

Women

IN BUSINESS

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AND THE WHITE SALMON ENTERPRISE
JULY 2014

Barb Smith photo



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Tina PASTO

Allstate-Dawkins Insurance Services

By TRISHA WALKER

Tina Pasto, owner of Allstate-Dawkins Insurance Services LLC, loves serving the community.

"I truly care about my customers and doing the right thing for them," said Pasto. "It is important to me that our clients always know that we will go above and beyond to help them."

She enjoys the challenge of finding the right policies for her clients, be that home, auto, motorcycle, boat, RV, classic car, commercial business, life insurance or retirement planning.

"I enjoy educating customers on how to protect everything they love and have worked hard for," Pasto said. "I enjoy being a part of making sure that their families are protected in a time of need."

The agency's two-year anniversary will be on Nov. 1, 2014, and she is proud that between herself and her three employees, the agency has a combined total of insurance experience of over 25 years.



"My customers have the peace of mind that with our office, they are given the best customer service around," she said. "The knowledge and experience of myself and my staff assures that we will handle our clients' accounts accurately."

Before buying her Allstate agency, she had worked for State Farm and Farmers. She went to work for Allstate a year before purchasing the agency.

Pasto grew up in The Dalles, moving to the East Coast after high school. She also spent time in Arizona before moving back to Oregon — Portland, specifically — and attending Mt. Hood Community College. She decided to move back to the Gorge because this is home.

"My dad was the youngest of 12 kids born and raised here," she said. "He was born in The Dalles hospital, and numerous generations have lived all over the Gorge."

Her father passed away five years ago, and she took his name for her agency — Dawkins.

Being in Hood River (she moved here in 2012) means she's close to

her mother and "everything I loved," she said. She wanted to raise her children here because "it's a different place than everywhere else. I am so proud to be back and raise my children in a community that I truly care about."

"You appreciate it differently when you come back," she added. "Coming back home with kids, everything is more beautiful. You don't take the scenery and surroundings so much for granted."

Because she cares so deeply about the community, Pasto has become very involved in many local organizations, including MDA, Athletes for Cancer and Hood River Community Education. She also started a "Hope Chest" with Next Door Inc. — people can bring new household items to her office for the Hope Chest, which are then given to foster children "as they set off on their own," she said. "We have been blessed with the amount of donations."

Allstate-Dawkins Insurance Services LLC is located at 1204 Nix Drive, Ste. 101; phone 541-436-0706.



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"Everyone in the Bisnett family has been very welcoming and friendly. I look forward to helping customers find the best insurance and rates to meet their needs. I am so excited to be working in Hood River and having the opportunity to get involved in a thriving community. It is a beautiful little city with amazing outdoor amenities. — Traci"



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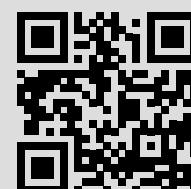


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Green Pastures Farm

By ELAINE BAKKE

What started out as taking in a few strays has since turned into a very productive hobby/home business for Trout Lake resident and Green Pastures Farm owner Pat Arnold.

It all happened in 1993 when a neighbor who was moving out of the Trout Lake Valley asked Pat if she would take their 12 chickens. "I always had a soft spot for stray animals, taking in cats and dogs. So, I thought what would be a few more," she said. Then, she added, the feathered critters pets "started growing on her."

Today, Green Pastures Farm is home to roughly 400 chickens living in three laying barns, eating in "green pastures." The first chicken barn was an old Trout Lake dairy barn. The roomy barns with chicken ladders and rafters for roosting make the cold winter life in Trout Lake okay, too.

Pat has a master's degree in agriculture from Cal Poly at San Luis Obispo, but it's probably her sociology degree from Vassar College that keeps her so fascinated with her "ladies," as she likes to call them.

"I've been caring for hens with appreciation and consideration (and sometimes frustration when the chickens outsmart the humans) for 21 years," her carton insert says. "The hens don't have individual names, but they are individuals who make their own choices. The chickens are free to make chicken choices about going outside, staying inside, who they roost next to and when, where they lay their eggs, when they eat from the bin and when they scratch around for food, and when and where they take their dust baths."

Although Pat is not an organic egg producer, she is licensed by the state as an egg handler/dealer. The license by the state has quite a few requirements, however, including washing the eggs in a kitchen area which is separate from the main living area of the residence, and carton and storage requirements that eggs be kept at a specific temperature.

"I follow organic and humane standards in every regard except two," she said. "The only reason I'm not organic is because I don't use organic feed, and I feed them table scraps."

"The cost of organic feed is very high. When I started this business I was selling eggs to farm workers at a local orchard. They loved the eggs, since many of them already knew what fresh good eggs are like. But they couldn't afford to pay the price if I had used organic feed. It would make the eggs expensive and I don't want to price myself out of the pocketbook of the average person."

Pat doesn't use antibiotics on her chickens, but does feed them organic scraps, which is prohibited by organic regulations.

"My chickens eat vegetarian feed with cracked corn and kitchen scraps for treats," she said. "They range outside at will. I open the doors in the morning and then they come and go as they please. So they eat a lot of grass and whatever it is they find in the soil. My philosophy is that vegetarian feed and quality of life are the most important issues."

Pat notes her chickens are not considered free-range, however, as her fields are fenced in to keep the coyotes out. "They have plenty of room to roam about with plenty of grass."

According to Pat, Rhode Island Reds are the best laying hens, but she



Pat
ARNOLD

prefers to have a variety of chickens.

"A lot of kids come out with their parents and I like to have lots of colors for them to look at," she said.

She also keeps a few roosters around to organize the flocks, because of their color. The current color scheme is red and yellow in one flock, black and white in another, with a variety of breeds from flock to flock. All the flocks have some Araucanas, which lay the green eggs.

The prime laying period for the chickens is February to September. Right now she is currently getting about 11-13 dozen eggs a day, but during peak periods she gets about 17 dozen a day. She packs more or less what the chickens lay, excluding cracked eggs and very bad shell defects.

"My chickens work hard, and I cannot bring myself to grade out eggs just for cosmetics. I also do not grade for size, so the eggs I pack are not uniform in size the way commercial eggs

are. I try to pack so that each carton has a variety of sizes and colors," she said. Her eggs are also very fresh. The oldest egg anybody gets is usually three to five days old. But that means if you want to boil the eggs, you'll have to hold on to them for a while.

Pat sells her eggs for \$4.50 a dozen, mainly to Trout Lake valley residents. She does, however, have a few commercial accounts including Feast in White Salmon, and Pine Street Bakery and Doppio's Coffee in Hood River.

"When I first started this, nobody cared. Now there's really a big market," she said. That market, however, means Pat puts a lot of time and effort into her business. And, it's only a hobby.

"My chickens are low-stress chickens, the least-stressed chickens you'll ever see. They live the good life so you can have great eggs," she said.

Everyone is welcome to visit the farm, located at 472 Sunnyside Road in Trout Lake. Contact Pat at 509-395-2233 or greenpastures@gorge.net.

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Linda HOLLOWAY

Independent JAFRA Consultant

By TRISHA WALKER

District Manager Linda Holloway has been an Independent JAFRA Consultant for 32 years — and all because she couldn't think of an excuse to get out of the JAFRA party she'd been invited to almost 35 years ago.

"I'd never heard of it," said Holloway, who manages an average of 50-60 consultants from South Carolina to Alaska, "but I had nothing better to do, so I went."

She said her complexion was horrible — purple acne marks down both cheeks and pores the size of pencil lead. She used the facial products at the party, but didn't buy anything. Those purchases came later, after she went home and saw the positive effects of just one use.

"One time was all it took for me to be convinced this was the best thing since sliced bread," Holloway said.

A couple of years later, when her consultant moved, she decided to become a consultant herself.

"I thought I knew a few people who would order



from me," she laughed.

These days, Holloway sells products both online through her JAFRA website (myjafra.com/lholloway) and in person. Home parties are the heart of any independent consultant business, and she has a variety of "themes" for hostesses to choose from, including the PMS Party (Pamper Myself), Glamour Party, and the Queen Bee Party. She also has special themes for holidays, and likes to include whatever is currently on sale in her presentations to give people the best value. And she's available for one-on-one consultations.

"The thing I like about it the most is that I can do it on my own time and my own schedule," said Holloway of her business. "I can make as much money as I want or as little money as I want. And you can never be fired; you can never lose your job," she added with a laugh.

JAFRA offers not only women's products, but baby, teen and men's as well, and is made with naturally sourced ingredients from around the world. "We have a mud mask

where the mud is sourced from the Dead Sea," she said.

Its signature product, however, is its Royal Jelly Milk Balm line. ("Royal jelly" is a product produced by bees that contains every vitamin and mineral known to mankind except for vitamin K.)

"There are six products altogether, but the one for the face is the most expensive, and most potent, and most valuable, in my opinion," she said. "I think everybody should have Royal Jelly Milk Balm. It's amazing — it feeds and nourishes new skin cells as they develop."

The economic recession didn't hurt her business too badly, she said, because "everyone washes their face, washes their hair, and wears lipstick and mascara, at least that," she said. "People want to look good."

All products are 100-percent guaranteed, she added, "so you can never have anything else in your cosmetic cemetery once you start using JAFRA."

For more information, call or text Holloway at 541-490-8188.



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Gorge Dog

By TRISHA WALKER

Gorge Dog, owned by Lisa Willis Wiltsie, will celebrate its 15th anniversary in November. Located at 412 Oak Street, it's a business plan that reflects Wiltsie's love of dogs.

"Sitting on the library lawn with my husband one day, we started commenting on how many dogs there were in Hood River," Wiltsie said. "I have been doing retail since I was 16 — I worked for many different department stores during my career, including Front Street Sailboards (the space prior to Big Winds). I thought I could bring a fresh idea for selling fun and functional items for dogs and novelty gift items for their humans."

People assume Gorge Dog's products are more expensive than chain stores, but Wiltsie disagrees. Besides competitively priced merchandise, she also offers many specialty items not found in other stores.

Take her top sellers — collars and toys. "I pride myself on our collar selection," she said. "I have a diverse selection of collars for dogs who swim, wedding collars, special occasion collars, reflective collars and just plain fun collars."

She's also constantly searching the market for indestructible dog toys. "Some have come close, but there are just those dogs who can get through anything — my dog being one of those," she said. "We carry squeakies, rubber, ropes, leather, light up balls, Frisbees and lots of plush. We try to include large and small dogs in our collection."

The store is, of course, dog-friendly. "This is



my happy place," she said. "I get to meet dogs and dog people all day long. Most people who come in the store are there because they are thinking about their dogs. Makes for lots of fun stores, sharing lots of phone photos and belly rubs.

"Some people come in just to see the shop dog because they are missing their own."

That "shop dog" is Endo, Wiltsie's eight-year-old golden retriever. Endo is at the shop almost every day that Wiltsie is, and "looks at me like I'm crazy if I try to leave my house without him," she said. He gets lots of attention at the

store, as "everyone loves saying hi to the dog."

What makes the downtown store a popular one is simple: People love dogs.

"People from all walks of life have dogs," Wiltsie said. "I love that I get to meet so many people from so many backgrounds that all have one thing in common: They love their dogs."

Gorge Dog is open seven days a week, Monday through Saturday from 10 a.m. to 6 p.m., and Sunday from 10 to 5. For more info, visit gorgedog.com.

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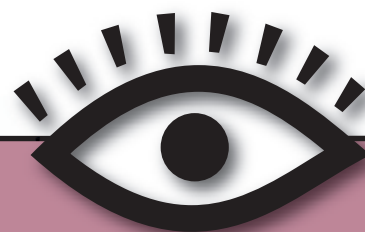
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Tucker Road Animal Hospital

By GILBERTO GALVEZ

Doctor Laura Makepeace moved to Hood River in 1992 with her then-husband Doctor Tom Gilliom, and together they opened Tucker Road Animal Hospital.

"I was employed in a very large veterinary hospital in Portland for about two years," said Makepeace. "I really loved Portland, but I thought Hood River would be a really nice place to raise a family here."

Makepeace and Gilliom's oldest daughter was only a baby when they moved to Hood River. They decided to move because they wished to run their own veterinary business. They had worked together in Portland.

"My husband wanted to work on large animals, and he didn't get to do that," Makepeace said. "We also wanted to run things our own way and be more involved in how things were done."

They found a place that was being sold and bought it, deciding to move to Hood River at the same time.

"We borrowed money from my mom for the down payment," said Makepeace. "We were paying off the clinic, my mom, and our student loans at the same time. That kept us out of trouble."

There were only three staff members when

Laura
MAKEPEACE

Makepeace and Gilliom first started their business. Now, the hospital has six vets, four receptionists, six technicians, and four assistants working part- or full-time.

Gilliom retired three years ago and no longer lives in Hood River, and Makepeace is grateful for all he did for the Animal Hospital.

The animal hospital cares for companion animals, mainly dogs and cats, but they have also cared for horses, cows, and alpacas as well as smaller critters such as mice and guinea pigs.

Makepeace loves her work and wanted to work with animals since she was ten years old.

"I just loved animals ever since I was little," she said. "Now that I'm a vet, I really love the human part of it too, how much people love their animals."

In 1989, Makepeace graduated from Kansas State University. She wasn't

sure where she wanted to settle down.

"I intended to go to Colorado, but I also wanted to go to the ocean," said Makepeace. "I just came to Oregon by chance and did some job interviews."

She got the job and met Gilliom where they worked together in Portland. Three years later, they moved to Hood River and have been here ever since, watching their animal hospital and the town grow.

"My responsibility as a business owner is to grow with the town," she said. Part of what I enjoy is over time seeing kids grow up and generations of dogs."

"I think that veterinary medicine has to grow with the town, whether or not that means an emergency place in Hood River," said Makepeace. "I can see it as a possibility in the future."

Veterinary medicine is not like most

other businesses.

"We have some similarities to human medicine," said Makepeace. "You want to provide for the emotional issues, like when people are very stressed or thankful."

Makepeace said she is grateful for the number of veterinarians in the community and the way they cooperate.

"I feel lucky with all the vets we have. We do referrals and we share resources, such as Dr. Steve Peterson," an orthopedic specialty vet who assists at all clinics. Recently Peterson was able to treat a dog's shattered humerus, or shoulder bone, something Makepeace could not do.

She can see the rewards of her work each day.

She recently did a checkup on

Mikey, a Spaniel whose previous owners had caged him for five years, and when his current owners took him in his weight was half what it is now and he was unsocialized.

"And now he is this fabulous dog who has just blossomed," Makepeace said. She had a 'this is why I'm a vet' case happen recently: a Lab mix with a thistle barb lodged in his ear.

"You don't want to sedate them if you don't have to but you also don't want to poke their eardrum, and I missed it the first time and he yelped, and then he licked me, and he licked my assistant, and he licked his owner. He knows he's cared for. We got it out on the next try and he did a total happy dance, like Snoopy. It's that giving relief to animals and making them and their people happy."

Laura Pederson

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Cascade Eye Center

By BEN MITCHELL

Bentley Barbour, administrator of both the Hood River and The Dalles branches of Cascade Eye Center, is a self-proclaimed “numbers nerd.”

Her love of numbers comes in handy for her job at the vision clinic, where she says she handles the finances of the 17-year-old business — among other items — where she has worked in an official capacity for the past four years.

“I get involved with advertising, definitely all the finances and the financial management — boy, a little bit of everything,” she says.

Although Barbour has only officially worked at Cascade Eye Center for the past four years, she has been involved since the beginning of the business, which is partially owned by her husband of 25 years, Dr. Chris Barbour, who is also an eye doctor at Cascade Eye Center. The clinic does everything from eye exams to glasses and contact fittings, to disease diagnosis, to vision screenings in local schools.

“We opened the original [Hood River] practice in 1997, so that was 17 years ago,” she recalls. “It was a small practice next to Subway that’s now the green building (the site of the Green Home Store at 1824 Cascade Avenue). It was just the two docs and a couple of employees, so over the years — partnered with an ophthalmologist and expanded.”

Barbour lives in Hood River with her husband and her daughter; Delaney, 17, who will be a senior at Hood River Valley High School in the fall and her son, Zach, 14, a freshman. Barbour originally hails from

Ashland and says she has lived in Oregon “almost my whole life,” with the exception of a handful of years spent in Boston while her husband attended optometry school.

Barbour attended un-

Bentley
BARBOUR

dergraduate school at Portland State University and then attended graduate school at the University of Oregon, where she met her husband.

"We were in the same program studying vision, so neuroscience and vision, so that's how we met," she remembers. "So waaaaay back, I had a vision background."

Barbour says she and Chris were "both non-smokers, which meant something back then."

Eventually, they married and settled in Portland, where Barbour says her husband completed his residency at a Portland Veterans Affairs clinic. But after that, the Barbours were looking to make a change.

"We were living in Portland and looking for a small town where we could raise a family," she says about this move to Hood River. "A big push

for us was the outdoors and being able to fish. We've always really liked that."

Barbour says her husband and a friend purchased the downtown Hood River practice of Dr. Akiyama, who had owned the business since 1963 and was ready to retire. A few years after opening their doors in 1997, the Hood River branch moved to its current location at 2025 Cascade Avenue, inside the Cascade Commons shopping complex. The clinic in The Dalles, located at 301 Cherry Heights Road, opened in the early 2000s.

Barbour helped out with the business, but worked primarily in the software industry, where Barbour says she was a "road warrior," travelling across the United States and Canada doing consulting, product management, and conducting trainings. After

14 years of that, Barbour moved to Cascade Eye Center in 2010 to work in an official capacity.

Today the business boasts around 30 employees — outside of the doctors — who often shuttle between the two branches. Coincidentally, Barbour notes those 30 employees all happen to be women.

"The people are great," she says. "We have a great staff and I like working with the different people. We have employees ranging from about 20 years old to about 86."

A large part of Barbour's responsibilities involve navigating the constantly changing face of new healthcare laws, where her software background comes into play.

"I also, because of the new health care laws and the electronic medical records, I get involved a lot with the

behind the scenes," she explains. "I do some coding with the forms and setting up the way they work."

And though she may be a "numbers nerd," Barbour says she's also interested in the ocular aspects of the business. She says she enjoys keeping on top of the latest trends in eyewear fashion and her customers' preferences, which vary between the Hood River and The Dalles branches.

"What we found is the two towns have different frame styles that people like, and so for a while we used to have the same basic frame selection in both towns and there would be certain brands that never sell here that sell like hotcakes there and vice versa," She explained. "And so now, each optical gets select their own frame types. It's interesting how that works."



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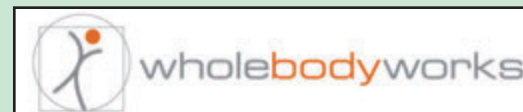


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Chelsea

HEFFNER

Wildcraft Studio

By AMBER MARRA

Learning to weave, build a bow, the basics of screen printing, or foraging for morel mushrooms—these are just a few of the skills that can be picked up at Wildcraft Studio School just outside of White Salmon.

Chelsea Heffner established Wildcraft off of Bates Road last summer with a modest offering of classes mostly dealing with textiles. Previously an adjunct professor at the Pacific Northwest College of Art, Heffner now teaches classes in natural dyes using various plants found throughout the Gorge and introduction to screen printing.

In Wildcraft's second year, Heffner is now able to offer 40 classes, which began in April and extend through October, largely thanks to the success she saw last summer and a Kickstarter that gained \$4,000 in donations.



Knife making, handmade sandals, and Native American basket weaving are just a few of the classes that have joined the lineup.

"The main thing that connects all of our classes is an intersection with nature, so whether we're dealing with plant dye or building a cob oven, both of those require a certain understanding of what goes on in the natural world," Heffner said. "So it may seem like we have a really disparate range of things, but it all comes back to understanding the place that you are in and what that place ecologically offers."

Heffner made the decision to move to the Gorge from Portland when she realized everything she

could ever need or want when it comes to teaching a class involving a connection with nature could be right in her front yard.

Those who take her natural dyes class forage for blackberry or horsetail and spend the rest of the day at the studio processing the plants, preparing fiber for dye bath, and ultimately leave with a knowledge of plant dyes, a new scarf, and color swaths.

"I just wanted a closer connection to wild spaces and knowing what resources there are. The fields and forests around here are our classroom," Heffner said.

It doesn't end with her natural dyes classes. Artisans of all types who are local and from all over take classes on excursions to

gather materials from around the area before heading back to the studio for a lunch provided by Salt Rose Kitchen.

"It really is a full experience. People come up to learn frame loom weaving or they come up to learn about primitive pottery or they come up to learn mushroom cultivation, but the experience they get is hiking through the forest, catching amazing views, spending time with plants in this wild space, and then coming back and really enjoying sitting down together and having meals and experiencing a little bit of what it's like to live here, which is a pretty special thing," Heffner said.

Though she estimates that around 90 percent of those who take her classes come from the Portland area, Heffner said she would like it if more locals took advantage of Wildcraft. She also hopes to one day obtain non-profit status as a 501c3. Each class has a minimum of five people, but classes of 14 to 20 can also be accommodated.

For a full list of classes, go to <http://wildcraftstudioschool.com/classes-3/>.

"It's coming out and spending an entire day learning about the ecology of a certain place and then doing something with that," Heffner said.

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Cascade Locks Ale House

By BEN MITCHELL

Shelley James and Suzanne Jackson may have a relatively new business partnership, but they're far from strangers to one another.

James and Jackson are the owners of the Cascade Locks Ale House — a local pub at 500 Wa Na Pa St., in Cascade Locks — that they bought in 2012 and was previously known as the Pacific Crest.

Originally from the Bay Area, James moved to Troutdale when she was 14, where she lives with her husband, Mike. Jackson was born and raised in Portland, but now lives in Gresham with her husband, Derek; their 14-year-old son, Taylor and their 3-year-old daughter, Reagan.

James and Jackson and became friends at Reynolds High School in Troutdale, where they attended classes together and shared a love for graphic arts. They've been

Shelley *Suzanne*
JAMES JACKSON

friends, and for the most part, co-workers, ever since.

"Even after high school, we had a few jobs that were the same job," Jackson recalls. "I was working at this place that was a little post office, but the same lady owned the liquor store, and Shelley was working at the liquor store, and so we used to sometimes switch and walk by each other, and everything, and if they needed help stocking liquor, I would walk by and help them around Christmastime."

James and Jackson also worked together at U.S. Bank in Gresham, but James eventually wanted to move onto something else.

"I've always wanted to own a pub, or a tavern, or something, and Suzanne found this," James says.

Jackson was having dinner one night with her family at the Pacific Crest when she learned the place was for sale. She texted James about

the opportunity and eventually, they decided to go in on the business together.

Since opening the Cascade Locks Ale House in November 2012, James and Jackson have spent time re-vamping the pub's menu, which largely consists of their popular pizzas, sandwiches, soups, and salads. Their salmon chowder is made with fish purchased just up the street at Brigham Fish Market, and their updated tap list features almost entirely local and regional brews. James and Jackson are also both homebrewers, and have been working with brewmasters in the Portland metro area to try and get some of their own brews on tap by the end of the year.

"We're kind of working on perfecting a few good recipes so we're making good beer right off the bat," James says, and notes that they are developing an amber wheat and a

rye India pale ale.

Other changes include a current project to renovate the back outdoor patio, as well as upgrades to the pub's point of sale system, which will involve servers to take orders with iPads and send them directly to the back kitchen. While some things have changed, one important item has not. Cascade Locks Ale House still uses the same popular horseradish recipe that was developed on-site in 1965, back when the establishment was known as Suzie's Suds Locker.

"It's smokin' hot," Jackson warns. "It'll clear your sinuses right out."

Cascade Locks Ale House is open every day except Tuesday and James can be found there practically every day. Jackson, who still works at the bank, works less hours, but has an equal hand in the business.

"She usually does the payroll and stuff and I do the taxes and billing,"

Jackson explains.

Or as James says, jokingly: "She's money, and I'm the one who gets yelled at when I don't give her a receipt."

When asked what she likes about running Cascade Locks Ale House, Jackson says she really enjoys the people in the community and getting away from the big city.

"Here you can actually take a breath, enjoy the view, and actually enjoy something for a minute," she says.

"Honestly, everything," James says when asked the same question. "I wouldn't trade this for anything in the world. People ask me all the time, 'Aren't you tired of running your butt off all the time?' Nope, wouldn't trade it for anything in the world."

"We've gotten a lot of support from the people here," James adds. "It's a really fun community."

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CJ

WOODWARD

Columbia State Bank

By KIRBY NEUMANN-REA

CJ Woodward long ago separated the wheat from the cash.

Woodward is in her 30th year in the banking industry, after her early professional years in accounting and office jobs.

Her office looks like a typical one: orderly desk, modern computer, window letting in plenty of light, a few personal touches such as artwork, photos, and plants — and a typewriter, her beloved electric typewriter.

“There are still quite a few functions, forms that need to be filled out, that are best done with a typewriter,” said Woodward. Just as she likes the direct contact of typewriter letters onto paper, she enjoys the direct contact with people she has in her work.

Her last 18 years have been with Columbia State Bank in Hood River, where she handles new accounts, IRAs, estate accounts certificates of deposits, wires, safe deposit boxes, ordering and maintaining branch supplies.

There is simply not much to be done at the bank that she does not do, and is often called upon to do.



"We have people who wait just to be helped by CJ," branch manager Craig Ortega said. "She is well-known and respected all over the state. People from Hermiston and other areas, when they come through town, stop in just to say hello to CJ."

The banking life is far different from her roots in her native Kansas. She grew up on a farm where her parents raised dairy cows and grew hay and wheat. She is the oldest of three children; her two brothers still live in Kansas.

"My learning to work began before I was five years old. A gas barrel explosion badly injured my Dad so Mom and I had to take care of the animals, which meant I learned to milk cows. This may have been the beginning of my love and appreciation of animals," she said.

After high school, at age 18, she came west to Baker City, to live with an aunt and uncle she had only met twice, glad to be heading toward a life off the farm. They offered to put her through college, and she accepted gladly. She

loved her parents but did not relish the idea of a life in farming.

While living in Baker she attended Eastern Oregon University in LaGrande, where she earned an Associate Degree in Secretarial Science.

"I realized I liked math and my first job was with a CPA in Hermiston," Woodward recalls. After six years she gave birth to her daughter, Patti, who still lives in Hermiston "along with my four-legged grandkids."

For 19 years she did books for an automobile dealership in Hermiston, and seeing a better opportunity, she started the "life of a banker."

As branch secretary she typed all documents as this was before word processors or computers. She said, "Yes I still have a typewriter at my desk — and I own it!"

She worked 13 years for first Interstate, and in 1985 she moved to Hood River, as a package deal with then-manager Marshal Cornett. In those years she did consumer loans and new accounts, and served as teller.

In 1996 Wells Fargo took over First Interstate but by December of 1997 she "retired" and started at Columbia River Bank, which became Columbia State Bank in January 2010. For a couple of years she served as "floater" to the Hood River, Goldendale and White Salmon branches.

She enjoys the stability of being in one place, but looks back on her time with Columbia State Bank saying, "the whole thing has been pleasant. The people here and the building are great."

"Change (in the banking field) is constant and inevitable," she said. "There has been an increase in security and regulation, and thank

goodness we have a lot of support from our main office, in Tacoma. If we get stuck, they are always right there to help."

In 2013 at age 75, Woodward was allowed to scale back to 20 hours a week, though many weeks she puts in more time than that.

"In my spare time you will find me outside either working in the flowers or even doing some wood-working," she said. But plans to continue her work at Columbia State Bank. "There's no set date" for retirement.

"It's always interesting, there is never a dull moment," Woodward said. "There are always things to do, and if there isn't I will find it!"

Vanessa Vanden Bos, LMT

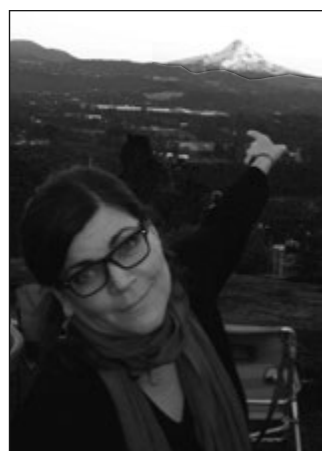
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Skyline Hospital

By ELIZABETH VAIVODA

Gorge resident Stefanie Boen isn't one to stray too far from home. Born and raised in Lyle, she relocated temporarily while obtaining her nursing degree from Clark College in Vancouver. It wasn't surprising after graduating, Stefanie found herself back in the Gorge working and living in her hometown community.

"I knew I would come home to raise my family," Stefanie said. "I found the city a great place to visit, but it wasn't where I wanted to live permanently. Also, I had the desire to work in a smaller, more community-minded hospital."

Skyline Hospital happened to fit this description and Stefanie was hired in 1999, just one week after receiving her nursing degree. As a new em-



Stefanie
BOEN

ployee, she worked the night shift in the acute care unit and eventually moved to the Emergency Department. Now, 15 years later, Stefanie is Skyline's Chief Nursing Officer and oversees the departments where she began her career.

"I was given the opportunity to experience the full-spectrum of nursing," Stefanie continued. "What I found over the years is you become involved beyond the scope of your profession when you live and work in a small community. The people you serve are your neighbors, your family and your friends. It's a wonderful feeling to be so close and connected."

Stefanie lives in Lyle — very

close to the home she grew up in — and enjoys spending time with her husband Frank and daughter Emma hiking, gardening and riding horses. She has raised horses for as long as she can remember and even owned a breeding business for a few years. "I love interacting with these intelligent animals, it's one of my life passions," she said. "I think it has to do with nurturing, which is a huge part of my everyday life."

Stefanie's nurturing goes beyond the boundaries of home and work. When she's not caring for family or patients, you'll often find her at local events. She's not typically there to partake in the array

of activities, but instead to give back to the community. For the last seven years, she has taken the lead in the Trauma Nurses Talk Tough (TNTT) program at Skyline Hospital. Stefanie spends a great deal of her personal time ensuring local area kids are appropriately fitted with bike helmets, as well as teaching them about safe riding practices.

"As a past ER nurse, I've seen more than my share of trauma-related injuries," Stefanie said. "When I had the opportunity to become involved with the TNTT program, I jumped at the chance. Many traumas can be avoided if we can teach our kids to properly

fit and wear safety helmets."

"TNTT was developed in 1986 by three trauma nurses who wanted to put an end to the many unnecessary injuries and deaths they saw on a daily basis. Today, the wide-reaching impact of this program has helped save countless lives through community education and advocacy," Stefanie continued. "Through our work, I help kids stay safe. This is something I'm very proud of."

It's more than obvious that serving the Gorge communities is important to Stefanie. Caring for those in her hometown is something she considers a gift.



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5th Element Salon

By KIRBY NEUMANN-REA

From saddle to salon, life is good for Jodi Jones, owner of 5th Element at Oak and Front in downtown Hood River.

Jones, a 1995 Hood River Valley High School graduate, started with B Beautiful on the Heights in 1999 and opened 5th Element with Sarah Dubon six years ago in August at its second-floor downtown location in the New Yasui Building (entry next to Ground Coffee).

The essence of her work is “forming relationships with people,” Jones said.

After high school, Jones “tried some different things and decided to check out beauty school.

“It luckily turned into a career I absolutely love. It was not something I planned and dreamed about, it was after being out of high school for two years and I ended up really loving it. It’s ever-changing and exciting. You don’t feel like you’re at work, you get to communicate with people and be creative.”

The salon does hair, tanning, and facial waxing. “We specialize in hair, a lot of color cuts, and styling,” Jones said. They do styling for wedding parties on site or in house.

Jones loves her work, but there is another side to her life. She and her husband, Jeff Jones, an Insitu electrician, have two daughters, Piper, 4, and Hattie, 2, and a boy on the way in October. They live on the former Jones Boys Dairy farm, where they raise hay and cattle, and keep horses.

“I grew up riding horses and I still do,” said Jones. “From the time I was young I started showing horses and I got into barrel racing in high school and after high school.” With a baby on the way, she keeps her feet on the ground and enjoys watching Piper’s daily ride.

How did the salon get its name? Not from the Bruce Willis film of the same title.



Jodi
JONES

"When Sarah and I got started, our ideas were great but we both had a difficult time coming up with the name," she said. Sarah's daughter suggested it, pointing out the elements of earth, wind, water, fire, "and that beauty would be the fifth element, keeping things natural."

"We absolutely loved it," Jones said.

"It is such a good feeling to have something that's your baby, to create something from the very beginning and to be scared to death and be very, very excited about it, and have it evolve to something you're excited to do every day. I absolutely love it. There's frustrations and it's not always easy, and you don't just walk out the door and leave it, but it's also rewarding." (Dubon decided to return to her native Belize and Jones bought her out in June 2013.)

The first big change with starting her business was moving from the Heights to downtown. "I was used to the Heights, and it was a bit scary to make the move," she said. "It had its own set of challenges but it also turned out to be wonderful. I had a large base of clientele who did not all enjoy coming downtown, and I had the fear of losing clientele over moving, but it was surprising, a lot of the people have been really happy to be down here. It's enjoyable to work down here. It's lively and fun, and a lot going on."

With the help of a paid receptionist, she manages seven independent contract staff.

"In bigger cities you see more commission salons," Jones said. Two years ago 5th Element became a Bumble and Bumble network salon.

"We are one of few with Bumble and Bumble that operate with independent contractors," Jones said, meaning the only products they carry are from the New York product and education company. With it comes education and information she said. The networking has "definitely stepped up our game with our education and customer service."

"I went from an independent contractor, never thinking I would own a business, to deciding it was something I wanted to do, and looking back I have learned a lot. There are so many things you start thinking about: the atmosphere of your salon, the culture of your salon, how people feel when they walk in, how you want them to feel, what you want them to think when they think of your salon."

"I offer a lot of extras, because I want the best stylists I can, so that they all want what is best for the team," she said. "Everyone wants what's best for the salon because it is a reflection of each one of them. When you're an independent contractor, that's your business."



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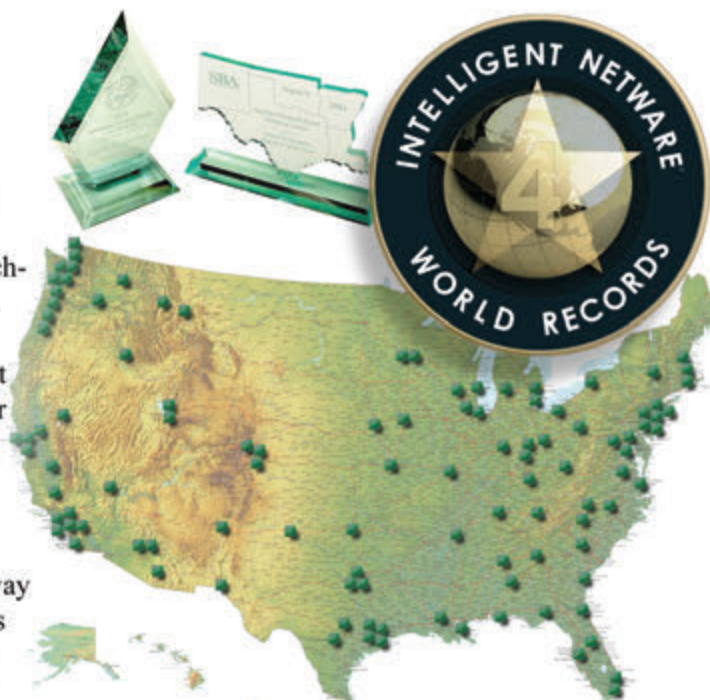
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Did you know there are 6.2 million women in business in the U.S. as solopreneurs in which 4.1 million of these generate at least \$44k a year while 528,000 of these are millionaires? Yet, across America, three of out four businesses fail as solopreneurs. Their cumulative failure is financially worse than two Hurricane Katrinas annually.

Success starts when a teachable entrepreneur embraces getting the BS out of their life and business. This process requires new skill sets, working through challenges by faith while evolving beyond fear. Personal transformation are for the brave women who will replace confusion with clarity, being gamed with wisdom, disengage from toxic relationships that anchor, and hire experts to help them successfully scale their dream into a sustainable enterprise.



In 1990, a young enterprising mother, Angelina, founded MOMtrepreneurs™. In 1999 her savvy entrepreneurial skills and brave perseverance funded her escape out of a domestic violent marriage and into being one of the first ten female CEOs of a web technology company, IntelligentNetware.com, co-founded with her husband Daniel Comp.

They're awarded twice by U.S. Small Business Administration for scaling the footprint and culture of enterprises through integrative methods while having innovately set four world records for IT production achievement. In the Gorge since 2008, they office by the Hood River waterfront where Angelina holds white board sessions with her team, and local and international web technology and marketing, and life coaching clients.

"We don't see things the way THEY are," says Angelina. "Instead, we see things the way WE are which can prevent us from discerning how to build the right a team in business or picking the right teammate in life. Daniel and I are constantly changing our beliefs and maturing through our own challenges while iterating and innovating who we are."

"Entrepreneurs CAN change the world - as soon as they are brave enough to change their own."



As an Enterprising Couple, Daniel and Angelina are IT Angels investing in entrepreneurs with the help of their Hood River team of 'Partners' and national 'Agents' that scout for candidates committed to overcoming challenges to grow their enterprises nationally as Digital Franchises. Nominate a candidate online at <http://IntelligentNetware.com>



You may contact Angelina at AEM@IntelligentNetware.com if you would like to come to a monthly Hood River women in business training, to schedule a free business consult or life coach session. FREE Hood River Women in Business Workshop Mon. Aug 4th 6pm-8pm Intelligent Netware 489 8N Suite #205, Hood River - email above to register.



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Women and Healthcare **Costs of IPV in Oregon:**

Health care expenditures represent more than two thirds of all IPV-related costs. In addition, individual victims suffer physical, mental, and emotional losses, as well as tremendous losses in income due to lost employment and out-of-pocket costs for healthcare. Lost productivity affects employers and co-workers. IPV accounts for the loss of \$9.2 million annually from missing days of work.

Bridging Health, Work and Intimate Partner Violence

Oregon women lose 85,000 days of work annually due to IPV victimization. The costs of intimate partner sexual and physical assault in Oregon exceed \$50 million each year, nearly \$35 million of which is for direct medical and mental health care services.

In Oregon, 18.9% women lack health insurance, ranking the state 33rd out of all states and the District of Columbia in health insurance coverage.

Victims' Use of Medical Care Services

Fewer than 1 in 5 injured victims had insurance and did not receive medical care for their injuries. Those who sought care did so at emergency departments or, in the case of physical assault victims, in the offices of physicians outside of the hospital. Very few women reported the use of ancillary services, such as dental care or physical therapy. Thanks to the work of programs such as HAVEN, universal screening and addressing domestic violence and sexual assault in the health setting is becoming the standard of care.

Safer Futures Project

Since 2011 HAVEN has been working with healthcare providers to create resources to help providers identify and support women and girls experiencing intimate partner violence (IPV). The Safer Futures Project allows HAVEN to increase the safety and well-being of women who are victims of domestic/sexual violence (IPV) all while supporting HAVEN's health advocate to work with survivors and connect them to healthcare providers.

According to the CDC and Intimate Partner Violence in the Workplace

- Over 70% of workplaces in the U.S. have no formal program or policy that addresses workplace violence.
- Only 4% of all workplaces train employees on IPV and its impact on the workplace.
- A 2007 national study found that 61% of American men think employers should be doing more to address domestic violence and sexual assault in the workplace.
- 91% of business owners and executives said that IPV affects both the private and working lives of their employees. And yet, only 12% of business owners and business leaders surveyed think that businesses should play a major role in addressing IPV. Most believe that IPV prevention is the responsibility of the family, social service organizations, and the police. Abusers sometimes use work resources to control their victims, such as work phones or email.

How HAVEN Can Help

HAVEN has a long-standing commitment to promoting a safe and secure work environment. HAVEN can develop an understanding of domestic violence and its impact on the workplace. Assist with developing workplace policy and a coordinated response to domestic violence in the workplace to include; specialized training that can provide help addressing issues of violence and prevent acts of violence within the workplace. Additionally, HAVEN can identify resources to assist with executing workplace responsibilities when abusers use work resources to carry out and control their victims. We can train and assist in providing a working and learning environment free from violence, threats of harassment, intimidation, or coercion.

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By TRISHA WALKER

A physical therapy assistant for 20 years, Pederson is now licensed in manual — or massage — therapy, and has opened a clinic located in the Columbia Gorge Physical Therapy building.

“My focus in my career has been in osteopathic manual therapy, chronic pain, as well as women’s health,” said Pederson. “It is truly something I love and feel blessed to be able to share.”

She uses a special technique called Strain and Counterstrain (SCS). In fact, she is only one of 50 board-certified Jones Strain and Counterstrain Specialists (JSCC) in the country.

“I do other techniques too, but that’s my specialty,” Pederson said. “This allows me to work with other massage therapists, with chiropractors, naturopaths and physical therapists. I can work with them and be different at the same time.”

Strain and Counterstrain was originally

called “positional release technique” and was developed in 1955 by an osteopathic physician named Lawrence Jones, said Pederson.

“It is a manual therapy technique, meaning the clinician uses only their hands to treat muscle and joint pain and dysfunction,” she explained. “SCS is an effective but extremely gentle technique because its action for treatment moves the patient’s body away from the painful, restricted directions of motion.

“I think it’s a wonderful technique that I can treat so many different things with and don’t have to hurt people in the process,” she said. “It’s really, really gentle, but very effective and powerful.”

Pederson was introduced to

physical therapy at a young age, she said, from repeated sports injuries. By age 17, she was working at a physical therapy clinic in Gresham, where “my exposure to the wonders of manual therapy began,” she said. She moved to the Gorge in 1994 and began a career as a physical therapist assistant.

As an assistant, she was unable to treat patients outside of the clinic because she had to work under a physical therapist — even though she had become a specialist in manual therapy. She had several patients who wanted to see her outside of physical therapy, but she had to send them to massage therapists.

Eventually, Pederson decided to get her massage therapy license. She petitioned the Oregon Licens-

ing Board and was allowed to take the licensing exam, receiving her license in October 2013.

She originally planned to do manual therapy two days a week, keeping her position as a physical therapy assistant.

What happened was that “people started coming out of the woodwork,” she said. She was so busy with clients that she quit her job at the physical therapy clinic in March, striking out on her own.

“I get a lot of people who have been in pain a long time,” she said. “They’ve tried everything else, and it didn’t work, and now they’re trying me.” She also treats many patients without insurance who need affordable help.

Now that she is her own boss,

she has the best of both worlds: A career she loves, and time with her family. She and husband James Frost, maintenance head at Down Manor, have two sons: Cooper, 5, and Stuart, 17.

“It allows me to work my schedule around my family, and I like that. It’s so new for me because I literally quit my job in the middle of March, so I’m still excited about it.

“I feel so lucky and so blessed, and I’m having a wonderful time,” she said.

To contact Pederson, call 541-490-2036 or email LauraP2036@gmail.com. Her office is located at 2002 12th St., Hood River, inside the Columbia Gorge Physical Therapy building.



Brigette Phelps, owner stylist/colorist; Teresa Davis, stylist/colorist; Sacha Schacher: manicurist and waxing. (Not pictured: Barbara Kilkenny, manicurist and facial esthetic specialist; Heidi West, massage therapist.)

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PROTECTING WHAT YOU VALUE

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By ELAINE BAKKE

Working in management for a major aeronautics company or being the mother of 3-year-old twins might be challenging for anyone, but for Stevenson native Jenny Collins Taylor it's simply a balancing act.

Jenny's current position at Boeing's Insitu is director of facilities and real estate. In that position she provides company-wide leadership and direction in all phases of facilities, construction and infrastructure. Her team of 15 employees is responsible for space/facilities planning, lease acquisition, asset management, environmental issues, vehicle fleet concerns, surplus/scrap property disposition and on-going property maintenance.

Her most visible task has been serving as senior project manager for the development and construction of the 120,000 square foot production facility/campus at Bingen Point, which will soon be home for 150-180 employees.

In fact, it was that very project for which Jenny was hired in 2009. At one time, Insitu employees were working in 29 different buildings. By the end of 2014, with the addition of the Bingen campus, Insitu employees will be located in 13 buildings.

"I joined Insitu when we (the company) were doubling in size every year. My job was to help streamline operations by consolidating user groups to increase facility utilization and phase-out smaller buildings to better support programs and functions," she said.

She was directly involved in Insitu's initial RFI (Request for Information) to the Gorge communities for location of the campus and was one of the key players in making the recommendation to site the campus at Bingen.

"The initiative was to design and implement a facility campus plan through strategic planning, site selection, lease negotiations, scheduling, construction and budgeting to meet growth and financial obligations set by Boeing," she said.

She's particularly proud of the role she played in how the new building would impact her fellow employees. "All everyone wanted was a sense of a home base. With our sprawl of facility operations, we didn't have that. My fellow employees motivated me so



much. It was a monumental event in our company's history," she said.

She added the building is also a great asset to the Gorge and is one of only a few LEED (Leadership in Energy and Environmental Design) certified buildings in the Gorge. In its rating, the Insitu campus was given a silver mark.

Although Jenny reports directly to the vice president of corporate services, Mary Margaret Evans, she works with all levels of employees at Insitu. "I recommend strategies to executive leadership to identify short-term and long-term space/facilities needs and I'm constantly on the move," she said.

She works primarily in Insitu's Eastbay facility at Bingen Point, but travels quite a bit between the facilities which are spread out between Vancouver and Boardman. She's the one who was instrumental in locating employees to the Waucoma Building in Hood River, negotiating the lease with Century Link.

In her other job duties, Jenny is involved with the Bingen/White Salmon Community Cleanup, helped spearhead the effort to get Allied Waste (now Republic Services) to offer commercial recycling in Klickitat County, and is a big

supporter of Dirt Huggers. Thanks to these initiatives, Insitu recycles more than 55 percent of its waste.

Upcoming tasks for her include continuing with the consolidation of Insitu's buildings and employees, renegotiating leases, and streamlining operations to lower costs for Insitu's customers while remaining competitive.

Jenny got her start in the aeronautics industry while still in college. She initially was attending the University of North Dakota, studying to be a pilot, when she met her husband Andrew, currently a pilot for Alaska Airlines.

"I decided early on that I wanted to have a family and changed my career focus to Aviation Management. I still do fly, though," she said.

The couple moved to Portland where Jenny started working for the Port of Portland at Portland International Airport. During that time, she also earned her bachelor of science degree in aviation business administration from Embry-Riddle Aeronautical University. She worked at PDX for over 10 years in real estate properties, facilities and general aviation airport operations when the Insitu job became available.

"I never intended to leave PDX," she said. "We had moved back home to Stevenson and I was commuting daily. Then the Insitu job just popped up. It made sense and it was a perfect fit for me," she said.

Joining Insitu was a no-brainer for the fourth generational Skamania. "I'm a local girl, born and raised right here in the Gorge," she said. "I'm proud of my heritage and how far we've come as a community."

Since she began working at Insitu, she and Andrew have become the proud parents of twin sons, Aiden and Collin.

"Like many working mothers, it's always a balancing act between my work and family life. I have

struggled with this most of my life; what I've learned is that ultimately it comes down to work-life balance," she said. "Balance is not better time management, but better boundary management."

In that vein, Jenny said for her to be successful, balance entails setting realistic expectations of commitments, making tough choices and respecting those decisions.

"If you overstretch your boundaries, you lose sight that happiness comes from living an authentic life, which is fueled by a sense of purpose and balance. I'm lucky to have found purpose in my career and family which fuels my passion to create a better community in the Gorge," she said.



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New Vision School

By KIRBY NEUMANN-REA

Heather Laurance's roads pointed her back to the upper valley and a life as a teacher.

Laurance came to the valley in 1976 with her parents, Rod and Cheryl Laurance. A 1994 Hood River Valley High School graduate, Laurance was a standout track and cross country athlete and went to College of Southern Idaho to study nursing on a running scholarship, before changing gears after a couple of years.

"I couldn't have foreseen I would be a teacher, but every job I had after high school was a teaching job of some sort. This was obviously my calling," said Laurance, who founded New Vision School eight years ago for kids in preschool through grade 8; the school settled at Mt. Hood Town Hall six years after two years at Riversong Farm on the Dee Highway. Her daughter, Olivia, is a sixth-grader at New Vision and a fifth-generation Hood River citizen.

Laurance had worked as a camp coordinator for Hood River County Parks and Recreation, as a wind-surfing instructor, and snorkeling guide in the Yucatan. She worked for The Next Door in a variety of jobs including case work, leading the high school Inspiration Circle group, and on the Cascade Locks Drug Free Communities program. She also worked for other private schools, too: Mosier School and, for its one year, The Grove School in Hood River.

When Laurance discovered she wanted to teach, she went back to school through Eastern Oregon State and got my teaching degree in 2005.

She founded New Vision because, "I wanted to bring something new the community, something new for kids, small class sizes and focus on each individual child and what they needed to learn, because we all have different learning styles. I wanted to find each students' strength and serve that rather than trying to fit them all into one box. I want it to be about their progress against themselves rather than standardized testing. I wanted to see them measured against themselves.

"We learn what their learning styles and we work as a group to do cooperative learning," Laurance said. Each student receives a private tutoring session each day to work on their individual goals. Sorcha Meek, a Hood River teacher and artist, has been with her three years. (The school — newvisionschoolhr.com — serves a maximum of 24 students, and has a waiting list.)

Laurance has always wanted New Vision to focus on arts and sciences and be project based and incorporate math, writing, science and art. One example was "The Lilly Project," in which the students corresponded with a college student (Meek's daughter), acting as detectives to sleuth out facts such as where Lilly lives and to solve math problems such as how far it is and how takes to travel there.

"We both teach everything. I enjoy it a lot because it gives us contact with every child in the school," Laurance said. "I plan lessons for preschool and then I can teach algebra. It's diverse and fun: one minute I've got my hands in playdough and the next minute I'm in there teaching fractions.

"I enjoy it because, first of all I love children, and I get to see their growth, and they are very nurtured and hav-

ing a positive experience," Laurance said, "and whatever they're good at I'm going to really feed it and they'll feel confident, and what they're not as good at, we will scaffold and make it balanced.

"The evolution has been really awesome, it's just grown steadily and the focus has stayed child-centered, and I still have the connection with each student and their parents," Laurance said.

"Each year, we're focusing on changes based on the group we have. I've really learned you have to go with the flow in that way" she said. "So it has evolved but the roots have totally stayed the same, and I think that's because it's grown so slowly. I want to keep serving the kids and keep their education as rich and positive as possible."



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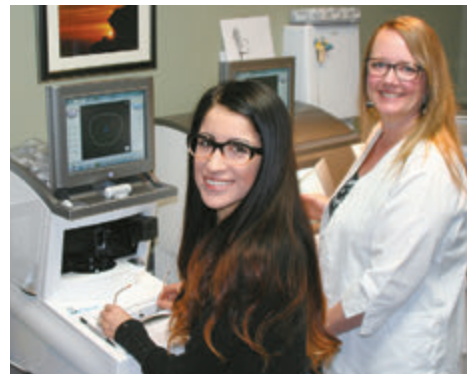
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