

# Columbia River Gorge Business Review

June 2018

Volume 10, No. 6



Good Medicine Tea

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Hand-tied

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**GET TO THE POINT.**

# Columbia River Gorge Business Review

## On The Cover:

Cameron Larsen grew his side job making hand-tied flies into a full-time, thriving business that has international reach. **Read more about it on page 6**



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# What is the SBDC? How does it help?

By Rose Mays



What is SBDC and how does it impact our local business community? SBDC is an acronym for Small Business Development Center. The Columbia Gorge Community College SBDC is part of the Oregon Small Business Development Center Network, which has nineteen center locations in Oregon. Within the 19 Oregon SBDC locations, 17 centers are located at various community colleges while two centers are located at state universities.

The Oregon Small Business Development Network began in 1983 and has formed a well-established relationship between the 19 center locations, the U.S. Small Business Administration and the Oregon Business Development Department. Our local SBDC is hosted by Columbia Gorge Community College.

What exactly does the SBDC offer to the business community? The SBDC provides a wide range of one-on-one professional advising services, low- or no-cost training and other specialized services. All services of the Small Business Development Center are available to both new startup businesses as well as established businesses. All advising services are free and strictly confidential.

As former business owners, SBDC advisers appreciate the complexities of starting a new business. SBDC advisers work closely with future business owners to help assure that a new business is built on a solid

foundation that is needed to succeed. Typical questions asked and services requested by owners of new startup companies include but are not limited to:

- Information about registering with the state
- Business structure
- Business plan development
- Startup cost development
- Preparation of financial package
- Financial projections
- Loan preparation
- Marketing
- Market research
- Brand development
- Accounting
- Website review

While the SBDC works closely with entrepreneurs who are in the initial planning and startup stage of business, the Small Business Development Center is equally involved with assisting existing or established businesses. An established business can offer a unique set of challenges ranging from a growth prospect to cash flow problems. Typical questions asked and services requested by owners of existing businesses include but are not limited to:

- Cost analysis for products
- Accounting
- Personnel issues
- Tax questions
- Online presence analysis

• Expansion and growth issues

- Marketing
- Slow growth and/or low revenue analysis

All one-on-one counseling sessions are free of charge and strictly confidential.

Registration for counseling services is available at <http://bit.ly/CGCCSBDC>.

The Small Business Development Center also offers several three-hour long educational business classes at little or no cost. The classes are taught by business professionals who have years of practical business expertise that can be useful to business owners. Some of the classes that have been offered are:

- Starting a Successful Business
- Building Your Successful Business
- QuickBooks Learning Lab

For times and class availability, check online at <http://bit.ly/CGCCBizClasses>.

The SBDC can help an individual realize the dream of being a business owner as well as helping an existing business remain competitive in the marketplace. The scope of services offered by the Small Business Development Center is diverse but the mission is simple: support of business growth and sustainability, job creation and development of new business entities.

■  
*Rose Mays is a program specialist at the Columbia Gorge Community College Small Business Development Center. She can be reached at 541-506-6121 or email [rmays@cgcc.edu](mailto:rmays@cgcc.edu)*

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### HOOD RIVER COUNTY

*Commercial Structural*  
Diamond Fruit Growers, 3515 Chevron Road, Hood River – Fire alarm for new cold storage.

2070 Country Club Road LLC, 2070 Country Club Road, Hood River – New awning, Smoke House Products.

Accent Living, 3398 Odell

Highway, Hood River – Change of occupancy and use.

Hood River School District, 1220 Indian Creek Road, Hood River – Netting system.

Hood River School District, 3000 Wy East Road, Wyeast Gym Seismic Upgrade.

D&P Orchards Inc., 3460 Lingren Road, Hood River – Duck-wall, new cold storage building.

Cardinal IG Company, 3125 Neal Creek Mill Road, Hood River – Fire alarms for mezzanine.

### *Residential Structural*

Irais and Tetiana Leon, 66 SE Shahala Drive, Cascade Locks – New single-family dwelling.

McGraw Holdings Inc., 4250 Corner Loop, Mt. Hood Parkdale – Duplex.

Jed and Jessie L. Hartley, 90 SW Cascade Ave., Cascade Locks – Addition to single-family dwelling.

Steven Michael Dunn, 2830 Bear Ridge Drive, Hood River – New garage.

Gabriel and Christina Nobles, 1385 Rockford Road, Hood River – Replacement single-family dwelling.

Roots R'Us, 1685 Orchard Road, Hood River – Replacement single-family dwelling.

Gerald M. and Rose J. Donahue, 1190 Sunset Road, Hood River – Enclosing covered porch to create addition to home.

Matthew E. Fiocchi and Danielle Myers, 3847 Barrett Drive, Hood River – New shop building.

James Grant and Sandra J. Porter, 4145 Green Mountain Drive, Mt. Hood Parkdale – New single-family dwelling.

Lynne M. Davidson, 2450 Belmont Drive, Hood River – Interior remodel; adding bathroom.

Cathy Coreson Carter, 4005 Stonegate Drive, Hood River – Garage door header.

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# Reeling in success

*Big Y Fly connects to fly fisherman around the world*



PHOTO COURTESY OF  
BIGYFLYCO.COM

By Ginger Shepherd

HOOD RIVER — Big Y Fly is a fishing shop hidden away on the second floor of a gray building on Industrial Street.

It is unassuming, and visitors often feel like they found a hidden local's spot. But the fly fishing shop is an international supplier of hand-tied fishing flies.

The company started as a side business for founder Cameron Larsen, who worked as a milkman.

"I love to tie flies," he said, explaining that he would make flies for himself and his friends. But when his friends asked him to make flies for their friends, he decided to make a little money off it.

That was in the 1990s. The business continued to grow. Instead of just selling to friends of friends, he began selling his hand-tied flies on eBay. That continued for six to seven years until a neck ailment forced him to take a break.

But Larsen couldn't stay away. He started making flies again. Online, the business was called Flies on-line. But soon it became Big Y Fly and in 2006, making flies was no longer a side job. Larsen decided to do it full-time.



PHOTO BY GINGER SHEPHERD

Cameron Larsen has always tied fishing flies — for himself and his friends. The passion became more than a hobby. First it was a side job that Larsen did as he delivered Milk in the Columbia River Gorge. But demand grew and he founded Big Y Fly Company, making fly-making and fly fishing his full-time job.

Doing flies full time isn't the only evidence of growth for Larsen and Big Y Fly. Today, Larsen has 12 employees and a brick-and-mortar store. And they are outgrowing their

space on Industrial Way that serves as their show room and packing facility.

One key to Larsen's success is customer service. As a milkman, he learned how important

personal connections are and that treating customers well makes a difference.

"I believe in customer service," he said. That customer service comes with personal

responses to customer questions and building a relationship with each customer.

There are customers that come to the Hood River area on vacation that stop by the shop



PHOTO COURTESY OF  
BIGYFLYCO.COM

just to say hello. Customers offer more than just written testimonials about the flies they receive — they share photos of the fish they caught with Larsen's flies on the company's website, [www.bigyflyco.com](http://www.bigyflyco.com).

Building a relationship also means delivering products in a timely fashion. Big Y Fly offers fast shipping — often shipping orders the same day the order is received.

What makes them successful is a business model that embraces Internet sales and a traditional store front. Their website offers flies suited for fly fishing all over the world. There are flies for fishing in the United Kingdom, Chile, Argentina and even Yellowstone National Park.

Larsen said that many people argue that Internet business doesn't always help the local economy. It is something he disagrees with as he employs 12 people — some who drive from Portland to work. Employing them has an impact on the economy. Through his model, Larsen can serve both local and non-local customers.

The storefront lets them connect with a wider base of customer — especially those that

See *BIG Y FLY*, page 7



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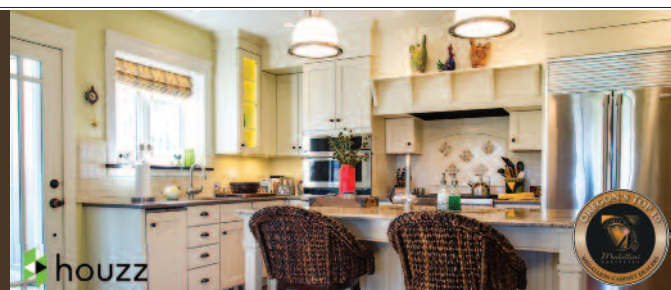
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## BIG Y FLY

*Continued from page 6*

are not experienced. In fact, Larsen welcomes the less experienced angler. When they come to the shop, he said, it is a chance for them to ask questions and for him and the team to share their knowledge.

For many, fly fishing shops can be intimidating and Larsen's wants his shop to be welcoming.

Sharing knowledge isn't lim-

ited to his shop. Big Y Fly has several resources on its website and its Facebook page, including links to a blog ([bigflyco.blogspot.com/](http://bigflyco.blogspot.com/)).

While every fly is stocked in Hood River and shipped from Hood River, they aren't made in Hood River. Big Y Fly outsources to a tying facility in Kenya. By doing this, Big Y Fly has more flies, a wider variety with new patterns and he can keep the prices affordable.

Big Y Fly isn't the only fly

maker to do this. Larsen said this is an industry standard and many of the big fly makers outsource the work to keep prices down.

The decision is due to more than just price. Larsen works with a single facility to ensure the quality of the hand-tied flies.

"There is no middleman, no distribution," he said, explaining that Big Y Fly gets the flies directly from the manufacturer making it easier to identify

Big Y Fly customers take time to show owner Cameron Larsen and his team how the Big Y Fly Gear does in the field.

Left, Brooks Ross upoladed a photo of his Big Y standard reel with his Ozark/White River Fly assortment.

Right, below, Brien Hansen used a conehead bunny muddler to net a Great Lakes steelhead.

PHOTO COURTESY OF  
BIGYFLYCO.COM

problems.

While outsourcing the work is a business decision it does connect Big Y Fly to history and economic development. Larsen explained that the British introduced fly fishing and fly tying in Kenya when it was a British colony. Since that introduction, it became an industry.

With everything, Larsen is pretty happy where his business is.

"Happy, healthy and headed in the right direction," he said.



**Founded:** 2006

**Founder:** Cameron Larsen

**Products:** Fly fishing gear, specializing in hand-tied flies

**Website:** [www.bigflyco.com](http://www.bigflyco.com)

**Blog:** <https://bigflyco.blogspot.com>

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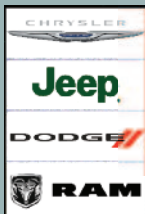
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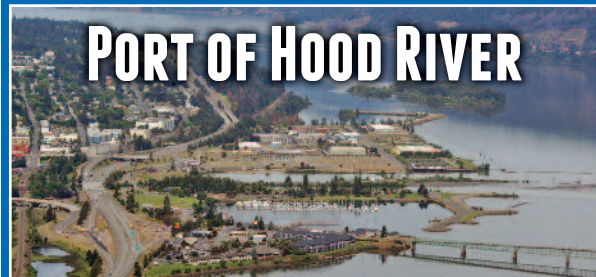


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# MCEDD Spotlight: Good Medicine Tea

**By the Mid-Columbia Economic  
Development District**  
For the Gorge Business Review

In July of 2013, Nikol Clark and Randy Goetz purchased the commercial property at 1029 May Street in Hood River, OR. Known for decades as the "Klahre House," the turn-of-the-century Craftsman building had housed The Next Door and its Youth Outreach programs. When Nikol and Randy took over, the building was ready for a new chapter, and to have new life breathed into it.

The couple saw the opportunity to create their dream: a combination tea house and wellness center. The Good Medicine Lounge was born. For the next four years, the community around Good Medicine steadily grew, and the business activity grew and changed as well. The Wellness Center flourished with a wide variety of health practitioners finding a home in the cozy treatment rooms. The tea house became a local gathering place, and a quiet retreat in the heights.

Also in development was the Good Medicine Tea wholesale program and website store. As this side of the business began to come into its own, Nikol and Randy decided to embrace their wider sales and distribution network and devote the necessary time and resources to the success of Good Medicine Tea. They found a partner in Mid-Columbia Economic Development District



SUBMITTED PHOTO

Nikol Clark and Randy Goetz are the couple behind Good Medicine Tea.

(MCEDD), which financed a small business loan in early 2018 through the Columbia River Gorge Oregon Investment Board fund.

The influx of capital has allowed Good Medicine Tea to take the necessary steps grow its wholesale and web sales programs. They have been able to support increased inventory to

pursue larger customer accounts. These include exciting new partners such as Market of Choice grocery stores, which have taken on Good Medicine tea in all 11 of their Oregon locations, and Mt. Hood Meadows Ski Resort which brought Good Medicine Tea into all 8 of their on-mountain dining outlets. With increased cus-



tomers demand comes increased labor needs, and MCEDD's funding has allowed Good Medicine Tea to retain their staff of four employees that have expanded their roles in receiving, production, order fulfillment, shipping, and sales.

Good Medicine Tea can be found at a variety of grocers and specialty retailers throughout Hood River, White Salmon, and the Central Gorge. Their tea can also be purchased from their website at [www.GoodMedicineTea.com](http://www.GoodMedicineTea.com). Call Good Medicine at 541 436-2540 to inquire about products or wholesale accounts for your retail or food service business.

The MCEDD loan program is available to entrepreneurs, start-up businesses, and existing businesses doing business in the five county (Sherman, Hood River, Wasco, Klickitat and Skamania) Mid-Columbia area. This loan program is part of MCEDD's efforts to strengthen and support the region's economy. For more information on MCEDD and Oregon Investment Board loan programs, visit [www.mcedd.org](http://www.mcedd.org).

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# New chiropractor uses gentle touch to ease pain

By Ginger Shepherd

HOOD RIVER — Charles McGrath has a mission: Ease the pain of those around him.

And for this chiropractor, it doesn't matter where he is.

McGrath has been practicing chiropractic medicine for 30 years. He has been a practitioner in Hawaii and Florida.

He decided to leave the Florida Gulf Coast to enjoy the Pacific Northwest and has opened a practice in Hood River on Oak Street.

His journey into helping others started with a sprained ankle and introduction to a new approach of treating pain. He was curious and reached out to a friend who was pursuing a career.

That is all it took get him to the Palmer College of Chiropractic.

McGrath's education didn't stop. As he treated patients for pain, he wanted to learn how to best help those with hand and feet ailments. He became a member of the Chiropractic Hand and Foot Clinics of America.

Through his training, he has learned how to use gentle adjustments to ease pain. He also uses the latest technology like cold laser treatment that can be applied to scars.

McGrath starts treatment after he gets a picture of what is going on with a patient. At his clinic in Hood River, he can do X-rays, allowing him to have a better idea of what is going on with a patient.

There are times, he said, when he sees something on the X-ray that is severe or there are other issues. In those instances, he will refer a patient on to specialty physician because the goal is to make sure the patient gets the right care and treatment.



PHOTOS COURTESY OF DR. CHARLES MCGRATH

On the left, Dr. Charles McGrath gives an adjustment in Papua New Guinea. Above, he talks to the U.S. Forest Service employees about the back. The chiropractor recently relocated to Hood River from Pensacola, Fla.

But McGrath doesn't stop at treatment. He believes in preventing injury and education. He is certified under the Occupational Safety and Health Administration to do training in injury prevention. Currently, he has done workshops with the U.S. Forest Service and other area government agencies. The goal is to help workers be safe and comfortable.

"I teach wellness," he said.

The dedication to easing and preventing pain never ends for McGrath.

He has traveled around the world offering his services to different groups, especially indigenous people. He has been to places like Papua New Guinea and Gabon to help by offering adjustments. On one trip to Papua New Guinea, he saw about 150 people.

"They were super grateful," McGrath said, explaining that there is joy going someplace, doing work and knowing you are helping someone.

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Microneedling uses multiple, tiny fine needles on the very top layer of skin – the epidermis. By doing this, it creates a microinjury to the skin that the body then heals.

As the body works to repair the microinjury, it produces collagen. During the treatment, the aesthetician will apply a serum to the area being treated. This increases collagen production. Collagen is a protein found in the human body. It is the substance found in the skin, bones and connective tissues like tendons. Collagen in wound treatment can help skin growth. Collagen can also smooth lines and wrinkles, as well as help fade scarring.

Through the process, the skin is rejuvenated – scars and wrinkles are repaired, and their appearance is diminished.

Microneedling is used to treat acne scars, burn scars, surgical scars, traumatic scars, large pores, fine lines, stretch marks, rough skin texture and excess brown pigment.



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Admittedly, the idea of small needles poking the skin sounds scary and painful. It isn't either.

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During the procedure, most patients feel a vibrating sensation and that is it.

There is little to no downtime with microneedling. Most patients return to their normal activities almost immediately. They can begin wearing mineral-based makeup about 24 hours after the treatment if they choose to.

Redness can occur after the procedure and some patients may have redness that is like a moderate sunburn that can last between 12 and 48 hours.

As for results, patients usually see a healthy glow the next day. The diminished appearance of a scar or fine line starts six to eight days later. For optimal results, patients should plan on more than one treatment:

- Skin rejuvenation – three to six treatments
- Scarring – three to eight treatments
- Stretch marks – three to eight treatments.

**For more information about microneedling or to schedule a consultation, call Columbia Laser Skin Center at 541-298-5066 or visit us online at [columbialaserskincenter.com](http://columbialaserskincenter.com).**



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JULY  
2018

A publication  
of the  
Hood River News

Ads must be finalized  
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**Hood River Engineers Key Personnel**  
 Standing, l to r: Serap Daniel, 3D Visual Artist; Conrad Chandler, Civil; Michael Long, Electrical; Scott Hancock, Electrical; Adam Goddin, Principal; Victoria Jelders, Mechanical; Matt Gillis, Finance; Dixie, Mascot  
 Kneeling l to r: Robert Corbett, Structural; Jedidiah Miller, Environmental

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## Welcome to the gorge experts



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**Serap Daniel**  
 3D Visual Artist, Hood River Engineers

## gorge experts

### Benefits of 3D Modeling in Architecture & Engineering

*Since the early 1980s, computer-aided design software (CAD) has taken over the architectural and engineering industry as the standard tool for drafting.*

Modern construction projects rely heavily on documentation supplied by designers, architects, and engineers. Construction documents are usually prepared using computer-aided design (CAD), containing plans, elevations, sections, working drawings, as well as related information. To survive in today's competitive work environment, it is important to deliver high quality outputs while meeting the demanding budget and time constraints that exist for every project. Using CAD and 3D modeling techniques as a tool, one can save a considerable amount of time, cost, and effort by ensuring that aesthetics are as expected, and that there are no obvious clashes in design layout.

3D Modeling is the process of using software to create a mathematical representation of a 3-dimensional object or shape. 3D modeling technology has brought forth enormous contributions, improvements, and efficiencies in the architecture, engineering, and construction industries.

3D models provide a realistic and detailed, "as built" view of a building, allowing improved communication of the proposed design to developers, engineers, architects, and clients.

3D views allow architects and designers to view the project before construction starts. Clients can also view how their projects may look before investing in them. This tremendously helps clients to envision and adjust the space, define problems, adjust room sizes, select the right materials, furniture, and so on.

Unlike 2D designs, which often require more steps to deduce design information, 3D designs are almost instruction-less and span language barriers.

3D modeling is also used in surveying and topographic mapping to create three-dimensional graphic representations of surfaces. These are also known as digital elevation modeling or digital terrain modeling. These are very useful for surface analysis in relation to things like surface drainage and site design.

3D modeling and rendering has drastically changed the dynamics of architecture and engineering by allowing design professionals from many fields collaborate on multiple levels while focusing on a common and easy to understand concept.

Let's take a look at the benefits of 3D modelling in architecture and engineering:

- More realistic and accurate visualizations for all building types
- Renderings help designers to select the right materials for the right space
- Efficient marketing and promotional tools for advertising
- Improve coordination among architects, engineers, contractors, and clients
- Lower project costs, time, and effort
- No language barriers; a picture is worth a thousand words

Here at Hood River Engineers, we are proficient in creating 3D modeling and renderings for commercial and residential buildings. We can create life-like 3D models of exterior and interior designs for residential and commercial buildings, including finishes, to give you a realistic view of your dream home, office building, or any endeavor you plan to break ground on.

If you have any questions for me or any of our engineers, email us at [SDaniel@hoodriverengineers.com](mailto:SDaniel@hoodriverengineers.com) or [Adam@hoodriverengineers.com](mailto:Adam@hoodriverengineers.com). We would be happy to offer you an opinion or quote at no cost.

Serap Daniel, 3D Visual Artist



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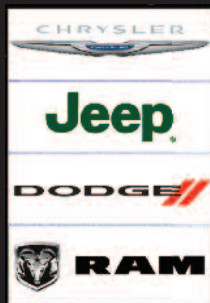
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