatment modalities will be offered in Stevenson: acupuncture, custom Chinese herbs and allergy elimination.

Cascade Acupuncture Center is a general practice that specializes in the treatment of painful conditions. More information can be found online at [www.CascadeAcupuncture.org](http://www.CascadeAcupuncture.org).

Stevenson Natural Healthcare

includes a team of female practitioners providing natural health care. Upstairs is Cascade Acupuncture Center and Dr. Anna Wieman, of Viriditas Naturopathic Medicine, and downstairs is Dr. Mitzi Ferrill, of Skamania Chiropractic and Rehabilitation and Saliha Abrams, licensed massage practitioner.

Stevenson has been without acupuncture and naturopathic medicine practitioners for almost a decade.

# Capovillas: 'Simple, straight-up' pub family

By **JULIE RAEFIELD-GOBBO**

CRG Business Review

HOOD RIVER – Bring your thirst and hoist a hearty “Sláinte” when you slip into Marley’s Corner, a cozy family-owned pub on the Heights. Or, drive through and grab a delicious homemade pasty (pass-tee) to carry the savory taste of the U.K. with you out to the open road.

Sited amongst the carefully laid paving stones on the spot of the family’s former home, sits a welcoming, authentic and tiny Celtic pub, jointly owned and operated by Brian Capovilla and his parents, Martha and Charlie. As the weather warms, a snug outdoor patio will also invite people-watchers to stop in, sip and sup.

“I have a strong focus on Scottish, Irish and English imports,” said Brian on his impressive beer array that includes 18 imports and several domestics. Along with the brews, the Capovillas offer wine and hard cider as well as non-alcoholic beverages to accent their delicious homemade pub food.

The family business opened about a year ago after a discussion on how best to use the family-owned building at the corner of C and 13th streets.

“We were thinking about some kind of small restaurant,” said Martha, who, along with Charlie had run other restaurants in the past. “But, it was Brian’s idea to serve pasties,” said Martha, who retired in 2007 from her position as co-principal of Hood River Valley High School.

“Yeah, I had just gotten back from living in Scotland where I basically subsisted on pub food,” said Brian. Capovilla’s time in Scotland was spent completing a Master of Letters in Philosophy post-graduate degree at the University of Aberdeen.

According to Martha, Charlie, the more “back-of-the-house partner,” had been itching to open a pub “for decades” and already had the name picked out — a creative interpretation of Martha and Charlie. When the former building tenant left, all three Capovillas joined in the remodel and restaurant design. The trio personally laid the sculpted pavers and stone walls that create the outdoor patio.

While Brian’s philosophical nature is now serving him well as the lead “publican,” it was a little tougher to secure a teaching position with his newly minted degree a few years back.



Photo by Julie Raefield-Gobbo

**Brian Capovilla and his mother, Martha, cut up for the camera in front of their jointly owned “public house” off of 13th Street on the Heights. Pubs are typically chosen for their proximity to work, availability of a particular beer or as a casual place to gather with friends – this one meets all criteria.**

“I worked at Mt. Hood Community College but then came the budget cuts. I learned that most philosophy professors never retire; you have to wait until they die off,” laughed Brian — ultimately a plus for anyone who likes good cooking and good talk.

Needless to say, the gift of gab and the well-honed

ability to discuss the nuances of fine beer come in handy in a pub setting and make for some good conversation between Brian, his parent-partners and their customers.

While good humor and good talk add to the ease of running this family business, their success is tied to the family’s recognition of each other’s unique gifts.

“It’s been a really great experience to work with Brian as an adult. I don’t think we could have done this with anyone else,” said Martha.

“We have complementary viewpoints,” said Brian. “We usually can find a good middle ground in our decisions.”

Martha tends toward the marketing aspects of the business while Brian manages the costs, ordering and recipe details. Charlie handles building maintenance.

“It’s good because we seem to get along and if there is an issue, we don’t have to worry about stepping on each other’s toes,” said Martha.

“We can be straight up and honest,” added Brian.

Those words seem to be a motto for the family who jointly agreed to create a pub that would serve “simple, straight-up pub food.”

“We want people to know that this is a pub — not a restaurant,” said Brian. “It’s a neighborhood place.”

“And we are trying to keep things affordable. We even stock PBR (Pabst Blue Ribbon) if you don’t want to pay for an import,” added Martha. That shared, clear vision also led the trio to decide to say “No coffee!”

“There is plenty of that around town,” said Martha.

Perhaps the best review the family has received came from a visiting Brit who dropped in for lunch one day.

“He said, ‘It’s like I’m home!’” noted Brian, with just a hint of pride.

Marley’s Corner is located at 1216 C Street and 13th Street. It is open Monday through Thursday, 11 a.m.-7 p.m. and Friday and Saturday, 11 a.m.-9 p.m. Homemade soups, pasties, pub rolls and fish-and-chips are available daily inside, on the patio or via drive-through service. Call ahead for faster pick-up service at 541-386-0153. Look for occasional live music on the weekends.

# Work continues on Recreation Building site

By **RAELYNN RICARTE**  
CRG Business Review

THE DALLES – Michael Leash, local representative for the Rapoza Development Group, has until the end of April to address archeological issues tied to pending demolition of the Recreation Building in downtown The Dalles.

“There’s a lot of work to do,” he said in answer to a reporter’s follow-up question about whether he could meet the new deadline imposed by the Columbia Gateway Urban Renewal Agency board of directors.

Leash explained during the agency’s March 11 meeting that broken opium pipes, pieces of plate and other items left behind by Chinese immigrants had been uncovered during a recent archeological excavation of the Recreation Building property. He said having the site designated as “significant” by the state triggered protection guidelines that make construction in that location more difficult and expensive.

That classification, said Leash, requires that development plans for a high-end hotel and conference center be reworked to reduce the amount of earth-moving activity, including elimination of an underground parking structure. He said architects would also now try to design the complex with a foundation that was as close to the surface of the ground as possible.

“We are trying to get through these archeological challenges and we’ve got a lot of ongoing unknowns,” he said. “We will have to proceed with a plan that is thought out and address the issues known today and, as much as possible, the ones that are still unknown.”

The agency board last month granted him a third extension of the timeline to finalize the legal contract for revitalization of the Granada block. Leash had wanted the deadline set back to July 31 or even the end of August. Instead, the board gave him 45 days beyond the expiration date.

The first memorandum of understanding between the agency and Rapoza lapsed during negotiations in 2011 and a new one was adopted dur-



Ray Swift photo

**A crane removes signs from the former Recreation Lanes Building in January 2013.**

ing summer 2012. Signing of the agreement that sets out terms and conditions for enactment of the project was then delayed twice due to new issues that arose during negotiations. One of these was higher-than-expected costs associated with demolition of the Recreation Building due to the presence of lead paint and asbestos.

Mayor Steve Lawrence, serving as chair of the urban renewal board, and Linda Miller, a city councilor, both voted against any further extension of time. Both individuals campaigned last year against using urban renewal dollars to site a high-end hotel and conference center near the historic theater, which would be renovated.

They felt the money should be used instead to spruce up existing structures, such as the Civic Auditorium and St. Peter’s Landmark.

Leash told the board at the March 11 meeting that Rapoza was willing to grant an advisory committee’s demand that \$20,000 be put into a performance bond. The money is intended to show that the company has “skin in the game” and is serious about following through on its plans.

that once housed a bowling alley had sat vacant for years and asbestos and lead paint issues would add expense to any potential redevelopment.

“It’s difficult to get people to invest in something when you don’t know what the end game is,” said Durow.

Because downtown residents and business owners in the late 1880s and early 1890s didn’t have garbage service available, he said unwanted items were tossed outside and nothing had been found near the Recreation Building of any real value.

He stated the belief that it was “unfair” for the state and federal governments to require that the landowner absorb all the costs to preserve items for the public good.

Rapoza has agreed to purchase the Recreation Building from the city for \$356,240, the Blue Building for \$380,000 and the Commodore II parking lot for \$102,000. The company’s project involves six parcels in the Granada block and features a hotel with a primary entrance on First Street and another on Second, with the potential of a third off the Washington Street Plaza.

The hotel will feature 135 to 150 rooms, two food and beverage outlets and 2,000-4,000 square feet of meeting space. Leash said 30-40 full-time employees will be hired to run the hotel and another 20 jobs created in the restaurant, in addition to part time workers being hired for special events.

Leash provided a timeline of key dates to defend against charges made by advisory committee members in February that Rapoza didn’t have as much of a financial stake in the project as the city.

He said not only was Rapoza willing to pay for the properties, freeing up urban renewal dollars, the company had made at least eight rewrites of design plans to accommodate concerns that had emerged during negotiations. He said reworking these plans had cost Rapoza more than \$200,000 and one of the changes had involved relocating the project to avoid potential archeological challenges.

Nolan Young, city manager, gained agreement from the board to use Rapoza’s money to pay delinquent taxes and penalties for the Recreation Building, which amounts to a few dollars more than \$20,000. Fifty percent of the company’s money will then be credited toward the final purchase of the property to meet the terms of the existing memorandum of understanding that requires the two parties to split the tax bill.

Dan Durow, retired city planning director, who now serves as economic development specialist for urban renewal, told the board that 75 percent of the Granada block was vacant or underutilized.

“It is a substantial blight in our downtown area,” he said.

No takers had come forward to purchase the Recreation Building and two other properties that would be sold to Rapoza, said Durow, and no other developers were waiting in the wings.

He said two local archeologists — Eric Gleason and Jackie Cheung — had mounted a campaign against having the Recreation Building torn down. However, he said the structure

# Sunshine Mill plans progress

By **RAELYNN RICARTE**

CRG Business Review

**THE DALLES** – Discover Development was given the go-ahead last month to purchase the Sunshine Mill Winery property on the eastern edge of town and continue with improvement plans.

The Columbia Gateway Urban Renewal Agency board of directors, comprised of city councilors, voted Monday to sell the 1.46-acre site to the limited liability corporation.

Discover will pay \$305,123.69 for the property and the cost of streetscape improvements at the east end of town.

In addition, Discover will repay the \$600,000 loan granted by urban renewal after a lease was signed in 2009 and used to repurpose the facility, including converting the warehouse into a bottling plant. Also listed on the lease is TGE, LLC, commonly known as Quenett, the name of the business' signature wine.

The sale of the property is expected to close by May 15, 2015, with the loan repaid by Oct. 14, 2014.

Jim Stroud, owner of Dinty's market and several downtown properties, is so enthused by the repurposing of the old flour mill at 901 E. Second St. that he recently purchased an additional lot. He told The Dalles City Council Monday that an enterprise like the winery is exactly what is needed to spur other business growth at the eastern edge of town.

"Business people have a vision; they see an opportunity and they grab it," he said. "A business person is going to say, 'Sunshine Mill is really doing some great things and that is going to provide some opportunities for me.'"

He made those remarks while testifying at a city council meeting March 11



Submitted artist rendering

## The Sunshine Mill Winery may get an overlay based on plans of James Martin.

against formation of an Economic Improvement District. If the district is approved at an April 22 hearing, each tax lot — capped at three per owner — will be assessed \$250 for each of three years to pay the wages of an executive director for The Dalles Main Street Program, a local nonprofit organization.

Written objections submitted by April 12 from the owners of properties comprising 33 percent of the assessed value for the district can stop its enactment.

James Martin and his daughter, Natasha, representing Discover Development, gave a presentation last month to the urban renewal board about future plans.

James said washing and repainting of the warehouse would begin in the near future and involve a four- to eight-month process. He said the project had proven more difficult than expected because residue from the emissions of passing trains and years of grime baked onto the structure by the sun was proving resistant to normal cleaning methods.

He said the exterior of the building was going to have to be soaked with chemicals that dissolved the dirty coating, make it easier to remove.

"Having it continue to be unattractive is bothersome to all of us so we're looking for a solution," he said.

# Steer

Continued from Page 24

it would work out," he said. "Number one, someone's got to try it and if they like it, or it might not work out. But it has worked out well."

"I agree," Ben said. "I didn't know how it would work out. I didn't know how I'd fit in when I first started, but I was always treated the same as everyone else, as far as everyone here is expected to learn everything, which helped a lot in terms of my growth in the business"

Ben acknowledged his father's "ability to allow me to do different things and take the business in different directions if I thought it would be beneficial."

Asked about the biggest change in the business in the past 30 years, Craig said, "Time marches on, you do a lot more by computer than you used to, and less by hand."

Most of the younger farmers now like to take care of business on the phone, one way or another, "and that

# LUBA

Continued from Page 10

ted evidence.

This new evidence included: a letter from ODFW expressing concern for the effects the development would have on fish in the basin; four studies related to the effects of storm water runoff on fish in the basin and comments relating to the potential harmful effects of a cable park in the basin on fish.

The cable park portion of the development was eventually dropped after the Port of Hood River refused to offer a lease for that portion of the project.

LUBA responded in its order that the planning commission assumed petitioners simply wished to submit more opposition evidence rather than rebut the new evidence. The city, then, in error, refused to reopen the record allowing Friends to respond.

Friends contended the planning commission's refusal to reopen the record is inconsistent with Oregon Statute

was not the case as recently as six years or so ago," Craig said.

Ben works in the field "as much as I can," and Craig is "doing less field work than days gone by, which is somewhat the same as my dad used to do."

"We still deal with a lot of the same people, and we deal with a lot of family businesses ourselves, especially around here, and in The Dalles."

Ben said telephone and on-line is the means of ordering, but "the personal touch and face to face is what we do," Craig said.

"It's the reason I'm in my truck so much," Ben said. "You couldn't possibly understand what peoples' needs are on their farm or business, if I'm not at their place of business."

What is the key, then, to parent and child working together successfully?

"You have to actually enjoy being around your Dad," Ben said. "I don't care what the business is, you have to enjoy being around him. And the fact that he's allowed me to take certain parts of the business and just go and... he's going to be supportive of that, it's been nice."

(ORS) 197.763(6)(c). LUBA agreed with petitioners.

The statute states:

"Any participant may file a written request with the local government for an opportunity to respond to new evidence submitted during the period the record was left open. If such a request is filed, the hearings authority shall reopen the record pursuant to [ORS 197.763(7)]."

LUBA also partially upheld the fourth assignment of error in the case, tied to water quality impacts of the development.

LUBA said it could not fully rule on the matter because the city attempted to supplement the record to LUBA after the deadline had expired, and significant portions of the city's rebuttal argument to the water quality claims relied on those late-submitted documents.

LUBA also ordered the City to reopen the record to allow the petitioners to respond to new evidence that was submitted before the record in the case closed on April 12, 2012.

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