

A woman with short brown hair and glasses, wearing a red jacket with white stripes on the sleeves, is smiling. She is standing in front of a swimming pool with lane markers. The background is slightly blurred, showing other people in the pool and some pool equipment.

Women

IN BUSINESS

2018

**FROM EXCHANGE
STUDENT TO CEO**

4

**WINERY MANAGER
BRINGS BALANCE**

36

**DRIVE UP WINDOW
DOG TREATS**

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Shelly Rawding, Page 46
Photo by RJ Chavez



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Esina ALIC

Insitu

By ELAINE BAKKE

When most people think of the word CEO, they usually think of a “boss”... specifically a male “boss”. That’s why Insitu’s new CEO, Esina Alic, is thrilled to be the first female leader of the company. And not just as a boss, but as a visionary leader.

“I’ve been in a male-dominated field my whole life. I’ve never let that slow me down,” Esina said, adding studies have proven that when women are in key leadership positions, a company does better financially. “Women can succeed in anything – engineering, math, defense, high tech, aviation. Girls can do anything they want to do.”

In her view, the CEO is at the bottom of an inverted pyramid, supporting employees and suppliers who, in turn, support customers that are always the top priority. As a result, she has spent her first few months as the company’s new leader working hard to inspire all Insitu employees, encouraging them to be the best they can be, making Insitu the best it can be.

“I’m excited to be taking Insitu into this new chapter,” she said.

She admitted, however, that her first few months (she was hired in April 2018) have required many long hours.

“The job is keeping me busy. I had a 90-day plan and these first few months have been critical,” she said. “I didn’t want to presume that the company I left was the same company I have come back to. The company has grown by leaps and bounds, and I wanted to come in and listen.”

That has included meeting with internal and external stakeholders including customers, suppliers, employees, community members and Boeing leadership. To date, she has flown world-wide, met with nearly all of Insitu’s customers and suppliers and talked to approximately 70 percent of the company’s 1,600 employees.

Esina acknowledges that her educational background and previous experience working for the company have helped her transition into the CEO role.

A native to Eastern Europe, Esina excelled in math and physics in school,



entering competitions in those subjects. She was also a competitive figure skater, competing at national and international levels.

"My dad said I was the only figure skater he knew who also competed in math and physics competitions," she said.

In 1991, Esina came to a small town near St. Louis, MO, as an exchange student from former Yugoslavia. Shortly after her arrival in the U.S., civil war broke out in her home country. As a senior in high school, Esina lost all ties to her family – this lasted for over two years. Via multiple jobs and lot of determination, she put herself through school, earning a Bachelor of Science degree in Mechanical Engineering from Portland State University and a Master of Business Administration from University of California, Berkeley - both with highest honors.

A story from this period sums up Esina's dedication to people and commitment to helping others succeed.

While still a student herself in 1994, Esina was instrumental in obtaining passports and United Nations escorts for the high school mathematics team in her home town of Sarajevo, while it was under siege. This allowed the students to travel to Hong Kong and compete in the Math Olympics, which was huge—at the time, it was the only operating high school in the city.

During the competition, the team earned multiple awards and Esina helped most of these students find exchange programs and/or scholarship programs in the United

States and other stable parts of Europe.

Many of the parents commented afterward that they were "never going to forget this."

Esina admits it took a lot of effort to accomplish the feat, but "I go by the belief that if a human being wants to achieve something and they want it strongly enough, they can do anything."

With an undergraduate degree in hand, Esina worked for Tektronix and Electro Scientific Industries (ESI) in Portland.

"Esi worked for ESI," she joked on the play of her name.

"I appreciate engineering, but I also appreciate the whole business aspect," she said of her continuing education and obtaining an MBA from Cal Berkley in the thick of the dot com era. During this time she worked for multiple start-ups in Silicon Valley as well as a consultant for Arthur Anderson and Bearing Point. She had a very broad portfolio of clients in a wide range of industries including; high-tech, finance, aerospace, oil & gas, and media. Visa recruited her from a consulting stint in 2004 to be a vice president of finance.

In 2007, Esina transitioned from her job as a vice president at Visa to start her career at Insitu, where she worked for the next eight years. During that time, her positions included vice president of strategy, vice president of global operations and supply chain management and vice president of international operations and partnerships.

"As the business grew, I was involved in every step along the way from growing the company's

international operations, to setting up Insitu's first international subsidiary – Insitu Pacific in Brisbane, Australia, and leading Insitu's first acquisition," she said.

In 2015, Esina went to work for Boeing and was with Insitu's parent corporation until 2017 when she left to work for Adidas in Germany. Boeing then recruited her back to Insitu earlier this year.

Esina has all her focus dedicated to two aspects of her life right now – company and family. Because of that, she "doesn't see it slowing down for many months" to come. That means for now, there is no time for hobbies or "me" time, but when she can, she enjoys kiteboarding, mountain biking and snowboarding with her whole family. Her family includes her husband Gabriel Burgess and her two

daughters, ages 6 and 11, who are fifth-generation Gorge locals and attend the White Salmon Valley School District.

"I believe in quality time, not necessarily quantity of time. I also draw the line between family and business. On busy days, I go from 100 miles per hour at work to 2 miles per hour reading at home to my girls," she says of separating the two aspects of her life. "If they (her daughters) get that quality time with me and support, they are fine. They need focused time just like Insitu employees do."

Going forward Esina also plans to get more involved with the community and the local school district. She's a big proponent of STEM programs and was previously a member of the White Salmon Valley Education Foundation.

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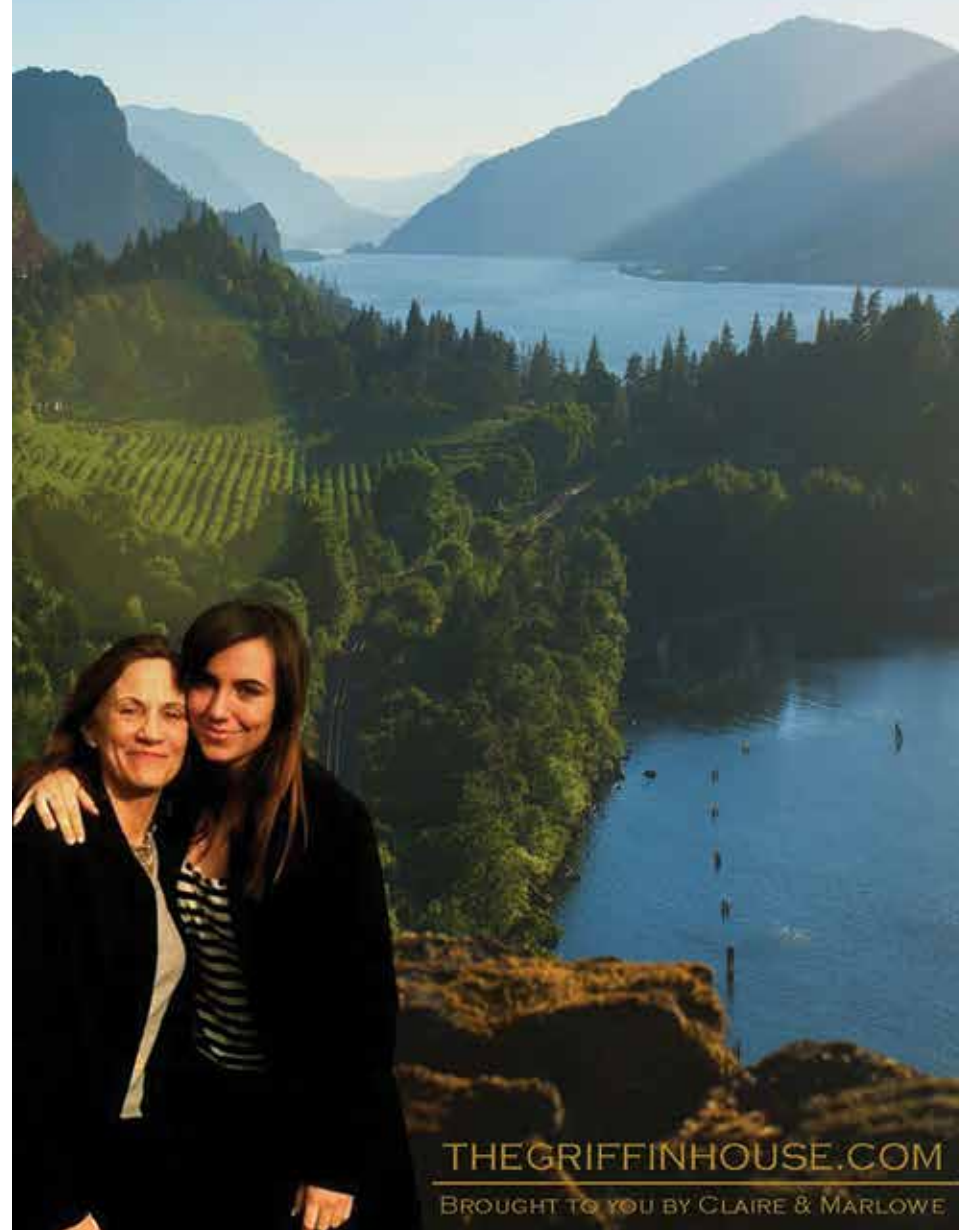
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Janice BELL

Arome

By EMILY FITZGERALD

It used to be that culinary enthusiasts had to venture outside of the Gorge for specialty foods, but Janice Bell, a food enthusiast herself, decided to fill a void in her community, and her career, with Arome: A shop in downtown Hood River that sells a wide variety of unique spices, loose-leaf teas, kitchenware, oils and vinegar.

Bell, a water resources engineer before opening the shop, moved to the Gorge a couple of years ago and noticed that the popular At Home on Oak Street gift retailer was shutting down and its location, 105 Oak St., was up for grabs. Bell began talking to the landlord in November 2016 and the next month, she left an eight-year engineering career to open Arome.

"I've always just been really passionate about food and cooking and I feel like I always had a creative side ... engineering is creative in a way but, I felt like there was always something missing in that profession," she said.

Once Bell decided she was going to quit her job and actually start a business, she went to Columbia Gorge Community College's Small Business Development Center for business counseling. There, she learned the technical aspects of the endeavor, such as how to use QuickBooks and keep payroll records, pricing strategy and taxes.

"And (I) just spent all of my time sourcing the products and writing all the descriptions that you see on the labels and figuring everything out," she said.

When asked what her biggest challenges are as a new business owner, Bell said that the bookkeeping and such can be frustrating and challenging, but they're at least straightforward. "Figuring out how to provide your customers with the things that they are interested in and want, sort of serving the community so that your business can succeed, figuring out how to do that, is one of the biggest challenges, I would say," she said.

"You know, there are things in here that I didn't necessarily even know



about or hadn't used before, so when I was starting the store, I did travel around to some other spice stores and oil and vinegar shops, and I got kind of a library of books," she said, recalling a giant stack of spice bibles and library books that sat beside her laptop on her home desk just after she had quit her engineering job and an equally enormous tower of stackable Tupperware filled with hundreds of different samples of spices and loose-leaf teas "probably driving my husband insane," she said.

Bell's passion for exotic cuisine began with her father, who regularly brought home "the craziest plants you can think of" to see what would grow in their massive personal garden on the family's farm in St. Paul, Ore., she said.

"My dad did more exotic types

of cooking and that really got me interested in trying different types of foods," Bell said. Her mother stuck to more homestyle cuisine and between the two of them, Bell and her siblings got an immersive food-experience.

"They made us eat everything that they made, even if it was a little different and weird, and that was great," she said, recalling just one dinner in her entire childhood she remembered getting a pass on: Her mother's failed attempt at ham-hocks.

Beyond just selling interesting ingredients, Bell is passionate about using them and helping others do the same.

Arome recently held a Cajun Night demoing New Orleans style cuisine like jambalaya and gumbo; and later this month, Arome's

newest staff member, Bell's sister-in-law Bethany Keeley, will host a free demo on her favorite Spanish summer soup, Salmorejo, following a six-month trip she took with her husband around the world. The shop also offers tea tasting tours of a different country each month (July's is Taiwan) and upcoming, Arome holds classes on salads and "quickles" (quick pickles).

"This is a specialty foods store,

but it's a little bit of a community too," she said, "because it brings in all these local people who can't find these things anywhere else and gets them chatting about all the things that they love to do, and that's been really nice. That's probably one of my favorite parts so far about this—and that maybe is the essence of what I was missing in my engineering job working behind a computer all day."



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DR. *Kara* HOBSON

Straightline Orthodontics

By TRISHA WALKER

If it weren't for the braces Dr. Kara Hobson, owner of Straightline Orthodontics, had after college, she may never have become an orthodontist.

"It was during a time in my life when I was trying to figure out a career," she said. "My orthodontist inspired me to consider dental school. I started working in his office one day a week and really enjoyed it."

Because she had a degree in biology from Santa Clara University, she had the necessary credits for admission and, after taking the dental admissions test, began her journey.

Hobson worked for 10 years at Gentle Dental in Vancouver, beginning her own practice in 2015. A few months later, she was approached by Gorge Orthodontics about purchasing the practice. She merged the two in September 2016, relocated to the Gorge Orthodontics building near May Street Elementary and moved to Hood River.

"I am so excited to be serving Hood River as the only local, fulltime orthodontist in town," Hobson said.

Hobson and her staff of eight typically serve 50 patients each day; the practice is open five days a week. Longer appointments — like taking braces off — are completed in the morning to free up after school hours for monthly adjustments. Complementary exams for new patients are scheduled as requested.

"I love creating beautiful smiles," Hobson said. "The confi-

dence and self esteem patients gain is often life changing. In addition, the relationships established with patients and their families is so rewarding, and I love hearing about their accomplishments and adventures on a daily basis."

What most people don't know about the orthodontics field is that all orthodontists are general dentists first — and it can take 10 or more years after high school to become an orthodontist.

"I actually practiced as a general dentist in San Francisco before starting my specialty training in orthodontics," she said. "A general dentist can also practice orthodontics, but to become an 'orthodontist,' you must attend a two- to three-year residency program,

where you learn the skills needed to manage tooth movement and guide facial development (dento-facial orthopedics)."

Hobson grew up in Portland. She attended Santa Clara University "to escape the wet winters for a while," then went to the University of Washington for dental school. She moved to San Francisco for her general practice residency at University of California, San Francisco (UCSF) and, while applying to orthodontic school, practiced general dentistry for a year. She attended OHSU for orthodontic school, a 30-month program for a Master of Science.

During her orthodontic residency, she met Bill Irving, a real estate broker with CopperWest Properties

in Hood River.

"I began spending every weekend in Hood River," she said. "Until purchasing my practice in Hood River, I lived a dual life between Hood River and Portland. It was a nice balance between city life and nature, but I feel fortunate to finally be able to live here fulltime and consider it the perfect place to raise our 5-year-old son, Boden, who will be starting kindergarten this fall."

In her spare time, Hobson enjoys skiing and mountain biking ... among many other activities.

"I attempt and enjoy surfing and golf, but have accepted amateurism with these two humbling sports," Hobson noted. "I also have a passion for cooking and, of

course, love spending time with my very active son, who will soon be passing me on the ski slopes and singletrack trails."

She's also had fun redesigning the Straightline Orthodontics office over the course of the last six months.

"I wanted to personalize it to my branding and style, and it's been exciting for us and patients to see the change," she said.

Straightline Orthodontics is located at 1002 10th St., Suite 2, on the Heights in Hood River.

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— Mya VanSoten. 5th grade.

"In 10 years, I want to be confident, appreciated, and the proud owner of multiple cats."

— India Hargrave. 7th grade.

"In 10 years, I will be in college. I will probably live in the college dorms and working to get a master's degree in nursing. I will be a straight A student, working my hardest, and getting work done."

— Sydney Barrs. 7th grade.

"I want to be making things. I want to be taking pictures and videos that move people and cause awareness. I want to sketch and paint the way I feel and find a way to help people by using my art to what's most important to me."

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Blue Canoe Café

By KIRBY NEUMANN-REA

Christina McGhee, a 18-year resident of Parkdale, is all about local color.

She opened Blue Canoe Cafe in October 2017, after transforming the former Alabama Jim's inside and outside spaces, with her husband, John. They were married 19 years ago in Portland.

Red Barn Park, meanwhile, is another of McGhee's multiple focuses, as she organizes weddings and other events under the Simply Events business she started 10 years ago. An associate handles much of the events work these days as McGhee puts more than full time into getting her new breakfast and lunch café and ice cream parlor up and running.

Red Barn Park is her name for the Mt. Hood Railroad park, aka Trail's End, which she notes "isn't a name most people want associated with a wedding."

Simply Events encompasses the park, fundraising, doing non-profit work including Mt. Hood Town Hall. All this keeps her connected to people and places in the community she loves.

Born Christina Bailey in California, McGhee lived in Moraga until graduated from high school, moving to Eugene and the University of Oregon after her father, author and fitness dvocate Covert Bailey ("Fit or Fat") moved north. Christina earned her degree in exercise science from University of Oregon in 1993.

She moved to Portland and worked at YWCA as fitness coordinator for a few years, then went to work for her dad, helping develop his fitness products, which she carried on for another 10 years, until her father retired. She worked to transform his videos and writings into PBS programs and other platforms. Prior to the Internet, McGhee took the books and videos and put them into a DVD subscription program people could get in monthly installments.

"Then I did phone coaching, also before the Internet, teaching fitness strategies and personal training over the phone. It was a challenge. It was very hard," she said. "I think what most people find with personal training is that if you don't really want to do it yourself you aren't going to do it,

no matter if you're paying somebody every week."

She was hired by healthcentral.com in 1999, which enabled her to move to Parkdale and work independently. The now-defunct start-up had bought Covert Bailey Productions content and continued selling the materials until about five years ago. As the Covert Bailey work faded out, "I knew it was time to do something different," McGhee said. She was hired to coordinate events for Gorge Games, in the 1990s and early 2000s, and then started her event planning business.

McGhee, a lifelong fitness devotee but a self-described non-athlete, said Parkdale soon proved to her and John to be the kind of place that she and John were

looking for: a rural, tight-knit community, and a place to hike and be near nature.

"All outdoor stuff. We came here because we like to be in the country," McGhee said; her Parkdale connection started with visits to the cabin owned by her mother, Sally Bailey, who still lives in Parkdale and whose works adorn Blue Canoe.

John and Christina have a son, Patrick, 13, and daughter, Emma, 10, and have provided a home for her nephew, Marshall Bailey, whose sculpted-wood window bar at the Blue Canoe was his Extended Application project at Hood River Valley High School last year as a junior.

McGhee has been on board of directors of Mt. Hood Town Hall

for 12 years. "We have seen huge growth and improvement and beautification," she said.

While John was integral in getting the building ready, "and he's very involved," Christina owns the building and business and has all women working for her.

The kids help out, too, cleaning tables and other tasks.

"They get ice cream out of it, so it's a good deal," McGhee said.

"We're not going anywhere. We love Parkdale, even with all the changes happening. In the summertime, it's people up and down the street all the time. It pains me at times, but as a business owner, we need those people in there."


She said Blue Canoe's first few months were lean, and winter was slow, as expected.

"But the silver lining was that it allowed me to work with employees and our system," she said. "The two things people warned me were that you will have a challenge finding good staff and you will have to be here all the time. It is completely consuming."

"I've never run a café or even been a server, my only connection was event planning — and I like to eat and I like good food, but how to run it? It's been totally new to me."

Emma adds: "You're used to feeding your family."

"That's true, and that was a great start," McGhee said.



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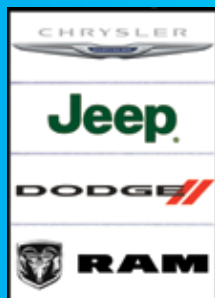
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NorthShore Family Doctor

By ELAINE BAKKE

If there's one word that can be used to describe Dr. Alicia Gimenez-LaBerge it would be "passionate."

Passionate about being a family doctor, passionate about being a mother, passionate about being a volleyball coach, and passionate about being a community member.

"As a doctor, it energizes me to help other people, especially when by helping them they are empowered to be the best version of themselves. I like untangling the person's story to get at what the true issues are for them and then sharing with them the information they need to make the best decision for themselves," Alicia said.

She particularly enjoys taking care of entire families. "Knowing everyone in the family helps me understand their story which makes helping them navigate their health possible in a way that specialists can't."

Although she is a practitioner of all aspects of family medicine, her special interests include preventative health care, women's health, weight loss, sclerotherapy, and autism.

Of those, autism has a special place in her heart. "Fifteen years ago, my husband and I were told our son Nicholas had autism. After the initial shock, we started learning everything we could about the subject, and have been studying autism ever since," she said, adding the biggest challenge had always been identifying and accessing services in the area.

"Thankfully, White Salmon Schools were extremely supportive and allowed us to 'think outside the box' when designing his educational program. Over the years, these services have grown into a robust network, largely due to the efforts of both the schools and dedicated parents of special needs children in the area. My family would not have been able to accomplish as much as we have without the help of all of these people."

Despite the network, Alicia found that too many kids in the community have not been able to get the support they need, mainly due to lack of physicians able to diagnose and manage autism. According to her, without the diagnosis of autism, a child is unable to get beneficial services from the school and other therapists.

"Thankfully, Washington state has recognized the old system as it stood was inadequate and created a pathway for more physicians to be trained to diagnose autism and get therapies started; this is particularly important as early intervention has been shown to be critical to successful outcomes," she explained on how she received her certification for Autism Center of Excellence. Alicia and fellow NorthShore doctor Greg Zuck are the only two doctors in the Gorge with the certification.

"I've already seen two kids that had been waiting to see a doctor in Portland for two years – that is two years of missed opportunity to make a difference in these children's lives," she said.

"Dr. Zuck and my goal is to get a child in for an initial quick visit within a week of calling the clinic concerning autism – the uncertainties associated with having a special needs child are hard enough; families shouldn't have to wait for months to get answers about this," she continued. "Nicholas is one of my biggest blessings – his presence in my life reminds me of what is most important, and his unabashed happiness and acceptance in the face of great challenges teaches me to be grateful for everything, great or small."

In addition to her certification in autism, Alicia also completed advanced training in sclerotherapy for cosmetic leg veins, making her the only provider in the gorge doing this procedure.

Alicia – who earned her Bachelor of Science degree in biology and her Doctor of Medicine degree from the University of Washington, and completed her family residency in Spokane – has been a family doctor with NorthShore Medical Group (formerly Mid Columbia Family Physicians) in White Salmon since 1996.

Along with several other NorthShore providers, she is bilingual so she also sees Spanish speaking patients

The White Salmon doctor, who is married to fellow NorthShore doctor Allen LaBerge, grew up in the Tri-Cities in eastern Washington on a small family farm with Spanish being the primary language spoken in her home. Both her parents immigrated from Spain and she credits their hard work and perseverance into making her the per-

son she is today. Her dad, Salvador, came to the U.S. at age 19 with his parents and brother and worked as shepherd and at multiple other jobs until he could afford to purchase a farm. He came to the U.S. not speaking a word of English and with the equivalent of a middle school education. Her mom, Carmen, came to the U.S. at age 17 by herself to live with her brother. She too didn't speak a word of English when she arrived and had an 8th grade education. Carmen successfully completed her GED the same year Alicia graduated from Pasco High School in 1984. Salvador also became fluent in English, and a successful farmer.

As a mother, Alicia loves watching her kids excel: "watching my daughter (Carolyn) sing and dance on stage in a play the first time or watching my son build an intricate model."

As a volleyball coach, she enjoys being a strong positive female role model for young women. She has been a volleyball coach for Gorge Juniors Volleyball Club in White Salmon since 2013. "I want them to know deep down they are stronger than the challenges they will face – and that by working hard and accepting responsibility for themselves, they alone can decide their destiny."

Finally, as a community member, she enjoys making the world better, in any way she can. She started the St. Joseph's plant sale in 2003, growing everything herself to raise money for her church's youth center at the time. "I love what I do. It's an honor to help the people in my community," she said. "I am also thrilled to be in our new clinic space - not only is it a joy to work in, but we are now able to expand services to meet community needs we couldn't manage at our previous location."



LEFT TO RIGHT: MADISYN (FRONT DESK), MAGGIE (FRONT DESK), TAMARA (ESTHETICIAN), JESSICA (MASSAGE THERAPIST), BRITTANY (OWNER/ESTHETICIAN), REBECCA (ESTHETICIAN), RYLIE (ESTHETICIAN), MICHELLE (ESTHETICIAN).

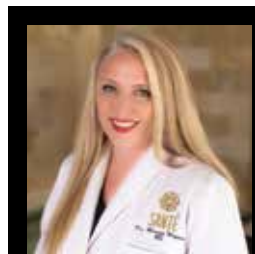
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Victoria JELDERKS

Hood River Consulting Engineers

By RJ CHAVEZ

College isn't anything more than thinking you have it all figured out one day and then the next day comes around and you're now applying at the administration office to study for a different major.

But there will be that one day you do figure it all out, and for Victoria Jelderks, that day came while she was pursuing her bachelor's degree in political science at Bryn Mawr College.

It would make sense that a profession in political science is what Jelderks figured would be her career path after graduate school, but it instead, it helped her find a passion in becoming an engineer.

During her time studying political science as an undergraduate at Bryn Mawr College, she had taken enough engineering and math classes to qualify for engineering graduate school at the University of Washington.

After graduate school, Jelderks eventually began working for Hood River Consulting Engineers from her home in central Oregon.

However, it wasn't work that was important during this time for Jelderks.

"While in central Oregon, I was helping my mom care for my ailing stepdad," said Jelderks. "After he passed away, a delightful apartment came available in March in Hood River and I made the move."

Jelderks currently works at the main office of Hood River



Consulting Engineers, where she designs and oversees construction for infrastructure projects such as wastewater treatment plants and water tanks, and commercial projects like fire stations and hospitals.

"Most people might think of engineers as quiet, nerdy people who sit in a cubicle all day crunching numbers," said Jelderks. "In reality, I spend a good part of my time in the field with clients. Another important part of my job is writing construction specifications and producing CAD drawings."

As challenging as a job engineering is on its own, being a woman in the engineering industry adds another level of difficulty as it's a profession dominated by males.

But when asked about being of the minority in the engineering

field, Jelderks explained she often forgets.

"I have always had supportive work environments, so there is no reason for young women who love math and science to feel intimidated by engineering," she said.

"I wanted a career that would enable me to serve communities while honoring my love of math and science, and engineering fit that description for me so that's what I did," said Jelderks. "I would encourage young men and women to consider the profession if for no other reason than it is fun and a great way to serve."



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Dianne Level and Mayra Sandoval

Mayra was born and raised in Hood River. Mayra's role is essential to Anderson's service to our communities. "Being bilingual has given me the best opportunities to help those in my Latino community. I lived in Mexico for 1 year where I met my husband. We have been married for 3 great years and counting. When not at work we are usually out exploring the Gorge".
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Dianne is a retired educator (Westside Elementary) & long-time resident of Hood River. She and her husband, Bob, have three children and nine grandchildren. Dianne's role as Family Service Counselor is vital in helping our community with pre-planning their final wishes.

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Names from front to back (L to R)
Crystal, Debbie, Hanna, Vicky, Elizabeth,
Lorrie, Susan, Chloe, Mariana, April L,
April M, Sherry, Martha, Sarah, Sue, Marisol

Not pictured: Lynn, Mariza





Hood to Hills

By TRISHA WALKER

Amber Shewey, owner and operator of Hood to Hills, a food cart located in downtown Odell, has a lot on her (breakfast) plate.

Shewey first opened Hood to Hills in 2010, but sold the business to Rachel Schmitz in 2012.

"When I had it before, I was doing it all," Shewey said. "My family would help, but it got to be too much. I had young kids, so we talked it over and decided to sell, thinking maybe later something would come up."

When Schmitz said she was selling — all other renditions of the food cart had been leased — Shewey decided the time was right to buy it back. In September 2017, she again took the helm as owner and operator.

"The thing I love about my job is the people," she said. "I love our town, I love where I live, and I'm truly blessed to do what I do ... twice."

The cart opens at 6 a.m., but Shewey is on site at 5:30 a.m., starting the coffee and prepping for the day ahead.

"Nothing is premade, so everything that's done is made fresh," she said. The only items she doesn't make herself are the sausage patties and breakfast pastries. She buys hamburger fresh daily from [Carniceria Y Verdureria la Mexicana](#), located across the street, and slices her own meats.

She also serves lunch, but breakfast is her favorite. Popular items are her breakfast burritos and turkey and bacon ranch wraps; she just added chipotle sauce to her list of options, which has proved to be a hit. Other big sellers are breakfast sandwiches and biscuits and gravy. She also has a selection of "quick picks" that include muffins.

For lunch, turkey or ham sandwiches are often requested, as are her hamburgers and Polish dogs. Drink offerings range from coffee, espresso and smoothies to Italian sodas, Red Bull mixers and sno cones — a hit with both kids and adults.

Because people rely on her to be open — summer hours are 6 a.m. to 3 p.m. daily — she's learned to give plenty of notice for any closures when possible.

"If Amber's not here, I hear about it for weeks," she smiled.

Credit cards are accepted, and she can also take phone orders.

"This time around, what I've learned is that the call ahead or the text ahead orders are so helpful," Shewey said. "Cardinal, Diamond, Duckwall, Stadlemans, the school district, they all call ahead and that's really awesome. I also take Cardinal tokens now, which is really cool."

Shewey grew up in Hood River and used to help her grandfather, Karl Wols, with his business, Karl's Custom Meats, located in Odell

at the current Chuby's Restaurant. Her mother, Debi Gallagher, opened Double Ds in the early 1990s when her grandfather sold the business.

"That was beneficial to me because I've always loved the customer service interaction," she said of helping at Karl's Custom Meats. "I loved working (for my mom) too when I was a teenager, 12 or 13, working for her there."

Hood to Hills isn't her only job, and her days are long and busy. She wakes up at 3:45 a.m. each morning, and before opening the cart, she's already put in time at a local horse barn, of which she's the manager, as well as with her three horses. Additionally, she provides home healthcare for her husband's sister three days a week, and every day she goes back to the horse

barn to clean and take care of the animals.

"And I just took over a hay field, so now I have to water the pasture and make sure everything is taken care of," she added. "We have a garden at home. And mom stuff."

Shewey's daughter, Chloe, 16, helps at the cart; her son, Trevon, 19, does machinist work at AM Racing. She credits her husband, Bobby Shewey, for being her rock.

"He'll mow the grass (around the cart), go to the cash and carry for me, he does dishes ... the man is absolutely amazing. And he takes care of our garden at home. He's awesome."

Call or text Shewey at 541-806-0954 to place an order, or stop by the cart. For more information, visit the Hood to Hills Facebook page (keywords: Hood to Hills).

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Bobbi & Kaleena CASEY



Bobbi's Way

By KIRBY NEUMANN-REA

Mother inspiring daughter is the foundation of Bobbi's Way In-Home Health Care, owned and administered by Kaleena Casey and her mother, Bobbi Casey.

The company celebrates its two-year anniversary on July 19; it first started serving clients in September 2016, opening with five em-

ployees (all doing caregiving or administration, or both), among them care coordinator Lirio Martinez. Bobbi's Way now employs 50 people, and the number is slowly rising along with clientele.

Currently, care is coordinated by Kaleena and Ambrielle Herman and Martinez. Office manager Heather Davis also is a caregiver.

Bobbi's Way offers five levels of care including housekeeper, companion, and nursing assis-

tance, comprised of appropriate in-home care services including respite care, hourly visits, hourly shifts, 24-hour care, transitional care from hospital to home, private due one-on-one care, nursing services, geriatric services, elderly couple, and transportation services. Those services include companion and personal care services such as bathing, transfers, and assistance with medication.

Bobbi initially did not want the

business named for her, but her daughter stresses that her mother's example is her model.

"She's been very influential in all aspects of my life and care giving being one of them," Kaleena said, citing Bobbi's 41 years' experience as a certified nursing assistant, including 21 years in Hood River, where Bobbi served at Hood River Care Center (including the Alzheimer's unit) and then Heart of Hospice.

"Many people aspire to be as wonderful as she is, as far as a caregiver," Kaleena said.

"I loved it, but it got to be too grueling so when Heart of Hospice opened I went with them, and I have also done private home caregiving throughout the community," Bobbi said.

Kaleena has 18 years' experience as a caregiver and a degree in healthcare administration from University of Phoenix.

The family arrived in Hood River in 1997 when Kaleena was in the eighth grade. She graduated from Hood River Valley High School in 2000, then got married and had two boys, Daniel, 16, and Dominic, 8.

She started at Care Center at age 16, and after earning her degree started work at Creekside Residential Treatment Facility in The Dalles, as assistant administrator.

"At Creekside, it was a salaried job and my first job in administration, and it was really tough working for corporate," Kaleena said. "I didn't feel like I was able to make a difference and do the right thing, so I went back to private caregiving again."

"I was able to keep busy with a small group of women I had known for many years, and we would get jobs as independent contractors, by word of mouth and mutual referrals," she said. That created a natural network that is still with her today.

Kaleena recalled, "There was a couple of jobs I'd interviewed for, and my Dad (Mike), said 'you should open one yourself,' and I said 'oh, no, I'm not going to do that' because I knew it would be a lot, and he said, 'you do your own thing and you do it your way."

You can pay your staff more, be involved in the jobs and still be a caregiver.' I am a caregiver at heart, that's what I love to do."

So Kaleena spent about a year and a half to set everything up.

"I started from ground up, did my website, wrote policies and procedures, and we just went with it. I'm just one small piece of this puzzle. I have some very supportive parents and I have a wonderful staff. They are the best. Most of our caregivers we know very well, and have worked with over the past 21 years."

"We take care of folks in their homes often through end of life," Kaleena said. "Also we have a contract with Mid-Columbia Center for Living, with life skill-building and managing behaviors, getting them out into the community."

"With many folks we become like

family to them," Kaleena said. "We guide them, teach them tricks of how they can move Mom or Dad when we're not around. We take the stressful part of caregiving away ... " Kaleena said, looking for the next phrase.

"And make it easier," Bobbi then added.

When Bobbi was asked to summarize what "Bobbi's way" means, she first took it as a request to describe Kaleena: "I kind of get emotional. She does everything from the heart, when she says 'do the right thing' she does the right thing by our clients."

When asked again, "But what does 'Bobbi's way' mean?" she said:

"To take care of people with the golden rule, to treat people the way we want to be treated, to care for them with the utmost."

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Flow Yoga

By EMILY FITZGERALD

Twenty-eight years after picking up yoga at the suggestion of a friend who thought it would help her balance her demanding law career, Stephanie Adams is still passionate about the art. She started practicing yoga in 1994 and just four years later, in 1998, Adams left behind her legal career in pursuit of a degree in fitness and nutrition.

"Working in law was demanding and my friend, in her wisdom, thought (yoga) would be of interest to me because it combined stress resilience, personal growth, fitness and health" she said.

Now, Adams owns and manages Flow Yoga, a yoga studio in downtown Hood River celebrating its 15th anniversary this year, where she teaches classes, trains yoga teachers and organizes both local and international retreats.

"Flow Yoga is a sacred and welcoming community. We spend a lot of time and resources on community building and relationships," she said, "I love the creativity of teaching yoga. There are so many approaches and ways to enrich people's lives through the practice."

A Seattle area native, Adams knew she wanted to own her own yoga practice after teaching and directing at a studio in West Seattle; her partner was a windsurfer who wanted to move to Hood River.

"I was skeptical, at first, but when I visited and came to know how amazing the people and community are here, I was certain that this is where I wanted to live and raise my kids," she said.

In 2003, they decided to make the move and Adams opened Flow Yoga the same year.

"It's been a lot of hard work, creativity and inspiration to make it this far," she said, "The first 10 years, I worked two other jobs to support myself and my family, in addition to owning and teaching at Flow Yoga. However, I love it and wouldn't trade it for anything."

In what free time she has, Adams and her partner, also a yoga practitioner and teacher, enjoy bike riding, floating rivers and wake-surfing.

"I love Hood River and all of the natural beauty and joyful community here," she said.



Stephanie
ADAMS

The whole family is into yoga, Adams said, and enjoys traveling together — something they do quite often, as Adams spends between 150 and 200 hours a year training other teachers and leading retreats throughout the U.S. and abroad.

Over the last 18 years, she said, she's trained over 5,000 yoga teachers throughout the U.S., Canada, Mexico and India on reducing the likelihood of yoga-related injury.

"Injuries occur far too often in yoga because there is no standard for yoga teacher trainings that assures that a yoga teacher understands the complexity of the body in terms of avoiding soft tissue injury," she said. "Our teachers are trained in biomechanics and teach

pre-habilitative body balance. We also focus mindfulness, presence, peace and joy."

One of her primary focuses is to ensure that her students remain safe and injury-free, so they can continue to benefit from yoga throughout their lives. Her classes at Flow are all grounded in reducing the likelihood of injury and she is currently working on an online project to better train yoga instructors how to reduce the likelihood of injury.

Adams takes pride in Flow Yoga's accessibility for practitioners of all ages, as the studio offers classes of varying intensity from 6 a.m. to 5:30 p.m.

"It used to make me so sad when I saw new students, who finally had the courage to show up to try

something new, suddenly leave a choreographed or boot-camp-style class when they felt overwhelmed by its intensity or speed," she said. "We have a diverse population in terms of ages and fitness levels who have found their movement home at Flow. Our 10:30 a.m. time slot Monday through Friday is a favorite for older adults and

those looking for a gentler or therapeutic practice while our 6 a.m. and evening classes often offer more varying intensity. This brings me a lot of fulfillment and satisfaction. I know how much mindful movement can improve your life, so I am glad we are able to make it accessible in so many ways."



Carol Annala

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Sweet Things by Julie

By Elaine Bakke

Thirteen years ago, as a one-woman operation, Julie Vance started Sweet Things by Julie, a fresh baked pie business.

Then she made six pies a day. Today, she's part of a four-person team creating over 600 pies a month (plus scones, granola, brownies, savory breakfast hand pies and sweet mini hand pies) for her LLC.

Julie was born and raised in rural Idaho, coming to White Salmon in 1993 with her husband of 39 years, Craig (a Gorge veterinarian) and her twin sons. Residents may remember the family's musical group Just Fiddling Around, where sons Tyler and Justin played fiddles, Craig played guitar and Julie played bass.

Initially, she was a stay at home mom, home-schooling her boys. After the boys began attending school in the White Salmon Valley School District, Julie started working outside the home. She worked at BackSplash Pottery with Julie Ueland for a time and then started working seasonally at the old Dickey's Fruit Stand. It was there that she started making pies after seeing all the fresh seasonal fruit.

Initially, all pies created by Julie were freshly baked. Julie added frozen unbaked pies after a few years as a way to take time off from the business but also make "sure my customers would still have their pies." Eventually, she switched completely to selling frozen unbaked pies, which have a shelf life of three months.

"I found customers love to bake their own pies, to have that smell in their kitchens," she said.

Julie admits she knew nothing about business when she started her company. "I only knew how to bake pies. I've asked for and received a lot of help. I couldn't do it without my employees, either," she said. "I spent many hours researching packaging, labeling, state requirements, even a name for the business."

She noted, convincing a store to take a chance on purchasing Sweet Things products can be a lengthy process. "Changes aren't made quickly to the gro-

Julie VANCE

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cery store freezer cases. I will research the store, visit it, taking a fresh baked pie or two to share with the employees. Sometimes the decision is made right away, sometimes it takes years," she said. "Once my products are stocked on the shelves, it is up to me to share samples, doing demos with the customers, letting them taste why they want to purchase my pies and scones. I try to demo in a new store several times in the first year, on different days of the week and times of day to reach as many customers as possible."

The Sweet Things kitchen (which is licensed by the Department of Agriculture) is located in Bingen. From there, she delivers to grocery stores, coffee shops, and restaurants in the Gorge and beyond. There are currently 60 stores selling Sweet Things goodies (mainly the pies and scones). Sweet Things by Julie can be found in the Gorge (at Boda's Kitchen, the Logs Inn, Rosauers, Harvest Market, and Safeway), Portland, Vancouver, Beaverton, Tigard, Lake Oswego, West Linn and Mercer Island, near Seattle. The granola, brownies, breakfast hand pies and sweet mini hand pies can be found at Mugs Coffee in Bingen and other area coffee shops.

She occasionally bakes on a weekend for large events such as weddings. And, for the first time this September, she will be making 400 huckleberry pies for Huckleberry Festival in Bingen.

Recipe creation happens at home and at work. "I'll get an idea at random times, jot it down on paper and then make a very basic prototype," she said, noting prototype testing happens at the kitchen

where all employees will make the product, sample it, make corrections, bake it again until it meets Sweet Things standards.

"Then we share the results with friends and family to get their take on it. There is a long line of volunteers for that job," she said.

Once a recipe is "set" and that product is for sale to the public, no more changes are made. "We're not selling pies, we're selling consistency." That means consistency in products used to make the pies, as well. All the fruit pies, excluding apple, are made with flash frozen fruit from Columbia Fruit in Woodland. Apple pie is made from fresh apples.

Occasionally, Julie will discontinue a flavor of pie to make room for new flavors. She likes listening to what her customers have to say. Currently, the most popular pie flavors are Peach/Huckleberry, Apple Spice with crumb top, and Pumpkin/Pecan. Her two newest flavors – both the thaw and serve variety – are Chocolate Peanut Butter and Key Lime.

"I love to bake and share good food. Most people love pies and don't have the time or the confidence to make them. I am happy to help them with this. It is such an honor when I hear from customers that they served Sweet Things by Julie pies or scones at a family gathering. I have taken some of the stress off them and made their day more enjoyable," she said.

Julie and her husband enjoy camping, riding their horses on the trails around Mt. Adams and spending time with their family, including three grandchildren, in their spare time.



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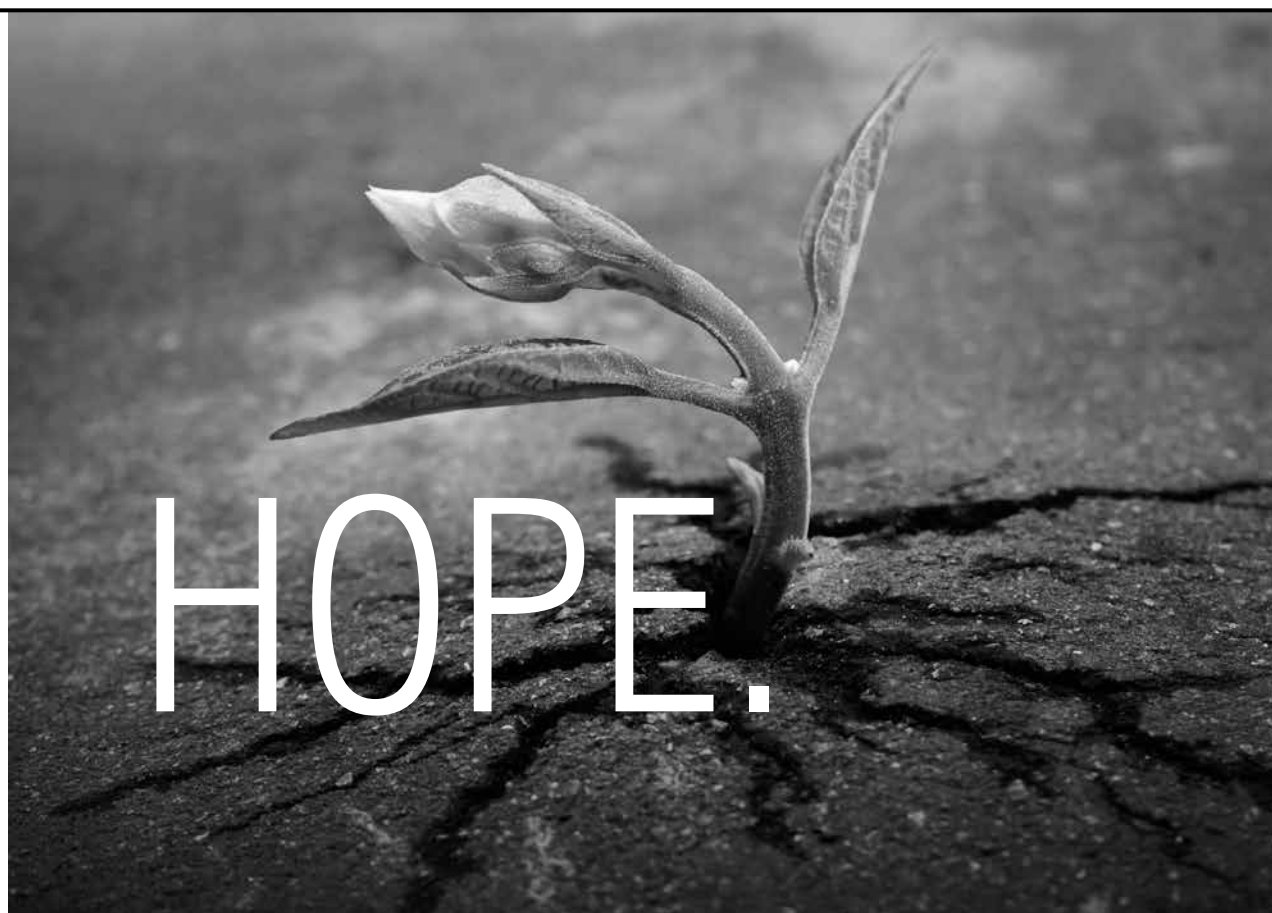
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Gina VAN HOOSE

Cathedral Ridge Winery

By RJ CHAVEZ

To move from Southern California to Hood River in the wintertime seems to be quite the drastic change that probably wouldn't last too long for anyone, but for Gina Van Hoose and her husband, Hood River has been home since moving here in the winter of 1993.

"I wondered what I had gotten myself into," said Van Hoose. "I was just married, and my husband accepted a job and was relocated by a local manufacturer of windsurfing equipment. Soon after, we bought our first home, had a baby and I then realized how special our new home was."

Nearly 17 years after arriving to her new home, Van Hoose found what most intrigued her about this town other than the scenic views and the endless amount of opportunities for outdoor activities.

"About eight years ago, I took a part-time job with a local winery and quickly became interested in the industry," said Van Hoose. "I then made the move to Cathedral Ridge Winery five years ago and became deeply involved in the business side of the industry."

Since 2013, Van Hoose has operated as the Wine Club Manager at Cathedral Ridge Winery.

"At Cathedral Ridge, we do everything from growing grapes, making wine, and shipping nationwide, to personally serving people from our community and visitors from around the world," said Van Hoose. "Being a woman in my position brings balance and a different perspective to our organization."

Established in 2003, Cathedral Ridge Winery is an award-win-

ning winery that sources an array of varietals, reminiscent of the wine regions of the world from family owned vineyards, all within 40 miles.

"What intrigued me most with my move was the huge number of varietals this more established vineyard offered," said Van Hoose. "This opened my eyes to a much larger world market and gave me the desire to learn more and share with my customers. One of the most satisfying aspects of my job is educating my customers and hearing how happy they are with the experience."

Van Hoose's position as wine club manager requires her to communicate daily with customers from around the country, which also means dealing with one of her biggest challenges: Mother nature.

"Coordinating wine shipments to different parts of the country is very dependent on regional weather," said Van Hoose. "Almost every shipment needs to be reviewed, assuring our best quality arrives to member's door. This constant process gives me the opportunity to engage and develop wonderful customer relations."

Another unique aspect of Van Hoose's job is what is called "private barrel testing."

Private barrel testing is the experience of tasting wine directly from barrels with a tool called a wine thief.

"This part of my job makes everyone feel special and involved in the process," said Van Hoose. "In addition to that, I have been fortunate to learn and understand our extensive wine library with vintag-

es dating to 1996. Sharing these past vintages with clients looking for something special is always rewarding. It's my responsibility to oversee our tasting room employees with the goal of passing my experience to every member of our team."

The popularity of recreational sports and outdoor activities in Hood River have been significant

in building this town that sits 60 miles east of Portland, but just as influential in the creation of Hood River over the years has been the winery business that Van Hoose and many others have taken part in.

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Stearns Lending, LLC

By LISAANN KAWACHI

At age 4, when Agi Bofferding was asked what she wanted to do when she grew up, her response was, "I want to count money."

Bofferding achieved this goal early on when she became a teller at Columbia River Bank in The Dalles. Although she no longer counts money per se, as a senior mortgage loan originator for Stearns Lending, Bofferding commits herself to assisting others in finding the financial resources they need to purchase a home.

"I love helping people achieve the goal of home ownership," she said. "(I enjoy) helping people buy their first home and educating them along the way. Getting a loan can be very stressful for some but, if I can make it easy for them, it feels good."

Bofferding's advice to someone who's thinking of buying a house in the next two-three years is to start preparing themselves now. She encourages people to be proactive. "Don't bury your head in the sand because you think you have bad credit," she said. "Anything can be fixed . . . well most anything, but bad credit can be fixed."

Bofferding offers initial consultations at no fee. "Get an adviser to help find options," Bofferding said. "You don't have to wait until you have 20 percent down. Consider your income and debts and then let's have a conversation."

Her goal is to help people be able to afford to buy a house, particularly those who grew up in Hood River and especially those who are committed. "If there's a will, there's a way."

Bofferding, a full-blooded Hungarian who "speaks and cooks Hungarian," comes from a family that took pride in

Agi
BOFFERDING

perseverance. "I am a first generation American and a native Oregonian," she said. "My parents escaped from Hungary in 1956 during the revolution when the communists invaded Hungary. They came to America and settled in Portland, Ore. I grew up in Lake Grove and graduated high school in Lake Oswego. I didn't appreciate until later in life how brave and courageous my mom and dad were to leave their families behind and move to a country where they didn't even speak the language. Both my parents became U.S. citizens within five years of coming to this country. Becoming an American was their greatest accomplishment. It was important for them to make their children and grandchildren understand how lucky we were to have all the freedoms and opportunities this country offered."

Bofferding does indeed consider

herself fortunate to have raised her family and live in what she says is "one of the most beautiful places in the world." Bofferding and her husband moved to Hood River in 1992 with their 2-year-old daughter. She began working in The Dalles and after three years as a financial services administrative assistant, Bofferding transferred to the Hood River branch in the loan department. From there, she found her passion assisting people in purchasing a home for themselves.

She started her own mortgage company, but in 2008 the mortgage crisis happened, and, according to Bofferding, regulations made it really difficult for a small business to be successful. Bofferding began looking for a company that did business and gave support the way she needed it. She also wanted a company that valued customer service and was

fair in their mortgage pricing/rates. At around the same time, Stearns Lending was looking for people who were ethical, honest and still in business after the down turn.

After doing some research Bofferding teamed up with Stearns Lending as both seemed to share the attributes the other was looking for. "It was a really good fit," she said and felt as though it was almost like her own company again.

Although Bofferding works under Stearns Lending, when you visit her in her downtown Hood River office, you will only find her working there. She serves as the direct contact with clients and maintains that it's almost like she's self-employed. She recommends people contact her via phone or email to schedule an appointment as she tends to work irregular hours, including evenings and weekends. "I don't work 8-5 be-

cause that's when everyone else is working," she said. "I want to be available and make it convenient for people."

One of the most important business characteristics for Bofferding is customer service. "I am a self-professed customer service 'critic,'" she said. "I know how great it feels when someone takes good care of your needs. It's really the only thing that sets you apart in a business where customers have lots of options. I answer my phone seven days a week and I take care of my clients."

This August, Bofferding will be celebrating 26 years of banking and lending experience. Her focus is on home loans and she is licensed in Oregon and Washington.

Bofferding's office is located at 510 Cascade Avenue Suite 100. Contact her at 541-716-0802 or email abofferding@stearns.com.

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Patti MONZIE

Momma Monzie's Barkery

By KIRBY NEUMANN-REA

Like so many stories of success and happiness, Patti Monzie's starts at Christmas.

Since 2015, her Momma Monzie's business has provided Gorge pet owners with a hand-made, locally-sourced treat that dogs love. And her bakery, Momma Monzie's Barkery, moved in early 2018 to the Heights — one of the few drive-through dog great windows you'll find anywhere.

Year-round clients in the Gorge and Bend and Portland total 18 businesses, and eight seasonal clients at last report, and Monzie sells at events including farmers markets, Blossom Festival, MCMC Christmas Fair, and Huckleberry Festival in Bingen.

It started with simple peanut-butter and pumpkin treats.

"People were crazy about it and the dogs were crazier. It hasn't changed," she said.

Well, not much; her one peanut butter-pumpkin recipe has been expanded to four, including one with beef and carrots. Two fruit-forward recipes employ berries from Hood River valley orchards and farms. All use gluten-free flour and pumpkin mix.

"This is so completely different from anything I'd ever done. I didn't know anything about shelf life and packaging and other things," said Monzie, who was a career U.S. Forest Service administrator who, with her husband, Jim, relocated to Hood River with USFS in 1988.

It all started in 2014, as Christmas gifts to friends based on Monzie's simple love for her dogs. The name came along in 2015. She put to use some dog bone cookie cutters given by her friend, Rhonda Marlenee, who was closing her business, Gorge Dog Wash.

Monzie used those dog cutters to make treats of her own recipe



for one of the family dogs, Barkley, who had a sensitive stomach. It was a simple peanut butter-pumpkin recipe.

She shared the treats with friends, and the phone started ringing: can you make these for my dogs, too?

In the next four days, she filled orders for 60 dozen treats.

"I stopped because it was Christmas Eve and my dog treats baking was over," Monzie said.

Or so she thought.

In January, the texts and calls poured in: "can you bake more?"

"I told people, 'that was a Christmas thing, but thanks for asking,'" Monzie said. More calls and texts. People were, politely, barking for her product.

"I started to think about doing something," Monzie said. She made

some calls about what she needed to do to bake at home and sell the product, and got the word out via Facebook and word of mouth (or word of snout?)

Next came conversations with Oregon State Department of Agriculture and USDA, logo design by her son, Cameron, and business name registration, in February 2015. Later that year the folks at Small Business Development Center at CGCC provided more help. She credits the help of SBDC's Rick Leibowitz and Rick Ellett. "They are super wonderful guys," she said, pointing in particular to a class about pricing, in which classmates were "all very different entrepreneurs, including automotive, construction and cement, and we all benefited."

She registered her business and

used a commercial kitchen at the Columbia Gorge Community College campus in The Dalles, and gained her first customers, Gorge Dog and Rosauers.

"It has been amazing because of the people who bought at the very beginning are still buying today," she said.

She said baking for dogs is "not exactly like people food but the same thing goes if you sell them retail: you have to have a commercial kitchen, so I could not make them at home. If you have any animals, and I have two dogs" — a pair of friendly "Swissies" or Swiss Mountain dogs.

In early 2017 building owner Martha Capovilla called and offered the kitchen in the former Marley's Corner pub.

"I was very excited to have a

place just a few blocks from home," Monzie said, though it involved investing in a mixer and oven.

"It was a long drive by the time pack up, get to The Dalles, and start baking," she said. "I was wasting a lot of my time in transit so I was looking to see if anything opened up in town."

She does most of the operation herself: rolling out dough using frames designed by Jim and fabricated by Schlosser Machine, baking, and packaging, all in two rooms in. The drive-up window, once a coffee stand before Marley's had its 2012-2017 run, is where customers pull up for treats.

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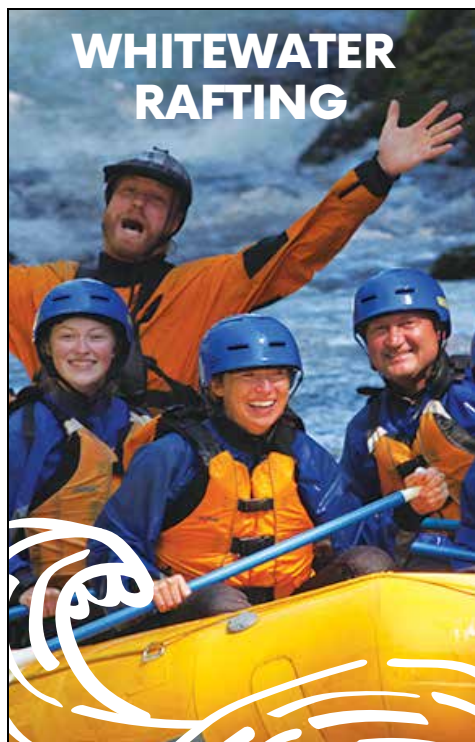
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Shelly RAWDING

Hood River Valley Swim Team

By RJ CHAVEZ

If she's not spending her time with the USA Swimming Team's National LCS Development committee or the General Chair for Oregon Swimming, then you'll often find Shelly Rawding at the Hood River Aquatic Center coaching and mentoring kids, teenagers and adults who are a part of the Hood River Valley Swim Team.

Well, you might also find Rawding working with the Parent-Teacher Organization in the White Salmon schools or assisting with local swim team projects such as the Free Adult Learn to Swim Classes, the Peanut Butter Drive that supports the FISH Food Bank and supporting a local family or two with the swim team during Christmas time by "adopting" them.

But the biggest hat that Rawding wears in the community is with the Hood River Valley Swim Team, as she's been the head coach of the team since 2000.

In a sport that is dominated by female athletes, Rawding explained, "I never thought too much about being a woman swim coach because of the athletes that surrounded me, but that all changed when I went to my first National level swim meet as a coach.

"In the coaches meeting — which had about 200 people — only 24 were female. When over half the athletes in our sport are female, yet hardly any coaches were female at that high-level meet, that made an impression on me," said Rawding. "The fact that USA Swimming often takes male coaches to coach their female athletes at the Olympics, instead of female coaches, shows how women are still not always given the opportunities to coach at higher levels in our sport."



It's no secret that men, at all levels, dominate the position of head coach in sports across the country, but the narrative and culture around being a female head coach is beginning to change thanks to women like Rawding.

"There are some amazing women coaches in all sports, and I would like to help change the culture, to show you don't have to be a man to be a good coach at any level," said Rawding. "This starts at the grass roots, so our young athletes can see that it doesn't matter who your coach is (male, female, whatever!). Why does it seem 'normal' in society for a man to be head coach of a women's team, but to hire a woman as a head coach for a men's team — why does that seem so strange to people? Time to change that paradigm."

And that change has already begun to see light at some of the highest-levels of sports in the world.

For example, last month the San Antonio Spurs, a team in the National Basketball Association (NBA), promoted Becky Hammon to top assistant coach of the organization.

In the NBA, the top assistant coach position often leads to a head coaching position in the NBA, or at least the opportunity to interview for a head coaching position.

Sooner or later, the narrative will change around the head coaching position in sports, as girls at a younger age will begin to see more women like Rawding, who are showing it's about what your coach knows, rather than who your coach is.



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Tiffany LYN

Tea Lyn's

By ELAINE BAKKE

"A woman is like a tea bag – you can't tell how strong she is until you put her in hot water."

-Eleanor Roosevelt

That saying pretty much "boils" down one of White Salmon's newest business owners.

"If I were distilled down into a cup of tea I'd be my favorite Oolong tea named Iron Goddess of Mercy. I love the name, of course, but there's more to it. Oolong teas are right in the middle between the robust black teas and the softer green and white teas, just like me – always moderate and sitting in the middle, hanging out with just about anyone," said Tiffany Lyn, owner of Tea Lyn's Tea Shop. "And, what's even more awesome is there's a legend about the tea being given as a gift for faithfulness from the Goddess Kwan Yin. And, faithful I am. Hardworking from the day I could help my mother dust the china in her antique store, to spending 14 years playing year-round volleyball and earning a full-ride scholarship, to finally raising three kids that are still in school."

Tea Lyn's came about one day while Tiffany and her husband and business partner, Martin Griessmueller, were sitting in their retail space at 121 N Main Ave.

"We were there pondering what fun project we could conjure up, because a full-time job and three kids just wasn't keeping me busy enough," she said. "Healthy by nature, it seemed really clever to sell loose leaf exotic tea and herbs, too. The kind of tea that is so fresh and rare that it makes you swoon when you sip a cup; your shoulders slump in pure relaxation."

She had no expertise involved in opening the business, just a splash of confidence, experience running her own freelance business, and a love for people and community.

With a couple extra bucks socked away, combined with the creative workings of Martin, who built all the wood tables and shelving for displays, the couple created a cozy and relaxed little shop.

"When people walk down the funky little hallway into the tea cave I usually



hear: 'Wow, I had no idea it would be this nice in here!' People feel immediately relaxed and we help each individual find the tea perfect for them, or the spot-on cigar that's entirely based on a couple questions we ask. Tea and cigar consultation is a real thing, and we're getting very good at it," she said.

Speaking of cigars, many people ask why Tea Lyn's combined healthy tea with cigars. "Tea and cigars are both all-natural leaves – no additives or chemicals or filters; just pure and natural leaves from plants," she said. Those found at Tea Lyn's are all hand-rolled and stored properly in a humidor.

Cigars seemed a natural addition to the "curio shop," and they are a very appreciated addition to the goods carried. All unique and different is what one might think when browsing around, noticing an unusual mixture of antiques; a gentleman's section with knives and repurposed engine parts made new in the form of man-cave style lamps; lots of locally made items such as soaps, chocolates, jewelry, cards and candles.

The store currently carries more than 50 teas including black teas like the organic Earl Grey tea (the first tea Tiffany encourages people to smell), black tea blends, Puer teas (which are great for weight loss and reducing cholesterol and are very high in antioxidants), Oolong teas, green teas like Gunpowder Green tea, green tea blends, herbal tea blends (such as the popular Evening in Missoula), mate tea, chai tea and white tea. In addition, the store has more than 20 tinsanes, an herbal tea or medicinal drink made from herbs such

as echinacea, mullein leaf or ginger root.

"The world of tea is magical, and a daily tea habit is a common prescription given by doctors and health practitioners every day. Proven by medical studies, tea improves overall health. Tea is only .17 cents a cup on average, and the second most consumed beverage on the planet. It's also an important drink to introduce our children to, as it replaces juice and soda," Tiffany said, noting the store is stocked with the more unique tea blends from Good Medicine Tea of Hood River, which is some of the best tea you can find and it's curated and carefully made right here in the Gorge.

The store's hours are a "bit limited" to Wednesday through Saturday from 1 to 6 p.m. Remember, Tiffany works full time as business manager for Mosko Moto (designers of durable soft-side luggage for adventure motorcycle riding) in White Salmon. She also does freelance online marketing work for Broadway Cigar of Portland and Gorge Genie.

Tiffany enjoys writing in her free time. She has a full manuscript (a young adult novel) waiting/sitting to be sent to a publisher. And, she's published one of her short stories in an anthology.

"There's a sign I have hanging on the inside of my front door that I take very seriously: 'This day is too wonderful and beautiful to do anything but what I want to do.' Because we all love to work hard and are passionate about helping people. This little quote is a great reminder to make sure joy comes first in life, so we can be cheerful givers."

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Mayra SANDOVAL

Anderson's Tribute Center

By TRISHA WALKER

Mayra Sandoval has worked as an office administrator at Anderson's Tribute Center for the past seven months, and she's learned something in that time that most people don't know.

"What I've learned about the funeral industry is that it's not as scary as we grow up to think," she said. "It gives us an opportunity to facilitate this process for our families and to assure them that we are here for them every step of the way."

Sandoval came to work for Anderson's after experiencing a family loss. She and her sister helped her father by interpreting his meetings with Jack Trumbull, owner, director and embalmer. Trumbull later reached out to Sandoval to ask if she would consider being a part of the Anderson's team. She thought about it for a couple of days before deciding to accept.

"I had worked at Straightline prior to Anderson's and it was a completely different work industry, going from dental receptionist to a funeral home," she said. "I had doubts that I would be the correct fit for Anderson's because I didn't know if I would be strong enough to overcome my fears and emotions ...

"I also knew that I didn't want to disappoint Jack or myself and if he felt confident that I would be a great part of his team, then maybe I should take the risk and prove to myself that I am capable of overcoming fear of change," she said.

And it did turn out to be the right decision.

"One of the things I really enjoy about my job is that we are helping families in their time of need, especially with our Latino community, because I am bilingual," she said. "I understand how hard it is to have a loss in your family and being the interpreter, but also being the support for our family."

She's made lasting relationships with the families she has assisted "by creating the perfect video or service folder to best honor their loved one," she said.

"We have such a great team structure that it has been an easy transition into my position at Anderson's. I love that."

A typical day at the office begins with a staff meeting to "divide and conquer." The rest of the day is spent service programs or tribute videos and keeping website and newspaper notices updated. She starts any paperwork that might be needed by Trumbull or Patrick Cornelius, director and embalmer, before they meet with a family.

She also prepares everything needed for services and makes sure the facility is "always clean and cozy."

Sandoval was born and raised in Hood River, graduating from Hood River Valley High School in 2011. After finishing her schooling, she lived in Mexico for a year, where she met her husband, Gonzalo Jair Ortiz.

"It was a huge change in lifestyle for me," she said of moving to Leon, Guanajuato, which is near Guadalajara. "I learned more about my culture, but I also learned that I wasn't meant to be a city girl."

"Close to a year later when my husband finished his degree, he made the change and moved here. We have realized that living in Hood River has been great for us due to its being a small town—there is no need to rush everywhere to avoid traffic. We settled here and it has even brought us closer together."

In her spare time, Sandoval enjoys venturing out into the Gorge and spending time with family, enjoying a nice cookout or lazy Sunday.

Anderson's Tribute Center is located in Hood River at 1401 Belmont Ave. Call 541-386-1000 for more information.

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