

Columbia River
Gorge
Business
Review

July 2018

Volume 10, No. 7



**KNOW
YOUR
FRUIT**

Freeze-Dried
Fruit Puff Factory
nears completion

Page 8



Take a Spin in the Record Store

Page 6

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GET TO THE POINT.

Columbia River Gorge Business Review

On The Cover:

Customers can browse records, CDs and tapes from the shelves in Yesterday and Today record store in The Dalles. **Read more about it on page 6**



Page 3
Business Etiquette
recommendations from the
Small Business Development
Center



Page 4-5
Maryhill Winery awards, concert changes



Page 8
Fruit Puff Factory moves ahead



Page 10,11
Meet the Gorge Experts

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Business Etiquette makes for Good Business

It is common practice to acknowledge a day of appreciation for something that is special to us. We celebrate Mother's Day, Father's Day and even National Doughnut Day. So when my calendar indicated that it was National Business Etiquette Week, I found it interesting that my mother only got one day dedicated to her but business etiquette got a whole week. It seemed that business etiquette must have a lot of issues so an investigation began into the matter.

What I found was interesting. During the first week in June each year, business establishments across the nation acknowledge National Business Etiquette Week. To my surprise, the focus of the week is not to develop better customer service or even solutions to deal with difficult customers. But rather, the week is dedicated to teaching organizations how to develop a positive and productive relationship internally between staff and employees within an organization.

According to The Protocol School of Washington, acts of incivility and inappropriate behavior have sharply increased over the past few years. So the question may be, 'How do we end this type of behavior and reeducate people on the principles of professionalism?'. There are a few simple but effective behavior changes that may help alleviate conflict and discord that occur in the workplace.

• Pay full attention to colleagues during a conversation. This simply means do not



Rose Mays

check your phone or emails while your colleague is trying to talk to you. Be respectful and pay full attention by making eye contact.

• Always avoid office gossip and other mean-spirited office conversations. This is boorish behavior that can hurt people.

• Never participate in sexist, racist or any demeaning comments or jokes. Not only are these behaviors destructive, it can be construed as illegal.

• Don't judge or make assumptions about a co-worker's personal life. In many instances, the assumption is wrong and could hurt the person both personally or professionally.

• Be sensitive of your posts

on social media that can reflect negatively on co-workers and your employer.

• No cell phone conversations in the restroom. Not only is that a violation of everyone's personal space but it is just gross.

• Respect the opinion of others. Remember that a person's opinion is just that: an opinion. It is their personal view point and belief. If necessary, agree to disagree.

• Acknowledge your co-worker's contributions. The only thing worse than not acknowledging a co-worker's contribution is taking undeserved credit for a project that you did not contribute.

• Take time to personally tell a co-worker how much you appreciate their work and their positive attitude.

• Always pull your weight in the office by going the extra mile.

• Most importantly, remember these two adages: If you don't have something nice to say, don't say it at all. And the Golden Rule law of reciprocity: Treat people the way you want to be treated.

Manners coupled with a simple act of kindness can help restore employee civility and harmony in any type of business. Often it is the smallest things we do that make biggest impact in both our professional and personal life.

■
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

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Maryhill Winery wins Winemaker of the Year

Winemaker Richard Batchelor of Washington's Maryhill Winery earned the 2018 Winemaker of the Year trophy at the annual Indy International Wine Competition. The award is given to the winery and winemaker that win the most gold medals by brand at the competition, which was held June 6-7, 2018 at Purdue University. This marks the second time in

six years that Batchelor has won the trophy.

This year, Maryhill took home the following top honors:

- Best of Class, 2015 Proprietor's Reserve Cabernet Sauvignon
- Double Gold, 2015 Proprietor's Reserve Cabernet Franc
- Double Gold, 2015 Malbec
- Double Gold, 2015 Painted Hills Dolcetto

• Double Gold, 2016 Winemaker's Red

Receiving a total of 53 medals, Maryhill was also honored with 12 Golds, 30 Silver, 6 Bronze medals.

Maryhill Winery, based in Goldendale, Wash., is owned and operated by Craig and Vicki Leuthold, who are proud to offer award-winning wines at an affordable price.

"One of the ongoing objec-

tives of the Indy International Wine Competition is to help winemakers understand the varied tastes of today's wine drinkers," said Craig Leuthold. "The number of medals that Richard received this year is a testament to his ability to make complex, high-quality wines that are accessible to a wide range of people."



Richard Batchelor, Craig and Vicki Leuthold.

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Maryhill Winery to discontinue amphitheater concerts

The August 25 Ben Harper and Charlie Musselwhite show at Maryhill Winery will be the last concert at the 4,000-seat amphitheater as the winery, one of Washington state's largest, has decided to discontinue future summer concerts after 2018.

"We invite everyone to come enjoy Ben Harper and Charlie Musselwhite on their brilliant 'No Mercy In This Land' tour," said Craig Leuthold, who owns

Maryhill Winery with his wife, Vicki. "It will be a wonderful, blues-infused show, and a great send-off as we discontinue future summer concerts at Maryhill Winery."

Explained Leuthold about the decision: "The dynamics of the concert business have changed significantly since we started this series 15 years ago. There are a lot more outdoor venues and casinos all competing for great musical talent. Our

wine business continues to grow aggressively, and we need to concentrate our efforts on our core business of producing and selling high-quality wines."

Maryhill Winery last year opened a new tasting room in Spokane, Wash., located at Kendall Yards on the north bank of the Spokane River, which has been highly successful.

"We want to thank all our fans and supporters and

encourage anyone who enjoys—or hasn't seen—our concerts at Maryhill's amphitheater to do so in August," continued Leuthold.

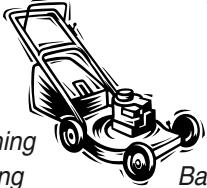
The winery will continue to support local music in the Columbia River Gorge, and its Terrace Music series will continue at its popular vine-covered terrace every summer weekend. Leuthold says the winery is contemplating future use of the amphitheater space.



The final Maryhill Winery concert will feature Ben Harper and Charlie Musselwhite on August 25.

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Spin you right 'round

Yesterday & Today stays true to vinyl roots

By Ginger Shepherd

THE DALLES — There is something about the sound that comes off a vinyl record that just calls to Mark Thomas.

Thomas, who owns Yesterday & Today, first fell in love with records as a child. He had two older sisters that had large collection of 45s, and he can still remember listening to those and feeling happy, content and where he should be.

That feeling grew when he visited a record store — he felt at home and felt a calling. That was the moment he knew he wanted his own shop.

Fate didn't let that dream come true right away. Thomas worked at an aluminum plant for about ten years. He also did a gig working in upholstery. That was a field he pursued because he wanted to do upholstery for cars — but he learned that you couldn't really make a living just working on cars and had to do other projects.

However, there were some projects he wouldn't — and couldn't do. While working for an upholstery business, Thomas was asked to reupholster a coffin. He refused. He was willing to do a lot, but not that.

And that was the end of his upholstery career.

He found himself in Hawaii at a record shop, talking to the owner.

"Salvatore is the coolest guy you ever met," Thomas said. It was an opportunity to learn about owning a record shop. And he decided to take the



leap. Yesterday and Today opened in August 1989. Owner Mark Thomas said that he has seen an increase in the LPs popularity with younger buyers and maintains a large inventory of new and used records, CDs and DVD movies. He also helps people with special order collector items. Above, local entertainment writer Jim Drake checks out the vinyl.

PHOTOS BY GINGER SHEPHERD

leap.

Yesterday and Today opened in August 1989.

Thomas may not have had the best timing for opening a record store. At the time, few

people were buying LPs (long playing albums) because cassette tapes were popular and common, and CDs were coming onto the music scene.

Despite the shift in music

format, Thomas has survived. While still holding true to his passion for vinyl, he also sells CDs, DVDs and cassettes. He also invested in equipment to convert home movie VHS tapes

into DVDs. His services also include cleaning and polishing DVDs so they are optimal for use.

"It pays the bill at the end of the day," Thomas said.

Having a little bit of versatility has allowed Thomas to watch changes in the music format industry.

Thomas has taken note of a pendulum effect. When he started, listeners were buying CDs and cassettes. Then there was the arrival of digital formats (think iTunes, Amazon Music).

"In 2000, the average record buyer was in their 50s," Thomas said. "Now they are 25."

The younger buyers are falling in love with vinyl. Thomas said they are experiencing music in a different — more real way.

"We hear in analog," he said, explaining that vinyl offers a true analog sound — it is not digital.

With the renewed interest in vinyl, Thomas said musicians are more interested in the old format.

"There are some bands that are just interested in recording LPs," he said.

The renewed interest in vinyl has provided an opportunity to educate his newest set of customers. That education starts with what type of equipment a record lover should buy. Thomas said that many of his younger customers will buy a relatively inexpensive record player that may not give them the listening experience they want. He advises his customers — old and young — to make the investment. Yesterday and Today does sell some turntables and Thomas will service

Continued on Page 7



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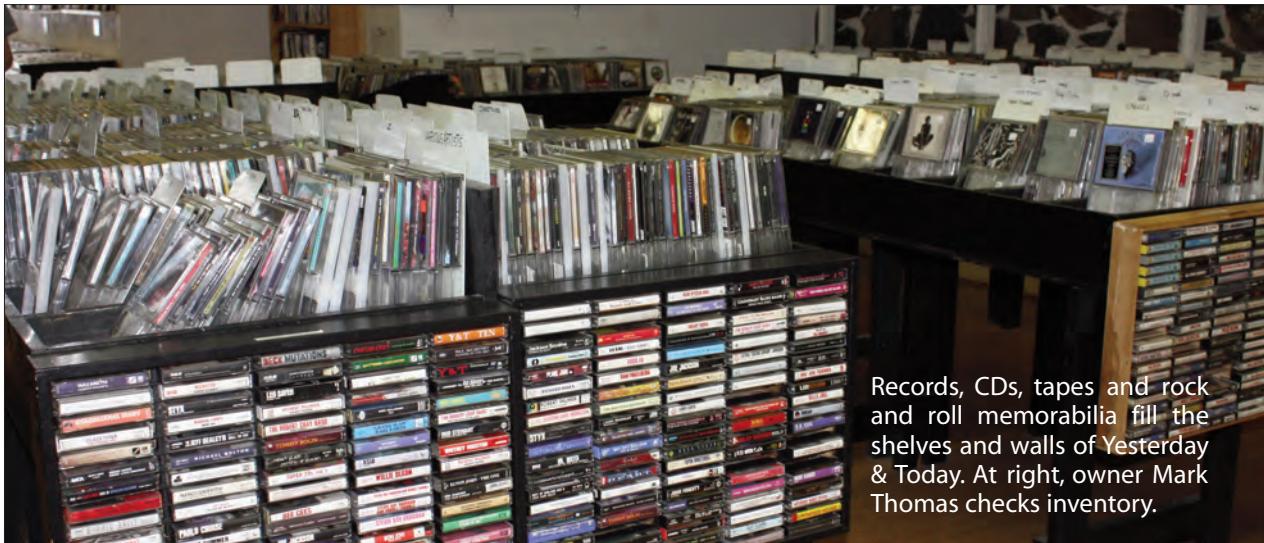
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houzz





Records, CDs, tapes and rock and roll memorabilia fill the shelves and walls of Yesterday & Today. At right, owner Mark Thomas checks inventory.

Yesterday & Today



Founded: 1989
 Owner/Founder: Mark Thomas
 Products: Records, CDs, DVDs
 Facebook: www.facebook.com/YesterdayAndTodayTheDalles
 Phone: 541-296-1441
 Address: 414 E. Second Street, The Dalles



Continued from Page 6

those machines.

And it isn't just investment, it is care. Needles, also known as stylus, need to be clean and the record should be wiped down too.

The change in format and customer isn't the only change Thomas has noted. The quality of vinyl has transformed. Records made in the 1960s, he said, were the best quality and

had the best sound. Quality went down in the 1980s and 1990s as music companies produced fewer LPs. The verdict is still out on the new vinyl records. Through the process, the new ones can come out warped.

Sometimes, going through a collection he finds what he thinks is a gem – like a Pink Floyd album in what appears to be perfect condition. It is after inspection – or worse a

sale – that he learns that the record is flawed. In the case of the Pink Floyd album, Thomas said it was a bad pressing at the record plant.

"It happens," he said.

Running a music store isn't just about the format. It is about the music too. Thomas will try to find albums for customers. And he takes great joy in going through collections sent to him to see what is there.

"When you find a real gem, that is a good day," Thomas said.

Running a record shop has provided Thomas with a chance to meet people from all over and forge new relationships – either as loyal customers or new friends. Thomas can point to his friend in England. The gentlemen came to the shop and from there a friendship grew. Since then, Thomas has had a friend to

visit when he goes to the United Kingdom.

Although Thomas has had his record shop since 1989, it hasn't always been at 414 E. Second Street. Thomas has had a shop on Washington Street and one near Klindt's Bookstore. In total, he has moved six times because circumstances dictated it.

"As long as I can have a shop, I'll do this," Thomas said.



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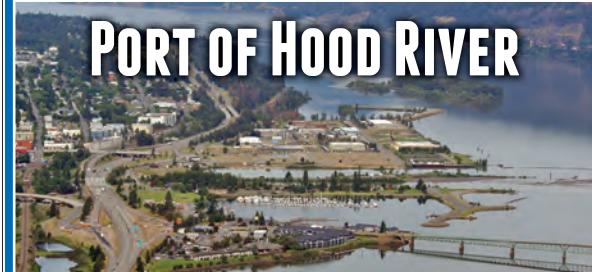
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MCEDD Spotlight: Know Your Fruit/The Puff Factory

Written for the Gorge Business Review
by Mid-Columbia Economic
Development District

In 2006, Jacqueline Alexander purchased a pear orchard at 3993 Highway 35, Hood River. Her business Morale Orchards, LLC grows Asian pears in this upper Hood River Valley orchard.

"I was interested in developing a value-added product," Alexander said. Her initial plan was to produce Asian pear schnapps as way to increase revenues from culled pears that otherwise would be destroyed or sold for minimum price to juice companies because the fruit is imperfect from inclement weather, insect damage or from simply falling to the ground. Jacqueline's twins, Morgan and Alexander, suggested she make candy instead. With her research, and thinking that more Americans are looking for ways to snack healthier, Jacqueline transitioned their suggestion into a business model for freeze-dried fruits.

Jacqueline worked with the Food Innovation Center (FIC) in Portland to develop her ideas and concepts. According to Dr. Qingyue Ling, FIC's senior development engineer, this dried fruit has a 20- year shelf life, is lightweight, easy to ship, and has been shown to bake well in cakes and muffins. Additionally, these fruit puffs preserve all of the nutrition of fresh fruit with-



Local fruit will be used to make nutritious freeze-dried fruit puffs in a new factory in Odell.

out any additives while creating a shelf-stable, value-added product that is perfect for snacking as well as adding to baked goods, trail mix, granola, or yogurt as an ingredient to boost nutrition. Founded by both Oregon State University and the Oregon Department of Agriculture, the

FIC is partly a laboratory for testing food preferences, but it also aims to combine food science with economic development.

In 2013, Jacqueline obtained a \$92,500 loan from Mid-Columbia Economic Development

District (MCEDD) to help build and install the prototype freeze-drying equipment at FIC. With successful testing and product production, Jacqueline has branded her fruit puffs with the Know Your Fruit brand and is nearing completion of the construction of a processing plant called The Puff Factory.

The 29,500-square-foot facility, located at 3030 Lower Mill Drive in Odell, will house the main processing floor, including cold storage, conveyer belts, an industrial-scale fruit dryer, and other required processing equipment. An elevator will lead to a second level with office space. The company plans to have a workforce of about 30 to start with the anticipated September 2018 opening, with up to 50 once operations gear up.

More information about Know Your Fruit and The Puff Factory can be found at www.knowyourfruit.com.

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. Learn more at www.mcedd.org or contact MCEDD at 541-296-2266.

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Puff Factory update

Know Your Fruit owner Jacqueline Alexander at the Puff Factory groundbreaking in 2016. Construction on the new processing plant is scheduled to be completed in September of 2018.

SUBMITTED PHOTO



Gorge is My Gym Grad

Temira Lital, outdoor sports recreation blogger and owner of The Gorge is My Gym website, celebrated graduation from PSU with a Masters degree in counseling in June. An avid cyclist, the party was held at Hood River's Dirty Fingers Bike Shop, and featured the world's first ever "Sprinter Van Cake," resembling the support vehicle used on long distance bike rides.

JIM DRAKE PHOTO

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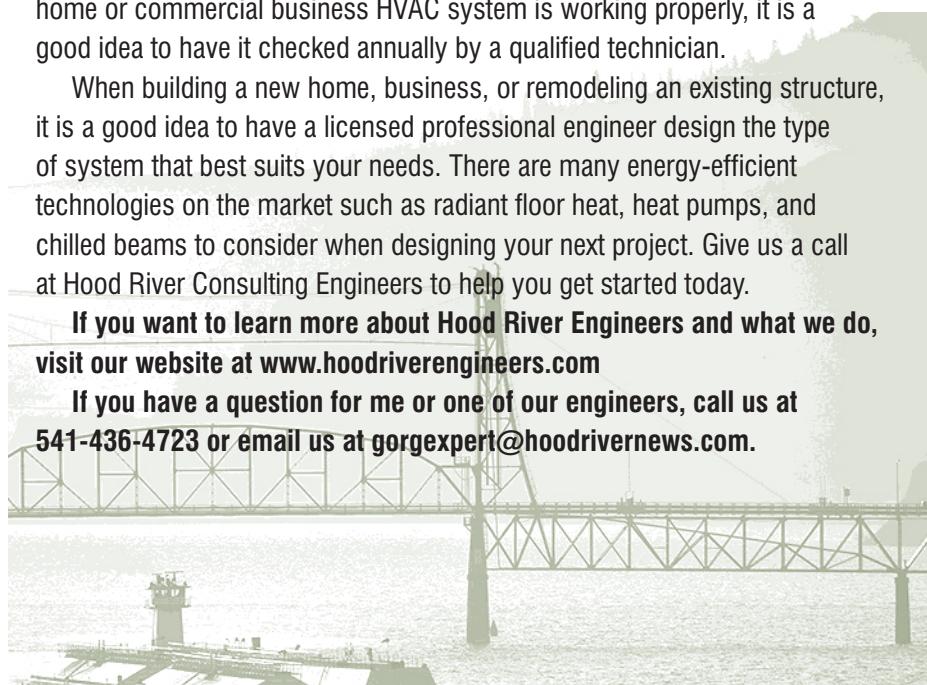
A work environment that is too hot or too cold can significantly reduce an employee's productivity. A home not properly heated and ventilated can produce unhealthy mold conditions. People generally do not notice their HVAC system unless it is not functioning properly. Often times a fix can be as simple as increasing or decreasing the air flow through a floor or ceiling register. Sometimes the problem can be more complicated, such as inadequately sized ductwork, furnace, or air conditioner.

An undersized furnace or duct can prevent some rooms in a house from ever heating up. An oversized air conditioner may cycle off too quickly due to ice buildup, preventing a house from cooling down. To make sure your home or commercial business HVAC system is working properly, it is a good idea to have it checked annually by a qualified technician.

When building a new home, business, or remodeling an existing structure, it is a good idea to have a licensed professional engineer design the type of system that best suits your needs. There are many energy-efficient technologies on the market such as radiant floor heat, heat pumps, and chilled beams to consider when designing your next project. Give us a call at Hood River Consulting Engineers to help you get started today.

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Dr. Karen Wright
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Safe and Effective Hormone Solutions

Our hormones in many ways are the essence of life. They make us women and enable us to do spectacular things.

However, during times of transition (pregnancy, PMS, menopause, significant stress), hormonal imbalances can lead to significant problems and make life quite uncomfortable.

This is especially true as we age. The menopausal transition, the gradual decline in primary reproductive hormones (Estrogen, Progesterone and Testosterone) is a natural process that also occurs in men. Because our hormones are intimately tied to our brains, bones, vascular and nervous systems, many wide-reaching symptoms can be experienced. In women, the most common complaints are hot flashes, night sweats, mood swings, sleep disturbance, bone loss, vaginal dryness and loss of sex drive. These often significantly effect a woman's quality of life, including her relationships.

In addressing these issues blood, urine or saliva tests can diagnose the imbalance and direct treatment. Treatment options are nutrition, exercise, stress management, sleep enhancement, pharmaceutical, herbal or Bio-Identical Hormone Replacement Therapy (BHRT). BHRT utilizes compounds that are derived from plant sources (usually soy or wild yam) that are very similar chemically to the body's own Estrogens and Progesterone. They are further standardized to specific milligram doses and are dispensed through an accredited compounding pharmacy. They can be customized to a particular patient's need into creams, capsules, lozenges, patches, injections or pellets.

Dr. Karen Wright at Columbia Laser Skin Center utilizes what can be referred to as a functional approach. Each woman has a unique life story that is honored in co-creating the doctor-patient relationship and directing treatment approaches. She strives to balance the assets of both modern medical science with traditional natural approaches.

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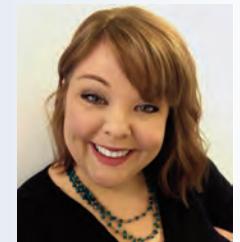
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