

Salem Business Journal

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Enlightened Theater Shows Brown's "The Last Five Years"

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Enlightened Theatrics, an amazing theater company newly located at the historic Reed Opera House, highlights new production of "The Last Five Years", beginning January 30, 31, February 1, 2, through February 6-9, 2014.

THE LAST FIVE YEARS, rated PG, is a contemporary song-cycle musical that ingeniously chronicles the five year life of a marriage, from meeting to break-up... told from both points of view.

Written and composed by Jason Robert Brown ("Parade", "Songs For A New World"), this intimate musical with its two-person cast highlights acting stamina.

Originally Produced for the New York stage by Arielle Tepper and Marty Bell. and by Northlight Theatre, Chicago, IL.

The Last Five Years is presented at

Enlightened Theatrics through special arrangement with Music Theatre International (MTI). located at 421 West 54th Street, New York, NY 10019. Phone: 212-541-4684 Fax: 212-397-4684; www.MTIShows.com.

The performances star CATHERINE HIATT who plays an ambitious, fresh-faced girl in a new relationship, and who later becomes a woman stunned by a betrayal and a divorce that she is only beginning to understand, and JAMIE WELLERSTEIN whose character arcs from an ambitious guy with a dazzling career on a promising first date to someone who is blinded by success and ego. He is very lovable, yet makes unintentional choices that sabotage his own happiness. □

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 Amy McLeod 503-371-5209

Accurate Precious Metal Shines

Salem's newest and most innovative addition to the business community, Accurate Precious Metals (Accurate PMR), is setting the city abuzz with a unique approach to selling and/or acquiring gold and silver coins, bars and bullion! By educating the general public in a common sense approach, a paradigm shift is occurring regarding the significance of a personal portfolio that contains these precious metals.

National trust in the dollar is daily affected by economic indicators that portend dire consequences for those who fail to acknowledge the World-wide divergence of major Nations such as China, Russia, India and former staunch trading partners like Brazil, who are jumping from the burning deck known as the instability of the dollar into the stable, tried and proven, hard currency world of Gold and Silver!

How proven is acquiring precious metals? History has shown no other safe haven exists that not only builds individual wealth, but, as local families accumulate metals, the wealth of the entire community is enhanced as appreciable results can literally be measured by their long-term growth in value! Not to mention the legacy of passing a tangible inheritance to children and grandchildren!



Here's where Accurate PMR is making it exciting and putting other Gold and Silver dealers on notice – A new kid's in town! They've taken the 1-ounce gold coins and broken them down into precise, stamped bars of 1/2 gram, 1-gram, and 2 1/2 gram increments, making it exceptionally easy to purchase for even the most frugal of budgets! In addition, they offer a wide variety of Silver coins from Philharmonic collectibles and Silver rounds, to bars and bullion in Gold, Silver and other precious

metals. And, consider this - No minimum purchase is required, no pressure, all amid a friendly atmosphere where you can ask questions in a confidential manner that exposes the heart of this local, family operated business who promises to work to earn your trust. They don't just sell metals; they sell themselves, which is quite refreshing in the normally sterile world of Coin dealers. Your satisfaction is a must and their commitment to transparency with the client is proven in the no-frills, no hidden

cost way they approach every visitor.

Each transaction is completed in a timely manner and should you need your metals shipped, 'no worries' as your purchase is insured to arrive at your destination, which will surely bring a smile as your family grows its wealth with the help of your new friends at Accurate Precious Metals (Accurate PMR).

Whether you're a larger investor with substantial wealth or just buying a coin for a gift, they have the means and the desire to accommodate you in a secure and private manner and to assure you of their promise to treat each person with respect as you grow your investment portfolio. This brings repeat customers who are fast becoming part of the Accurate Precious Metals family. They invite you to visit their State-of-the-Art facility Monday to Thursday: 8:30 – 5pm and Friday 8:30 – 4pm. The address is: 1855 Hawthorne Ave NE, Salem, OR 97301. Look for the modern green building, or give them a call at: 503-400-5608. Visit them online at AccuratePMR.com. □



Article written by David Matthews,
HebrewNationOnline.com (photo of David)

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"Growing up I was always encouraged by my grandfather to invest my money into precious metals. My investment of precious metals has out performed all my IRA, retirement plans, and stocks. My precious metals have performed over 480%. Accurate Precious Metals is a company I trust. All my precious metals transactions are now exclusively done with them."
—Bill M.

All I wanted for Christmas was peace on earth. I know, peace does not come easily in spite of well-intentioned choruses overflowing with wishes of good will and joyous proclamations of peace on earth at Christmastime.

However, peace could become reality if we all were to make peace the priority each and every day throughout the new year. If each and every one of us were to make peace our New Year's Resolution, we could change our family, our community, our state, our nation and the world.

Peace comes when people are free; free to live their lives as they desire. We Americans are blessed to live in a nation governed by a constitution that protects our right to "life, liberty and the pursuit of happiness." Although written in 1787, our constitution is still of vital importance as America builds for the future. It is based on moral principles expressed in the Declaration of Independence and remains the basis for who we are and how we govern.

"WE hold these Truths to be self-evident, that all Men are created equal, that they are endowed by their Creator with certain Unalienable Rights, that among these are Life, Liberty, and the Pursuit of Happiness—That to secure these Rights, governments are instituted among Men, deriving their just Powers from the Consent of the Governed..."

Happy New Year 2014!

Marion County Commissioner PATTI MILNE



For more than 226 years our founding fathers' vision has endured. Our Declaration of Independence and Constitution have remained intact through wars, social strife and political scandal. People have lost their life to protect and defend freedom and still people from all over the world are drawn to America seeking freedom, liberty and their pursuit of happiness.

In spite of America being the standard bearer of freedom and liberty, as our country grows and times change, struggles over the future of America become more contentious. Attacks on our constitution are at the center of political debate and differences.

A prime example is President Obama's Affordable Care Act, commonly called Obamacare. This sweeping legislation requires every American to have

health insurance, and puts government in charge of your health care, not you or your doctor.

The most disturbing aspect of Obamacare is that it has abolished the sanctity of life. And, the individual, the individual whose life, liberty and pursuit of happiness the constitution protects, is no more. Health care in America is now about the good of the group. A government bureaucrat will determine by identification numbers (not names, not doctor recommendations) and budgets who gets what health care and when.

This dramatic move away from individual liberty to the good of the group puts us on a slippery slope toward centralized governing which violates the constitution and our representative form of government.

So my friends, it is up to us to carry on the legacy of defending and protecting

our Unalienable Rights of life, liberty and the pursuit of happiness that only our constitution can secure. As our constitution lives so does the hope of freedom and peace for people worldwide.

Happy New Year! □

"as our constitution lives so does the hope of freedom and peace for people worldwide."

Keizer First Citizens & Award Banquet

Saturday, January 25, 2014, from 5:00 - 9:00pm at the Keizer Civic Center, 930 Chemawa Road, NE in Keizer. Tickets \$60, \$300 for a table of six. Event hosted by the Keizer Chamber, and Marlene Quinn Agency.

Categories to be recognized and honored include First Citizen Award, President Award, Merchant of the Year Award, and Service to Education of the Year,

Sponsors include Capitol Auto Group, Marion County Fire District 1, Fidelity National Title Company of Oregon, the City of Keizer, GSI Marketing and Communications, and Voucher Jewelers.

For information call Stephan Wurzburg and Heather Weathers 503-393-9111. Visit us on the web at: www.keizerchamber.com



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Sales Tax For Oregon

MUSING OF THE OREGON PIONEER

Gov. John Kitzhaber and members of the Oregon Senate Democratic Caucus are preparing a sales-tax measure to be presented to Oregon voters at some future election, perhaps next November.

Sales tax measures have not fared well in previous elections in Oregon. If the legislature tries to adopt a sales tax without referring it to a vote of the people, it certainly will be referred by the public themselves. The critical question in an Oregon sales-tax proposal will be the purpose of adding such a tax. Option one would be to use the money to reduce Oregon's extravagantly high personal income tax. Option two would be to use the money to pay for additional services to Oregonians. (or people currently living in Oregon)

Reasons for option one are twofold: bring a perception of fairness to Oregon's tax structure and to provide a relatively stable source of income for the state budget. A recent highly reliable public opinion survey of Oregonians indicated that only 27% of the population believes that Oregon's current tax structure is fair. The high personal income tax and the fact that many Oregonians pay no state income taxes are reasons for the "unfair" perception. Nearly every other state in the Union has a sales tax which gives all residents an opportunity to help pay for state government and even

catches visitors.

Another problem is that the personal income tax is a volatile source of revenue for government. When a recession occurs both personal and corporate income drops dramatically. A sales tax is a much more stable source of revenue. Oregon would

The high personal income tax and the fact that many Oregonians pay no state income taxes are reasons for the "unfair" perception.

avoid the teacher layoffs and other strains on the state budget that have been so evident in the last three or four years of recession.

It is highly likely the politicians drafting the sales tax measure will split the blanket using some of the money to reduce the exorbitantly high personal income tax rate and the rest of it to enrich a Oregon's general fund budget. Oregon's general fund budget



is like the budget of every governmental jurisdiction in the world. There is never enough of other peoples money to meet the wishes and dreams of governmental policy makers.

Political observers note that if the campaign is about fairness and stability there is a slim chance that a SalesTax might be approved assuming the language was locked in the Constitution and could only be changed by a vote of the people.

If the sales-tax measure is about more money from the people for the general fund, the supporters can just as well fold their tent now. It will be one more defeat by the voters for the SalesTax in Oregon. As has been noted, the devil is in the details. Although Oregon has been a state for 154 years, my watch from atop the Great Dome has only been for the last 75 years. During my time the Sales Tax has been defeated at least 9 times by Oregon voters. Will it become 10?

I Stand Proud and watch from Atop the Great Dome of the Oregon State Capitol. It is my job to watch and remember. □

Excerpt from "Oregon's Own Gerry Frank"

Memories written by Jan Boutin

Governor John Kitzhaber 1995-2003; 2011-present, contributed to the work of Gerry Frank's book by saying, "It's hard to tell Oregon's story without also



telling the story of Gerry Frank and his family. Much of Oregon's history- pioneers who traveled to this country, enduring hardship, building their own version of the American dream- is echoed in the lives of Gerry Frank's ancestors.

Gerry's own story offers a colorful record of our state, one in which we have had the priceless opportunity to see through his eyes just how unique Oregon is, and just how much we have to offer Oregonians and visitors alike.

As one of our state's most devoted and inspiring ambassadors, Gerry has helped shape Oregon through indefatigable leadership and championship. I hope this story inspires others with its well deserved celebration of Gerry, his family and the rich and vibrant history of Oregon". □

MARQUIS® Wins Award

SpaRetailer and PoolPro magazines are pleased to announce that Marquis® has received the coveted 2014 Certified™ award — the only independent endorsement for companies in the hot tub and swimming pool industries. Proving their longtime commitment to excellence Marquis® has met all the standards of the rigorous certification process.

Completely independent and based solely on merit, companies in the hot tub and swimming pool industries earn the Certified™ status by demonstrating excellence on every level, from employee training to customer satisfaction. To maintain complete impartiality, all results were tabulated through a team of third-party auditors, ensuring that this certification was won fairly and not influenced by advertising dollars.

"This award is unprecedented in our industries," says David Wood, editor-in-chief of SpaRetailer and PoolPro magazines. "Marquis has long been an example to companies in the industry and we are pleased to include them as one of

our Certified™ manufacturers."

In 2014, Bigfish Publications will recognize Marquis and other select businesses in the hot tub and swimming pool industries that consistently provide a superior buying experience for customers. Vendors can take pride knowing they have hired among the best companies in the industry. These trade companies are evaluated based on audited results related to sales, service, operations and customer satisfaction, as well as random on-site inspections by independent auditors.



SpaRetailer and PoolPro are a trade publications. For information visit <http://www.sparetailer.com>, [poolpromag.com](http://www.poolpromag.com).

Marquis®, an Oregon-based employee-owned company, has been manufacturing



premium portable hot tubs for over 30 years. The company distributes its products in the U.S., Canada and Europe via its extensive distributor and dealer network. For more information please (800) 275-0888 or visit www.marquisspas.com. □



Two thousand thirteen was another great year for the Isabells. My wife, Donna, works as a legal assistant for the Con P. Lynch, PC, a job she just flat loves. Our daughter, Taylor, is a 21 year old junior at Oregon and works part time at the National Academy of Artistic Gymnastics in Eugene. My 40 year old son works for the Department of Defense in Arlington, Virginia. And I'm still retired (since 1997) from the National Weather Service after 28 years and am in my 16th year as KBZY's fearless weatherman and in my 8th year writing this monthly column for the Salem Business Journal.

In 2013, I wrote 11 columns. Eight were about local people, one was on an organization, one was a review of my columns in 2011, and one was my feelings on a pet business peeve. One column was missed due to some confusion on a deadline.

If you missed any or all of those columns and would like to read them, the following is a month by month listing of the subject matter for you. All you have to do is go on-line at salembusinessjournal.com, hit "Past Issues" and select the issue you want to read. Month by month, here are my columns for 2013:

January: Time Is Money - A pet, recurring, business peeve of mine (and likely yours) that wastes time - which is money - is that too many folks fail to follow-up on networking agreements. And I'm always incredulous about it no matter how many times it happens. At the risk of sounding harsh (not my intent), it goes like this: You reach an agreement with another business person to follow up on whatever it is you've been talking about, with a phone call or an email or another meeting and then you never hear from the other party again, even after another contact from you. It's like you had no agreement for follow up. Yikes, I hate that!

February: 2012 Columns In Review

March: Venti's, Pairing Experience With Beer - It was about Dino Venti's re-branded of the dining/entertainment experience at his restaurants in Salem. Both of them are more like the classy but yet "family" places you'd find in a larger city like the Pearl District of Portland. He's looking to continue to grow his business while doing everything in his power to take care of his 80 employees in a responsible and considerate way.

Venti's "environments" have such a warm, friendly, and comfortable atmosphere. If you've never been to a Venti's, or if you been but not lately, you must check them out. It is/they are, indeed, the place(s) to be. Venti strives to connect with all of Salem's stakeholders, converting simple awareness to a strong commitment to this city and its overall quality of life. This, in turn, he believes, will "morph" normal people who have an indirect or direct stake in Salem into devoted ambassadors in a holistic way.

Happy New Year Everyone

SBJ ANCHOR COLUMNIST -AT LARGE BILL ISABELL



And who among us would not want that?

April: JERRY MOORE THE EVERYMAN CHIEF - His 91 year old Dad, Larry, owned a commercial business supply store in the early 60s at what is now the Spaghetti Warehouse. That's where he really did his growing up working weekends and delivering supplies for his dad. That business location was a valuable precursor to what would become his life's work.

The Smoke Shop tavern was nearby and, as is frequently the case around places where a lot of people drink alcohol, he witnessed a lot of police activity. It was extremely fascinating and captivating and it intrigued him along the lines of law enforcement. Somehow, he thought, he wanted to be involved in the good side of that. And boy, did he ever reach that goal!

Jerry Moore is Salem's police chief. And from my personal standpoint of nearly 16 years knowing and working with him we're lucky to have him. I don't know a nicer guy. He is, indeed, an "everyman" chief. He seems without ego and employs a wonderful quality of empathy and respect for others regardless of their station in life. I'm really proud to call him my friend!

Who knew back in the late 60s and early 70s that a kid working for his dad's business near a tavern in Salem would become a man hugely responsible for public safety and the head of the capitol city's police department in 2005? Life is so interesting isn't it?

May: The Salem World Beat Festival - From its conception seventeen years ago, and a year of community involved development, the World Beat Festival, or "The Beat" as it's called, has consistently stood for something common in all cultures: the desire for peace, harmony, brother and sisterhood. Where there was nothing 17 years ago there is now Salem's annual World Beat Festival always the last weekend in June!

So do yourself and your family a huge favor. Experience, first hand, the cultural richness of the World all the while staying in Salem's Riverfront Park. It's the most diverse, family friendly, event you'll ever see at Riverfront Park. Be there!

May: Not Father Like Son - Cody Crowe grew up in Grants Pass with two older siblings. Today, they are his 32 year old brother, Robbie, a barber in Grants Pass and his 30 year old sister, Holly Fifield, whose a legislative aid for Senator Chris Edwards, a Democrat from Eugene's 7th district.

His mom, Laurie Baty Crowe, is a nail

technician in Grants Pass and his dad,

Jeff, works at a mill in Merlin, near Grants Pass ... for now. Sadly, Jeff has been in and out of prison for drugs most of Cody's life. And even though they have some contact now, his childhood is filled with painful memories of his dad behavior.

In the column I tell how close Cody came to joining his father in prison. But fate dealt him a second chance and he went on to a better life here in Salem. I wrote about his next chapter starting in the fall when he was to begin training to play college basketball again, this time for Corban University. He still has 3 years of eligibility left.

June: KYLE SEXTON REDUX - It was about 4 years ago that I featured Kyle Sexton in this column. We talked about, among other things, his successful time at the Salem Chamber and how he met my friend, (and I use the term loosely - kidding!) Dave Sweeney, when he was in the second grade in Eugene. But much has happened in the last four years, so I thought it was a good time to do a follow-up on this class of '73 Churchill High School graduate. As stated in my column 4 years ago, Sexton claims he's never leaving Salem no matter the opportunity elsewhere. He sees untapped opportunities right here and he enjoys, so much, the core of people who share in his vision of the area's future and he's committed to being a big part of it.

Kyle published his first book in 2011, and is close to finishing his second. He left the Salem Chamber in 2012 to pursue and independent role as a marketing "strategist,".

Kyle Sexton (www.kylesexton.com): McLARANist, LUMACHIist, Strategist, karaokeist, basketballist, consultant, speaker, author, SALEMITE!

July: Graduate College... Then What? - I was contacted by then recent college graduate, Katie Bock, and asked for some career guidance. After all, in this job/career market, what's a recent college graduate to do after the diploma is received? When and where do you start looking for a place to get your foot in the doorway of your desired career, or any career for that matter, if not already arranged while in school? With those questions in mind, I sat down with someone who recently graduated from Oregon State University and found out what she did and made a few recommendations to her that had worked for me.

August: Myers- Like A Cat With Nine Lives - Bob Myers is the chief operating officer for the Capitol Auto Group. He started as

controller, moved to chief financial officer and then to his current position of chief operating officer in 2001. But, like a cat with nine lives, he had to cheat death at least three times before realizing what he now calls his "dream job".

Bob Myers loves his position of chief operating officer for the Capitol Auto Group and states, emphatically, the best is yet to come. Imagine, if you will, Scott Casebeer, Mr. Capitol Auto Group himself, driving a locomotive around the property! Again, how cool would that be? Stay tuned.

September: FROM SEWING MACHINES TO SAND TRAPS - FORE: Golf terminology that means: be forewarned, there is something coming toward you. In that case, it was Creekside Golf Club's Dennis Whitlock.

It's quite a paradigm shift but it looks like Whitlock has moved easily from selling and educating people about vacuum cleaners and sewing machines to managing greens, fairways and sand traps at one of the best golf clubs in Oregon. In 1952, his dad, Coy, started a little business on Court Street (where it still resides) called Whitlock's Vacuum and Sewing Center. Maybe you've heard of it. This column was Dennis's story.

October: Graduate College... Then What? - Katie Bock's job search was run again because you know who missed another deadline. Oops!

November: Public Service & Volunteerism - Randy Franke retired in 2003 after the 24 years as a county commissioner. After 3 days of retirement, he and wife Jackie formed a political consulting business called, Franke and Associates. Five years later, they formed another business called, Open Doors. They disbanded both businesses in 2012.

In December of 2012, Dick Withnell, long time active volunteer and contributor to the United Way (UW), asked Randy, who had plenty of prior experience with the UW as the 1983 campaign director, the 1984 board president and two, 6 year stints on the UW board, to apply for the vacant executive director position for the United Way of the Mid Willamette Valley. He did. He was

Isabell, cont. on page 19

Letter To The SBJ

I want to first thank you for the Salem Business Journal and the content and information it provides. Your monthly magazine has more local business news than the entire month of the Statesman Journal business section. You even provide more content and pro-Salem business news than the Chamber of Commerce does! That said, why don't you go to a weekly online version? It would seem to me that by publishing weekly (online) your ad. revenue can increase because of the diversity of relevant stories and articles written based upon events weekly not monthly. And of course publishing online is substantially cheaper than printing. Secondly if you can, you should advertise that your newest edition is now available online and in print. Since the SJ is virtually a USA Today newspaper with about 95% Associated Press national content (including the business section), they have taken themselves out of the local story market altogether. Think about it...I think it could really work to your advantage since there is a gaping whole for Salem business news on a regular basis.

I am very excited for Salem in 2014 and for the SBJ. We moved back to Salem from Southern Cal 6 months ago and in January I'm re-launching my new business

coaching business here in Salem. My specialty is helping small to medium sized business owners substantially increase sales, profits and customer satisfaction numbers quickly and consistently – even in this tough economy. My website will be up in the coming weeks under HarrisonMarketingGroup.com.

Anyway, that's all I've got. Like I said - if you do nothing, you still have the corner on the best local business content. I would just like to see more of a great thing!

Sincerely,
David Harrison



Salem's Ray Sagner

Ray Sagner, CFP®, is associated with the Legacy Group, Ltd, a Registered Investment Advisory and financial consulting firm. In practice since 1998, he has special expertise in investments, estate planning, business succession strategies and retirement planning. Services are offered on a Fee-Only basis. This means that no commissions are accepted. Ray works with the firm's clients to build and enhance their wealth in the most prudent, cost-effective manner possible. "Guiding wealth along the path of greatest good" is not just the company's motto, it is our mission.

Professional Qualifications & Activities

Certified Financial Planner™ Professional Member: Willamette Valley Estate Planning Council; Member: The Financial Planning Association (FPA); Member: The Financial Planning Association of Oregon and Southwest Washington

Education and Community Service

Graduate: College for Financial Planning, 2000 Masters in Health Education, Idaho State University, 1990; Bachelor of Science degree, Boise State University, 1988; Ongoing local and national professional education courses Co-chair, Leadership Salem, Salem Area Chamber of Commerce 2004; Past President and board member for the Rotary Club of South Salem and

Past President and board member of Smith Fine Arts Series at Western Oregon University.

Business Experience

Over seventeen years of experience in the Salem business community; Financial Advisor, Retirement Planning Specialist: Morgan Stanley; Investment Representative: US Bank / US Bancorp Investments; Entrepreneur, Salem-based retail services

Personal

Third generation Oregonian; Has one outstanding adult daughter; Interests include golf, travel, cooking and current events; Date of birth: February 11, 1958.

We are privileged to have Ray Sagner as a member of the Salem community and value highly his expertise and contributions to the success of our city's residents and business partners. Thank you, Ray!

CFP® and Certified Financial Planner™ are certification marks owned by Certified Financial Planners Board of Standards, Inc. These marks are awarded to individuals who successfully complete the CFP Board's initial and ongoing certification requirements.

What I Learned From My Wife's Graduation

When my brilliant and amazing wife graduated from Willamette University with her Master's in Education I was so happy to attend the ceremony. I was caught slightly off guard by how the commencement speaker caught my attention. Dr. Frank Serafini was his name. I had no idea who he was - turns out he is a very decorated individual in his arena of teaching - but I will tell you what he said made a whole lot of sense to me, teacher or not. I took some notes. After all, I was in a room full of teachers!

"Don't try to make lifelong learners and readers by making them do unrealistic things that lifelong learners and readers don't do!"

His example of this was pretty funny. He asked the audience if we, after we are done reading a book, go get a shoe box and make a timeline of events of our favorite characters. The answer is no! So why do teachers make their kids do some of these (in his eyes) things? His answer to making lifelong learners and readers is to engage them in interesting and relevant activities and start conversations that make them live it, not just memorize or imitate it. He didn't want regurgitation, he wanted action. In business, this also applies. We ought to train our employees to engage them in the business, not just give them a

INSIDE SCOOP ALEX CASEBEER

task. We should make it interesting to be at work nearly every day and to train them to act, not just regurgitate information we

"{Don't} just take advice from passersby, but...engage in wisdom-filled conversations & relationships."

give them. Make them people of action and innovation, not puppets!

"Advice is cheap. Wisdom comes from years and reflection".

I like this. He understands how wisdom comes from looking inside yourself and reflecting on what made you who you are and where you came from. He warned the graduates to not just take advice from passersby, but to engage in wisdom-filled conversations and live-giving relationships. Life isn't about seeking advice from anyone

you can (although that is helpful), but it is more about reflecting on what you have learned, how you can be a better person and how you can pass that along to the next generation. My challenge to you: reflect on what you learned in 2013 and seek to improve, replace, delete or act on something. This can be our year!

"When you have a day where things just don't go your way, leave early and go wine tasting! (for those under 21, go play kick ball)"

He puts life in perspective! Serafini warned us not to take it too seriously or else we will get buried, burned out and become single-minded. He is big on having fun, for sure, but also compartmentalizing his life. He's a teacher. But he's also someone who lives life outside of work to its fullest, and in his eyes THAT is what is most important. Serafini warned the graduates not to become a teacher only, but a more well-rounded person that likes to enjoy joy to its full potential.

"The more interesting you become as a person, the more interesting a leader you'll be".

I think this is my favorite of all of his



"Advice is cheap. Wisdom comes from years, and reflection."

statements. How will anyone want to learn from you or follow you if you are a boring dud? Frank says to teach yourself to become interesting and more importantly, curious. Read books outside your comfort zone. Travel a lot. Have real, deep

"Casebeer" cont. on page 21

2014! How will your business improve this year? Will you remodel? Add new equipment? Is it possible that your investment in “you” might be your best investment yet? I, like many entrepreneurs, will sacrifice a lot for our business. While we may go all out improving our infrastructure and serving our clients and customers, when will we include ourselves in the mix? What benefits might we find? If you treated your business like you treat yourself would you have any business at all?

Busy, successful business people can be found taking work calls late at night, toiling past family dinner time, skipping work outs, eating fast food at the office, being on a cell phone through the soccer game and taking on extra work “just in case.” Since there is no sick leave or paid time off, vacations and illness may just put the work (and income) on hold until you return.

Now I’m not suggesting we get on a slow and lazy track or live a vain and self-centered life. Hard, purposeful work is critical for success, yet we can’t afford to sacrifice it all for work. How does this work-a-holic lifestyle affect us?

Ignoring your health in lieu of work. There

You are the lifeblood of your business; make sure to set aside some time and money to invest in yourself this year.

is boundless evidence that proper eating and exercise will help you stay alive longer and feel better while you do. Exercise can increase your mental acuity helping you perform better. Get your regular check-ups. In the end you’ll shorten your career and be a short term

customer in life if you neglect your own health. A colleague of mine has a saying, “Ignore your health and it will go away.”

Putting your family second. We’ve all heard the saying, “No one on their death bed said they wished they’d spent more time at the office.” Continually putting work first may strain your bonds and result in fractured relationships. It takes much more energy to mend these relationships or

to start over.

Forgetting about your community. While we bury our head in paperwork, we could be oblivious to the world around us and how it affects our business. Rejecting politics and turning a blind eye to our community needs is shortsighted. If you let your society problems go on without your involvement and input you may become a victim of this saying: “If you aren’t at the table you are now or will soon be on the menu.”

Forgetting about your own professional development and education. Isn’t it funny that we were working away and one day the internet was everywhere? We looked up and everyone was on Facebook? We went to get a cup of coffee and the whole staff was already “in the cloud” or working on their blog? If you are not reading your industry magazines, keeping up with your LinkedIn connections and taking classes (or better yet webinars), then you are going to find yourself quickly behind, less interesting and

less competitive.

Look at the four points above. How would your business thrive if you ignored care, repair, refurbishing and investment? Would you steer customers and clients to ignoring health, family, community and themselves? You are the lifeblood of your business; make sure to set aside some time and money to invest in yourself this year. □

Mary Louise VanNatta, CAE is the CEO of VanNatta Public Relations a Public Relations, Association Management and Event Planning company located in Salem, OR. www.PRSalem.com.



Where exactly is Oregon? Can you find it on the chart?

Last month closed out 2013 with the release of two more studies looking under the hood of our state, pulling on belts and hoses and eyeballing fluid levels.

The more exhaustive of the reports was conducted by the Fraser Institute in Canada. In its Economic Freedom of North America 2013 study, which ranked all 50 states and 10 Canadian provinces, it placed Oregon 28th in its national index of all federal, state and local barriers to economic freedom, and 30th when just the state and local measurements are accounted for.

On the same day in December, the Small Business & Entrepreneurship Council came out with its rankings of all 50 states and gave Oregon 42nd place. But wait! A few months earlier, cable TV channel

CNBC gave Oregon a respectable 17th place, and in one of two reports it issued last year, the Tax Foundation put Oregon 12th in one index and 21st in another.

In 11 criteria it used, Thumbtack.com and the Kauffman Foundation gave Oregon seven Cs, two Bs, a D and an A+. The Mercatus Center at George Mason University started the 2013 report card parade with the most variables to come up with its ranking of states, giving Oregon 25th in overall economic freedom and 28th in personal freedom. And the American Legislative Exchange Council wasn’t impressed with Oregon at all, ranking it

Where Is Oregon?

OREGON STATE DIRECTOR JAN MEEKCOMS

44th in its annual Rich States, Poor States report.

So where does Oregon lie?

The temptation is to say somewhere in the middle. And while each report might give policymakers a starting point for discussion, it’s best to take them all with a grain of salt cautions William J. Dennis, who for 37 years has been studying small-business issues and is senior fellow at the National Federation of Independent Business, America’s largest small-business association.

“They are dependent on variables that the researchers bring from prior policy positions,” warns Dennis about the studies. “Additionally, not every business and state is affected in the same way by the same variable. If you produce aluminum, low energy costs are paramount to your business’s survival. And you can be doing quite well even in a high tax state. Conversely, if you’re in a service business, energy costs may be nothing to you, but higher taxes are everything. These are some of the reason NFIB has chosen to center its research on what small-business owners think, not what outsiders choose to

measure.”

In anything to do with business, it’s important to start with small business. According to the U.S. Small Business Administration’s Office of Advocacy, Oregon small businesses account for 98 percent of all employers and give jobs to 56 percent of the labor force. No small matter small business. Strangely, however, getting small business right has been an elusive target for most.

In last month’s issue of Inc. magazine, its editor writes of asking 5,000 CEOs about their outlook for the publication’s special report on small business. Really? Why CEOs? Seventy-five percent of small businesses are unincorporated pass-through entities, so owners report business income on their personal taxes. This is true regardless of whether the owner is taking the profits home or plowing them back into the business. Furthermore, very few small businesses have accounting or human resources specialists to handle taxes. Administrative tasks fall to owners, diverting them from their core businesses. And as SBA’s Office of Advocacy notes, the majority of small businesses in Oregon

have fewer than 20 employees.

The bulk of my advocacy work for small business in the state capitol is educating or reminding policymakers that small businesses are not smaller versions of bigger businesses. They have different difficulties in remaining solvent. But the health and welfare of Main Street is the beginning, middle and end to prosperous economies. No amount of Nikes or Intels can counterbalance a poor small-business economy. This is a distinction important for everyone to get right.

The above mentioned studies can be found in one place on the NFIB/Oregon website at www.nfib.com/oregon. Click the Final Two Report Cards on State story. □

Jan Meekcoms is Oregon state director for the National Federation of Independent Business.



Getting A Grasp On Your Financial Life

Statistically, the majority of folks reading this column have done zero estate planning and/or don't really have a good grasp on their big financial picture. That is not to say that most people don't care, perhaps the details have grown and escaped us over the years. This article is meant to help you get an idea about where to start taking control of your financial life.

One of the strongest tonics for easing your mind is having "things" in order. Having your financial documents and information in a form that you can readily access will give you a clearer picture of what you're dealing with, thereby making your financial decisions easier. Also, having your financial information in one place will aid those who will take care of your affairs when you are not able to. I am fully aware of how difficult it is for us to think about not being able to take care of ourselves or to think about our demise; it is, however, a reality and should be planned for.

In this first article of 2014, we will cover strategies for getting financial documents and other personal information in an orderly format. Also, we will discuss the benefits of a letter of intent for those of you who may need to use the information that you have gathered. Don't drag your feet -- getting organized can be fun.

Step one: for your convenience you should have a file folder or folders for your monthly bills and statements, as well as folders or binders for such documents as your insurance policies, investment statements, estate planning files, etc. If you don't have a desk or file cabinet, you can get a milk crate or the like at an office supply store and create your own file.

"Being organized is as comforting as the sun on your face on that first nice day of spring."

Step two: make a list of all your personal information, the professionals you deal with, and all of your account details. Keep in mind that the data listed on this sheet

of paper will provide easy access to the information -- for you, and/or for the person who may have to deal with your financial affairs for you. This paper should be kept

in a safe place. Begin with the date the document was completed and include such personal information as your full name, SS number, date of birth, and drivers' license number. If you can navigate Microsoft Excel, you can create headings across the top for the institution, the type of account, the account number, how the account is titled, a contact person and that person's phone number. You should also include any passwords for online access. Include in the list all of your single, joint, and business accounts, and indicate both assets (i.e. checking, savings, and investment accounts) and liabilities (i.e. credit cards and mortgages). It may be helpful, as well, to create a separate sheet which lists your beneficiaries for your various accounts.

If you would like an example, email me (Ray@TheLegacyGroup.com) and I will send you a template that can get you started with. You may then want to encourage your parents and children to complete a similar

form. Once the form is completed, make a copy and give it to whomever you have designated as the executor of your estate. You may want to have them keep it in a sealed envelope until they need it and let them know that you may be updating it periodically and exchanging envelopes. Compiling all of this information may seem like a time-consuming task at first, but it is an important step in simplifying your future, and it is time well spent. And really, it doesn't have to be done in one sitting. Plus, doesn't it feel good to be organized?

Now let us go a step further to address the issue of considering those who you leave behind when you pass. I know death is something most of us choose to ignore, but it is one thing we know that is certain. While getting their estate planning in order, I encourage clients to write a letter of intent to those who may be managing their affairs in the event of their deaths. A letter of intent spells out the specifics concerning the "who, what, where, why, and how" of financial documents, of special disposition of assets, and of desired funeral arrangements the client might have.

As one who has gone through this process, I know it can be uncomfortable and I understand why people are reluctant, but it is a valuable process. Not only does it help you clarify what you value, but it also shows that you value those that must act on your behalf or those you leave behind. If you have had to care for or lost a loved one, you know what chaos the experience can be -- especially if you must dig up documents and attempt to infer what they would like you to do concerning their assets and liabilities. I



SBJ FINANCIAL COLUMNIST RAY SAGNER

know there are those who say, "Hey, I will be gone -- what do I care?" We wouldn't do that to our people, would we?

Now, to end on a more pleasant note, getting organized may be a bother, but being organized is as comforting as the sun on your face on that first nice day of spring. Once you've done it, all you have to do is update once in awhile. Remember, if you want help getting started, I am happy to send you my template and answer any questions. □

The purpose of this article is to inform our readers about financial planning/life issues. It is not intended, nor should it be used, as a substitute for specific legal, accounting, or financial advice. As advice in these disciplines may only be given in response to inquiries regarding particular situations from a trained professional. Ray Sagner is a Certified Financial Planner® with The Legacy Group, Ltd, a fee only Registered Investment Advisory Firm, in Salem. Ray can be contacted at 503-581-6020, or by email at Ray@TheLegacyGroup.com. You may view the Company's web site at WWW.TheLegacyGroup.com.

Getting to Know The Fidelity Title Team: Rachel Pairan

Customer Service & Data Research Manager for the Fidelity National Title Mid-Willamette Valley Operation

I was born and raised in beautiful Redmond, Oregon, and went to Redmond High School. After graduating I moved to Monmouth and attended Western Oregon University until graduating. I lived in Monmouth for 3 years and Independence for 4 years now.

I love working with Fidelity because of the wonderful people I am able to interact with on a daily basis. I highly esteem our wonderful clients and coworkers that I deal with on a daily basis.

The best part of my job, I believe, is the

gratitude I receive. I love helping to make other's job a little easier, and my coworkers are so considerate and often show their appreciation for it, which warms my heart and makes me love what I do!

It's simply wonderful being able to work in this building. I love it here! I like to brag that I work in such a beautiful building.

Everyday I am so proud of my coworkers. They are constantly working hard to make things come together for others. I see some of the stress they go through, and obstacles to overcome, but they always succeed! They are such a wonderful group of hard-working individuals.

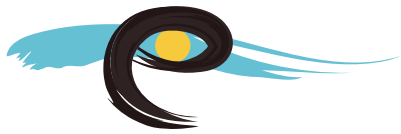
When it comes Ted Urton, I can say that

he brings the most fun! He knows when to be serious, of course, but has made a wonderful work environment here that is not TOO serious ALL the time. He is also very honest which is so refreshing. He keeps us informed of everything that is going on in the company and market, so there are no surprises. He is a great leader.

My personal passion outside of work is my family. I have a wonderful, supportive, hardworking husband and two beautiful daughters, aged 5 years and 16 months old, who have the best little personalities! Every second that I am not working is spent with them. They are my world... they are my passion. □

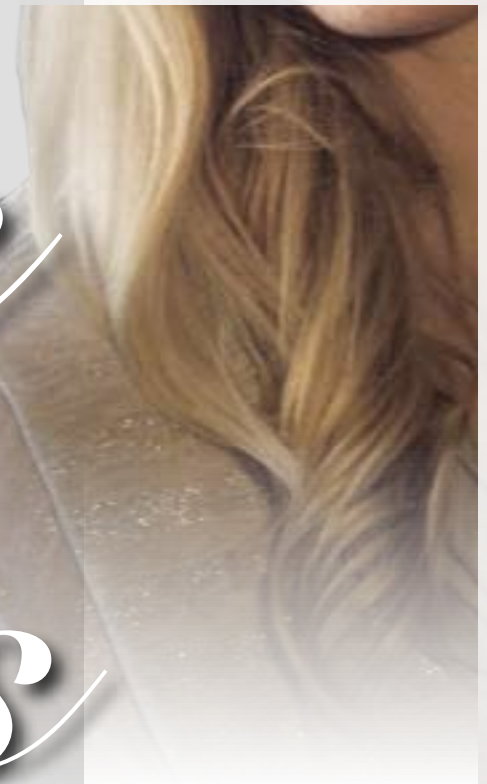
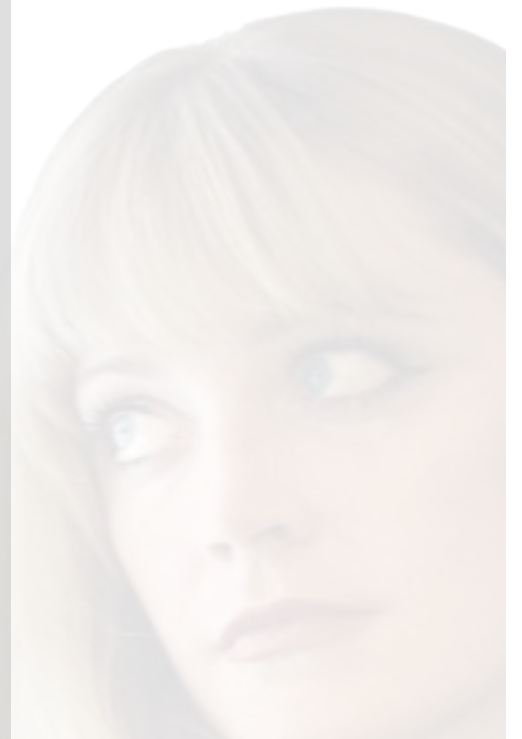
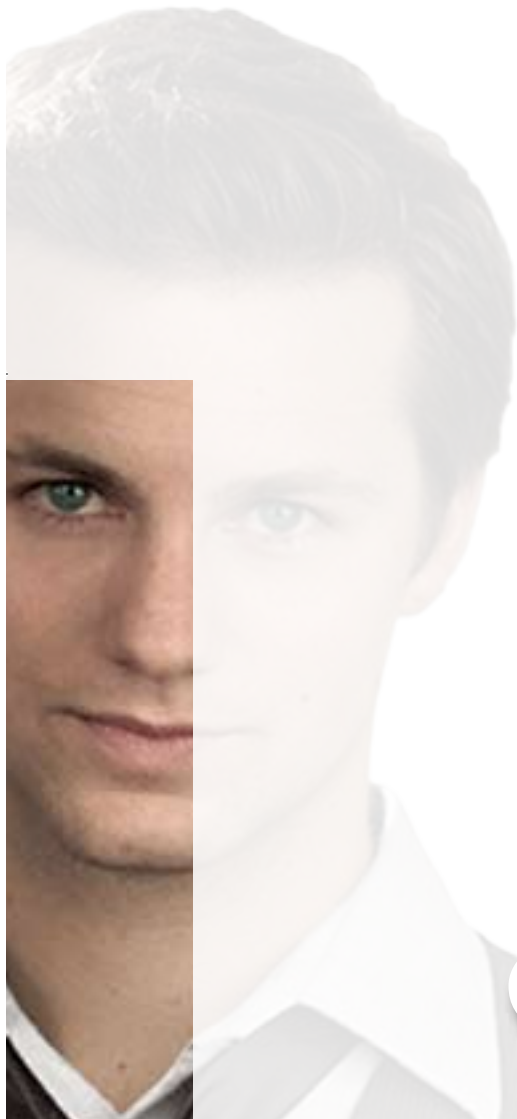


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BMW Of Salem Supports CASA's Kids



At first glance the playhouse on display inside the showroom at BMW of Salem appears to be built of the typical materials: Wood, nails, paint, shingles and the like. But look a little closer and it becomes clear there is much more going on here. In fact, this handsome blue-and-white playhouse was built out of pure compassion for Marion County children who are victims of abuse and neglect.

Court Appointed Special Advocates—locally known as CASA of Marion County, Inc.—is holding a fundraising event February 8 at “The Mill” (Willamette Heritage Center). Tickets are on sale now for a chance to win the playhouse shown here. The winning ticket will be drawn at the event. Perhaps the more compelling part of this story, though, has to do with who actually built the playhouse.

Youth involved in the Juvenile Justice System were ones driving nails and spreading paint. A court-supervised Alternative Program established in 1979 by Judge Albin Norblad makes it possible for these young people to make restitution through community service efforts, such as building a playhouse to help support CASA's efforts.

The youth involved learn good work habits and high-level technical skills and a sense

of selfless generosity, all of which benefit the self-esteem and future employability of those very same youth.

The biggest beneficiaries, of course, are the younger children CASA exists to serve. CASA advocates in court for children whose interests are not being met. Trained volunteers from the community are appointed to cases by the Juvenile Judge to focus on four main objectives: (1) Investigate the circumstances that apply to the child; (2) Advocate for the child's best interest; (3) Facilitate with others to ensure all needed services have been made available to the child; and (4) Monitor the court's orders to make sure those orders have been met. This comprehensive approach means CASA will know more about a given child's case than anyone else involved.

Materials for the playhouse on display at BMW Salem were donated by the following local businesses: Freres Lumber, GW Hardware in Woodburn, Rodda Paint, Rich Duncan Construction, ACE Hardware in Stayton, Pfeifer Roofing, Stayton Builder's Mart, Inc., Randy's Towing.

Tickets for the playhouse drawing are priced at \$25 each, or five for \$100. To purchase tickets for a chance to win, visit BMW of Salem at 660 Liberty Street NE, Salem Or 97301, 503-400-6227. Or contact

Irene Trent-Valencia at Irene.trent-valencia@state.or.us 503-934-1298.

We hope to see you at this worthy fundraising event.



BMW of Salem staff, (left to right): Jon Taylor, General Manager; Jim Mannheim, Client Advisor; Brian Kemmerle, Client Advisor; Brian Newsom, Finance Manager.

BMW of Salem is now owned and operated by Lithia Auto Stores. Lithia represents 26 different automotive manufacturers and over 4,000 pre-owned cars, trucks and SUVs throughout the United States.

Lithia's core commitment is to contribute to the communities it serves. The kids of CASA are one example of Lithia's dedication to support and improve the lives of the most vulnerable and young, and believes that protecting and investing in our children is the best return for everyone's future. Jon Taylor, General Manager of BMW of Salem is excited being involved, and makes a great difference in the Mid-Willamette Valley. Thanks, Jon!!

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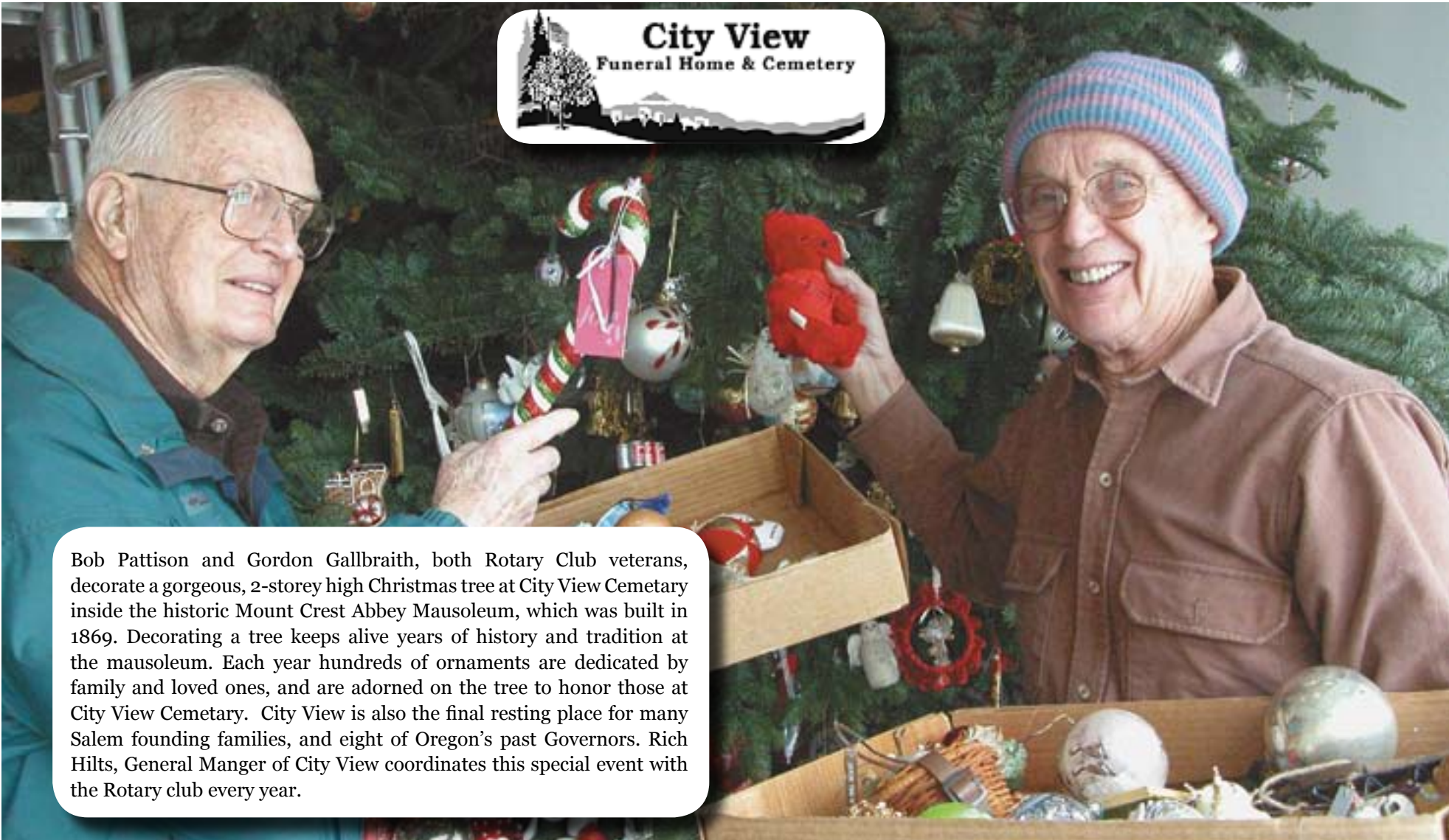
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Bob Pattison and Gordon Gallbraith, both Rotary Club veterans, decorate a gorgeous, 2-storey high Christmas tree at City View Cemetery inside the historic Mount Crest Abbey Mausoleum, which was built in 1869. Decorating a tree keeps alive years of history and tradition at the mausoleum. Each year hundreds of ornaments are dedicated by family and loved ones, and are adorned on the tree to honor those at City View Cemetery. City View is also the final resting place for many Salem founding families, and eight of Oregon's past Governors. Rich Hiltz, General Manager of City View coordinates this special event with the Rotary club every year.

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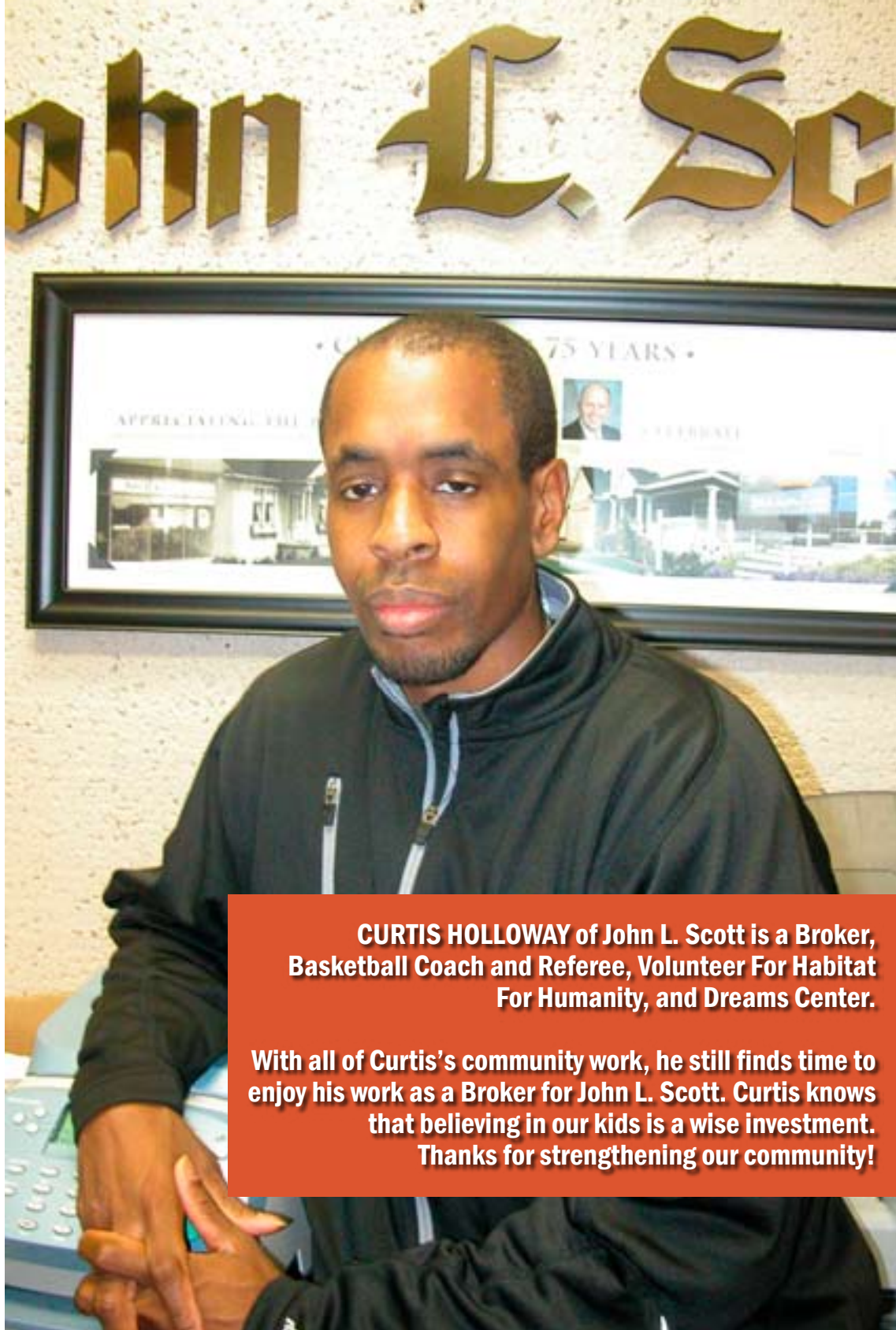

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With all of Curtis's community work, he still finds time to enjoy his work as a Broker for John L. Scott. Curtis knows that believing in our kids is a wise investment. Thanks for strengthening our community!

Dear Valued Community,

The John L. Scott Foundation was created in honor of our founder, John L. Scott, a philanthropist and community activist who believed in the value of giving back. Today, the John L. Scott Foundation is funded by the generous donations and volunteer efforts of my fellow sales associates and employees. These voluntary contributions enable the John L. Scott Foundation to sponsor events that help to raise millions of dollars for more than eighteen children Children's Hospitals throughout the Pacific Northwest.

We would really appreciate your support! As the owner of the John L. Scott Salem Real Estate Office, I am proud of all of our agents and their contribution to the community. If you have been following the previous community campaign published here in the Salem Business Journal, you will have noticed the spot light on several of our agents giving back to the community.

When you choose to work with John L. Scott Real Estate, you can feel good knowing that together we are helping to ensure that the children in our community have access to quality medical care and that our agents are big contributors to the community. Thanks for your help with this endeavor.

We hope that the coming New Year brings you much happiness and prosperity.

Sincerely,

Pam McCarthy

Pam McCarthy,
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Isabell, from page 7

hired.

December: Onward - As far back as he could remember, Roger Yost always wanted to be a reporter for the Chicago Sun Times. There was that, but there was a whole lot more than "that" in his life that he would achieve as well. A whole lot more.

Roger Yost owns some property in Salem. When I say, "some property" I mean some really, really well known property. Like for instance, the tallest building in Salem, the Capitol Center, where you can find the Roger Yost Gallery, and the historic Reed Opera House. Oh, and let's not forget the 1920 Vick Building which now houses two state of Oregon agencies. The Old Spaghetti Warehouse also resides in one of his buildings.

Yost has been a writer, editor, adman, marketer, educator, film producer, lyricist, environmentalist, master gardener, nurseryman, restaurateur, art gallery owner, investor, landlord and as many of his employees would add: Coach and Mentor. He remains almost all of them to this day. He takes life where it leads him, optimistically. In the words of Roger Yost, "Onward"!

*He takes life
where it leads him,
optimistically. In
the words of Roger
Yost, "Onward"!*

That's what and who I wrote about in 2013. Again, if you see a column above you didn't get to read, maybe about someone you know, all you have to do is go on-line

at salembusinessjournal.com, hit "Past Issues" and select the issue month and year you want to read.

As in the past, I have some interviews lined up for 2014 and am anxiously awaiting the extremely interesting stories from those people and/or organizations. And, as I'm frequently known to say, it's always funny how my subjects typically don't think they're very interesting, but in each and every case, they are. We all have interesting unique stories to tell whether we know it or not. What's your story? How'd you get where you are today? Maybe I'll be calling you in 2014.

Happy New Year again and thanks for reading the Salem Business Journal and my column! □

Bill Isabell is chief meteorologist for Salem's First Choice, KBZY Radio, 1490am.

Salem City Club Welcomes Chief Justice Of The Oregon Supreme Court

Salem City Club is honored to host the 2014 State of the Oregon Courts Address, by Chief Justice Thomas A. Balmer. Join us Friday, January 10 at noon for this annual event co-hosted by the Marion County Bar Association and generously sponsored by Collier Law.

Thomas A. Balmer was elected by his colleagues as Oregon's 43rd Chief Justice and began service on May 1, 2012. He was first appointed to the Supreme Court by Governor John Kitzhaber in 2001; he was elected in 2002 and re-elected in 2008. Chief Justice Balmer practiced with the Portland law firm of Ater Wynne LLP and its predecessor

firm, Lindsay, Hart, Neil & Weigler from 1982-93 and 1997-2001, and also served as Managing Partner. He was Deputy Attorney General of Oregon (1993-97) under Attorney General Theodore R. Kulongoski.



Chief Justice Thomas A. Balmer has written over 100 opinions for the state Supreme Court.

Earlier in his career, he was an associate with Wald, Harkrader & Ross (Washington, D.C. 1980-82), a Trial Attorney with the Antitrust Division of the U.S. Department of Justice (1979-80), and an associate with the Boston firm of Choate, Hall & Stewart (1977-79).

Chief Justice Balmer received his J.D. from the University of Chicago Law School in 1977 and his A.B. from Oberlin College in 1974. He has been as an Adjunct Professor of Law at Northwestern School of Law of Lewis & Clark College and an Adjunct Professor of Political Science at Lewis & Clark College. He is the author of numerous articles, book reviews, book chapters and op-ed columns on antitrust, constitutional law and other topics.

Chief Justice Balmer's law-related activities include serving as Chair (1992-93) and Board Member (1989-93) of Multnomah County Legal Aid Service, Inc.; Chair (2007-09) and Board Member (1999 to present) of

"Chief Justice" cont. on page 21

New Tradition At Oregon Garden

The Oregon Garden celebrated a successful new holiday tradition, bringing more than 12,500 visitors to Silverton with "Christmas In The Garden". The Oregon Garden took a chance on a new tradition for Northwest families this season, and it was a massive success. More than 12,500 people visited Christmas in the Garden, a holiday lights display/traditional German Christmas market; attendance was three times greater than The Garden originally estimated. The event occurred every Friday, Saturday and Sunday from November 29 through December 22.

Christmas in the Garden, which took place in The Garden's Rediscovery Forest, featured 150,000 lights, a 100-foot-long candy cane light tunnel, a nine-foot-tall leg lamp, a number of 20-foot-tall flowers and 15 artisan vendors selling handcrafted goods.

There were roasted nuts, German foods and holiday beverages – more than 300 gallons of gluhwein were consumed – along with roaming carolers and school choirs offering holiday cheer. More than 800 of

the attendees stayed on overnight packages at The Oregon Garden Resort.

Special weekend events included visits with Santa, Mrs. Claus and live reindeer, pony rides and a rendition of A Christmas Carol by the Traveling Lantern Theatre Co.

Christmas in the Garden was generously sponsored by Linn Benton Tractor, Wave Broadband, Columbia Bank, Wither's Lumber, The Oregonian, City of Silverton, Oregon Garden Foundation and Oregon Forest Resources Institute.

The Oregon Garden offers more than 80 acres that showcase the natural wonders of



the Pacific Northwest with more than 20 individual themed gardens and related attractions. The mission of The Oregon Garden is to welcome and inspire all visitors with an appreciation for the extraordinary ecology of the Pacific Northwest,

and to provide a meaningful educational experience. Visit www.OregonGarden.org or call (503) 874-8100. □



Salem Health Champions United Way

Salem Health (SH) is not only one of Marion and Polk Counties' largest employers, but it is also one of the most active participants in our United Way of the Mid-Willamette Valley. With the busiest ER's between San Francisco and Seattle, SH employees see many people in need in our communities. SH has about 4,000 employees and is comprised of Salem Hospital, West Valley Hospital and Willamette Health Partners. Salem Health Chief Operations Officer, Cheryl Nester Wolfe, one of our United Way Board Members, oversees the hospital's campaign along with Madge Peinkofer, Human Resources Support Staff Lead.

"Being active contributors to United Way is important to our staff," says Wolfe. "They know that the money they raise goes directly to local programs to help people in need. As administrators we are proud of our employees and we take an active part in making it possible for staff to be so generous."

Salem Health was one of the top four fundraiser's for the United Way of the

COLUMNIST RANDY FRANKE

Mid-Willamette Valley in 2012 raising over \$50,000 to help improve the lives of residents in our community. It is also a founding member of the President's

Peinkofer, who has led the campaign since 2007, said the organization has been raising money for United Way long before she joined the staff in 2001. In the past she

heard they used to do carnivals behind the hospital and other social activities. With the size of the staff today, they have narrowed their focus to two major activities, a flower sale and a pledge drive.

Each fall, Salem Health starts its Flowers for Friends campaign. Employees prepare a message and purchase a carnation for \$1. The United Way team prepares the messages and they are delivered throughout the hospital to coworkers.

"Staff looks at it as an opportunity to recognize colleagues while doing something good for the United Way," said Peinkofer. She said that 4,011 flowers were purchased in 2012 and it looks like a similar amount will be purchased this year.

Starting January 1, the pledge campaign is a comprehensive undertaking. Letters are sent to employee's home, emails at work, notices are posted on the staff intranet publicizing the campaign. Pledge cards are available and donations can be made by check, online or through payroll deduction. Salem Health also allows employees to donate the cash equivalent of their Paid Time Off (PTO)

Peinkofer added, "It is an opportunity to help our own community. Everyone at Salem Health responds well and donors are very generous."

For more information on how to participate, call us at 503-363-1651 or visit www.unitedwaymwv.org. A Very Happy 2014 to everyone. Thanks for sharing. Give. Advocate. Volunteer. LIVE UNITED. □



Madge Peinkofer



Cheryl Wolfe

Leadership Circle helping direct more donor dollars to address community needs.

Salem Health has been involved in United Way longer than anyone can remember.

Universal Life Church Monastery Wins No. 1

The Universal Life Church Monastery, also known as the "ULC", has been selected by the editorial staff of the Business Journal as the number one source to become ordained as a minister. The ULC church has been serving the online church community for over 35 years and is recognized for their outstanding creativity, fellowship, celebrations, discussions, outreach, education and ministry work to all denominations. Chaplain G. Martin Freeman lives the phrase, "we are all children of the same universe".

ULC's fundamental task is to promote freedom of religion and to "do that which is right." They appeal to a worldwide audience through online church services and a belief that "we are all children of the same universe."

Over 20 million ministers worldwide have become ordained with the Universal Life Church. You can now Become an Ordained Minister Online! The ULC is open to people of all faiths, offering everyone the religious freedom to become an ordained minister and practice your beliefs. Join the active community of Universal Life Church ministers by completing your free online ordination today.

As an ordained minister, you have the legal

rights to preside as a wedding minister for the marriages of friends and family. Beyond performing a wedding, ULC ministers are also ordained to perform other religious services like baptisms and funerals. You can even start your own online ministry.

The Universal Life Church provides all the needed preparation and minister training, making it free and easy for anyone get ordained online and become a ULC minister.

Our Universal Life Church / ULC network also includes many celebrities such as Conan O'Brien, Kathy Griffin, Rob Dyrdek, Joan Rivers and Jeff Probst. For a full list of famous ministers, visit the Universal Life Church Ministers website, at: www.themonastery.org. □



Reverend Fran Drescher



Reverend Conan O'Brien



Reverend Joan Rivers



Reverend Rob Dyrdek



Reverends McKellen and Steward



Reverend Kathy Griffin

Hello Everybody

The new year is already here and most people have decided that this is the right time to lose the few pound that have been crawling on their skinny frame since Christmas. At least that is what you are saying to yourself. I really believe that more "full size" mirrors should be for sale. When you have a full image mirror, you would see that those pounds have been going around and around you while you were standing there. They start to cling to you and before you know it, you are a few pounds over.

At least this happened to me. Now I have to decide what is the best way to outsmart those "pounds," but I really don't want to write an article on dieting and how to do it. I don't like to do it and I definitely don't like to write about it, so I am going to write about something that is really against dieting, but boy, great to write about. If I don't follow up with the "doing" part, I will be dieting while writing. I wish!!!

At my store I am surrounded by food, so I feel I am thinking about it one way or the other for business, but I can be cool about it most of the time. Then it is lunch time. What to do with so many choices? I have to eat something fast and easy, so I get a

Celebrate Sandwiches

SBJ FOOD COLUMNIST LULLU TRUITT



The Spiedie from NY ... is such a special sandwich that it has his own festival in August.



sandwich or a wrap. (I make the restaurant rounds most of the time). This time a picked up a sandwich from "Saigon" and it was really really good. That made me think about the different

"signature" sandwiches I have eaten during my American life. Louisiana was my first home in the States, so I had plenty of chances to eat Po-Boys and Muffulettas. The name Po-Boy came about during a city transit strike in 1929. Two brothers, Clovis and Benjamin Martin who owned a restaurant, being sympathetic to the cause, would give the strikers free

sandwiches –made from leftovers- The Po-Boy, also known as "oyster loaf" is made from French bread and can be filled with shrimp, soft shelled crab, crawfish or fried oysters.

The muffuletta name is in relation to the Sicilian bread shape. New Orleans Central Grocery thought to top the bread with olives, cured meats, cheese and garlic.

Success lesson 101!

In Louisville, KY there is an open sandwich called "Hot Brown". It was invented by Chef Fred Schmidt in 1926. Turkey, bacon, pimento and Mornay sauce make up the sandwich and it goes under the broiler. Been there, done that!

Traveling to Philadelphia you would eat the "Hoagie" born in 1992. I guess this is the youngest of the traditional sandwiches. One of the most popular is stuffed with prosciutto, capicola, provolone piccante, ripe tomatoes, arugula, pickled peppers, salt, a drizzle of oil and vinegar. Yummy and big. (Just writing about, it is not fattening!).

The Spiedie from NY (has been around

since 1920 inspired by Italian immigrants) is such a special sandwich that it has his own festival in August. The sandwich is special because of the 24 hour marinade which consists of olive oil, vinegar, lemon juice, garlic, sugar and spices. Lupo's Char Pit restaurant in Endwell, NY is one of the most famous for its Spiedie with just two choices of meat - chicken breast and pork shoulder.

I could go on and on writing about sandwiches and as I said before, if I write about them, I will not gain any weight. Wrong! I have been sitting too long without exercising, so I gained a few ounces just by not moving. And those ounces did not have taste either!

Until next time, keep on cooking! □

Volcanoes' Jerry Walker Re-Elected 16th Term As Northwest League Officer

Jerry Walker, President and owner of the Salem-Keizer Volcanoes, was elected as an Officer of the Northwest League of Professional Baseball Clubs. The Northwest League is one of the 17 member league's in the National Association of Professional Baseball Leagues. The election came during the recent Baseball Winter Meetings in Orlando, FL.



Mr. Walker was elected to serve his 16th consecutive term as the League Secretary and Corporate Officer of the Northwest League. Walker will be responsible for accurately recording the League's business affairs and working alongside League President Mike Ellis as he presides over League Meetings and Meetings of the Northwest League's Executive Committee.

In addition, Walker was reelected to serve on the League's three member Executive

Committee – a post he has held for the past 14 years. Walker will retain his seat on the Northwest League's Board of Directors (26th year).

In 1997, Walker was named as the Northwest League's Executive of the Year, an honor awarded to the one club official who did the most outstanding job for baseball during the season. In addition, he received the League's Joe Martin Award. An annual award honoring the individual

who did the most for the Northwest League during the season. In 2001, the Salem-Keizer Volcanoes were named the Best Class A short season franchise in America by Baseball America. The publication also rated Volcanoes Stadium as the 4th Best Ballpark in America, for all Class A short-season and Rookie level teams, and #1 west of the Mississippi. MinorLeagueBaseball.com named the Volcanoes National Team of the Year in 2007. □

"Chief Justice" from pg. 19

Classroom Law Project; and Board Member (2004-11) of the Oregon Law Institute. He currently serves on the Visiting Committee of the University of Chicago Law School and on the Advisory Committee of the Campaign for Equal Justice.

Chief Justice Balmer has participated in various international legal programs, including lecturing on judicial ethics in Tashkent, Uzbekistan (under the auspices of the United Nations); working with judges and schools on law-related education in Zagreb, Croatia, and speaking to judges and court administrators through the Russian-American Rule of Law Consortium. In the wider community, Chief Justice Balmer has been a volunteer the Goose Hollow Family Shelter since 1994 and has served as a founding Board Member (2000-01) of the Portland Parks Foundation and as a Board Member of Chamber Music Northwest (1997-2003). He has coached youth soccer and lacrosse teams, served on several committees of the Portland City Club, and been a member of budget advisory committees for Metro and the City of Portland.

Chief Justice Balmer was raised in Portland and attended Portland Public Schools. He is married to Mary Louise McClintock, Director of Early Childhood Programs for the Oregon Community Foundation. They

have two adult children.

Please join us Friday, January 10, 2014, as we welcome Thomas A. Balmer, Chief Justice of the Oregon Supreme Court at the Willamette Heritage Center at the Mill in the Spinning Room. For lunch reservations email rsvp@salemcityclub.com or register online before noon Wednesday, January 8, 2014. Parking is free. Doors open at 11:30 AM. For more information on this program please go to www.salemcityclub.com. □

"Casebeer" from page 8

relationships with people outside of your work community. Go wine tasting or play kick ball. Become interesting! I love this. This should be us in 2014.

Needless to say, I subscribe to Sefafini's way of thinking. He gets it. He understands that what it takes to be a great teacher of people and a leader is to become interesting, to change your curriculum or some business practices yearly and to engage people IN the battle of learning and working. Don't sideline them.

So what do you say? How are you going to become a more interesting person in 2014? Until next time, try to learn something new and take a risk. You'll be more interesting because of it! □

Things To Watch For In 2014

JWT, (J. Walter Thompson), the world’s best-known marketing communications agency, released its annual list of 100 Things to Watch for the year ahead.

“With the Winter Olympics in Sochi, FIFA World Cup in Brazil and first commercial space flight, 2014 promises a lot of things to watch. Our list spotlights developments around these major events and across sectors including technology, television, food and spirits, retail, health care and the arts,” says Ann Mack, director of trendspotting at JWT. “It also reflects broader shifts that we’re forecasting, including the end of anonymity, the movement toward mindful living and the remixing of tradition in an ‘everything goes’ age.”

Many of JWT’s Things to Watch are technology-centric, including the advent of beacons, Internet safety nets, robots for kids and techno-paranoia. The list also includes new foods and beverages to watch (savory yogurt, soju), new markets opening up (related to marijuana, privacy and Google Glass), new behaviors (contemplative computing, digital grieving) and ideas with the potential to ladder up to bigger trends.

JWT’s 100 Things to Watch in 2014, unranked and in alphabetical order (find descriptions of each in our full report, which can be found in the “2014 and beyond” section of JWTIntelligence.com and on SlideShare):

1.

3D Printer Retail Hubs
2.

3D Printing Accessories
3.

Aerial Yoga
4.

African Contemporary Art
5.

Algae
6.

Ambient Commerce
7.

Armchair Travel
8.

Arrested IRL Development
9.

Art Incubators
10.

AwesomenessTV
11.

Beacons
12.

Bitcoin Rivals
13.

Bitcoins Bust Out
14.

Branded Real Estate Development
15.

Brands Blur Gender Lines
16.

Brands in Space
17.

Brazil as Debutante
18.

Brazilian Art
19.

Breath Analysis
20.

Catering to Chemical Sensitivities
21.

Chinese Wines
22.

The Circular Economy
23.

Cocktails on Tap
24.

Community-Supported Everything
25.

Contemplative Computing
26.

Couriers on Call
27.

Craft Mocktails
28.

Deconstructed Dinners
29.

Delivery Wars
30.

Demonizing Food Dyes
31.

Digital Art
32.

Digital Grieving
33.

Divorce Parties



Ann Mack, Dir. of Trendspotting
J. Walter Thompson, New York

34.

Drone Regulation
35.

E-Cigarette Regulation
36.

Edible Packaging
37.

Equal Rights for Men
38.

Fashion for the Space Age
39.

Fast Food Tofu
40.

Feel-Good Fashion
41.

Glanceable UI
42.

Glassware
43.

Godless Congregations
44.

Google Glass Etiquette
45.

Hacking’s New Frontier
46.

Haptic Technology
47.

Hashtag Fatigue
48.

Heads-Up Movement
49.

Homemade Baby Food Delivery
50.

Human Touches
51.

Infused Ice Cubes
52.

Internet Safety Nets
53.

Jumia
54.

Kid-Bots
55.

Live Broadcasts
56.

Makeup Salons
57.

The Marijuana Market
58.

mEmployment
59.

Messaging Apps as Retail Channel
60.

Metadata
61.

Mindfulness in Classrooms
62.

Minimoons
63.

Minute to Read It
64.

Needle-Free Vaccines
65.

Oculus Rift
66.

OTT TV
67.

Photoshop for All
68.

Podcast One
69.

Privacy by Design
70.

Privacy Marketplace
71.

Regional Ethnic Cuisine
72.

Robotic Security Guards
73.

Role-Playing Adventures
74.

Savory Yogurt
75.

Seamless Payments
76.

Semiautonomous Cars
77.

Sensory Literacy as Core Curriculum
78.

Sight-Running
79.

Smart Vending Machines
80.

Snail Slime
81.

The Social Divide

82.

Sochi’s Third Coming
83.

Soju
84.

Speaking Visually
85.

Sports Mashups
86.

Stealth Health
87.

Survival of the Focused
88.

Tablet-First TV
89.

Techno-Paranoia
90.

Telediagnostics
91.

Telepresence Robots
92.

Traditional Folk Clothing
93.

Ugly Produce
94.

Unconventional Models
95.

Vaping Lounges (where people gather together to smoke E-cigarettes)
96.

Vegetable Co-Stars
97.

Verified Reviewers
98.

Virtual Stickers Come to Life
99.

Xbox Programming
100.

Xiaomi

This is the eighth year JWT is publishing a Things to Watch list, a complement to JWT’s annual 10 Trends forecast. Things JWT has spotlighted in past lists include Drones, Gender-Blurred Toys, Instant-Erase Apps and Variable Pricing (in 2013); Crowdsourced Learning, Gen Z and Smart Clothing (in 2012); P-to-P Car Sharing, YouTube the Broadcaster and The Nail Polish Economy (in 2011); Mobile Money,

Coconut Water and Bacon Everywhere (in 2010); Lady Gaga, Crowdfunding, WikiLeaks and Gluten-Free (in 2009); Radical Transparency and Staycations (in 2008); and Barack Obama,

Ugly Produce? “The world of supermarkets assumes that customers want only perfect, unblemished produce, and that’s why 20-40 percent of all produce... goes to waste.”

—Katherine Martinko, Living / Green Food, September 19, 2013 (<http://www.treehugger.com/green-food/supermarkets-should-sell-more-ugly-fruits-and-vegetables.html>)

Jennifer Hudson and Companies Going Green (in 2007). □

About JWT

“LWT” continued on page 24

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“LWT” cont. from page 23

JWT is the world's best-known marketing communications brand that has been inventing pioneering ideas for the past 150 years. Headquartered in New York, JWT is a true global network with more than 200 offices in over 90 countries, employing nearly 10,000 marketing professionals. JWT consistently ranks among the top agency networks in the world and continues a dominant presence in the industry by staying on the leading edge—from producing the first-ever TV commercial in 1939 to developing award-winning branded content today. For more information, please visit www.jwt.com and follow us @JWT_Worldwide.

About JWTIntelligence

JWTIntelligence is a center for provocative thinking that focuses on identifying shifts in the global zeitgeist. Its aim is to bring the outside in—to help inspire ideas beyond brand, category and consumer conventions—and to identify emerging opportunities so they can be leveraged for business gain. As a part of JWT, the world's best-known marketing communications brand, JWT Intelligence has conducted trends research and analysis across categories and geographies for nearly a decade. For more information, please visit www.jwtintelligence.com and follow us @JWTIntelligence.

About Ann Mack, Dir. of Trendspotting,

JWT New York

Ann Mack oversees global trendspotting for JWT, the world's most famous communications agency. She helps brands turn shifts in the zeitgeist into opportunities.

Ann has worked on strategic projects for clients including Unilever, Kellogg's and Kimberly-Clark. Most recently, she led the development of JWT's AnxietyIndex.com, which focuses on helping brands navigate consumer anxiety, and the re-launch of JWTIntelligence.com.

Ann has appeared on NBC's Today Show, The Early Show on CBS, Fox and Friends, and Sky News; has been interviewed by numerous radio outlets, including the BBC and NPR; and has been quoted in dozens of publications, including The New York Times and USA Today for her thought leadership.

Before joining JWT in 2004, Ann led Adweek's coverage of the digital advertising industry as Interactive Editor. She started her career as a crime reporter for the Mansfield News Journal in Ohio after graduating from Ohio State University with a BA in journalism. □

HAPPY NEW YEAR
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Paying attention to just ONE THING get results....it's proven. The human brain (and perhaps all brains) were wired to do just one thing at a time if success is the desired end result.

So, here we are, beginning a new year. Let's imagine ourselves as the artist we were born to be. Right in front of us is a fresh pallet, just waiting for a splash of color. Before the new year gets fully underway, I've made a list of the things I will give individual attention to -- the things I want to splash with color and inventiveness, the stuff my fine mind will enjoy! As a starter, I am reading an excellent book that I feel compelled to share with all of you. This article I am writing is full of examples and excerpts from *The One Thing*, written by Gary Keller with Jay Papasan.

What if today you whittled the to-do list down to the one very most important pressing priority that would make the biggest impact on your life, letting the rest go? What if every single day of this year you ignored all the other stuff competing for your attention... set it all aside (not forever, just until that one important thing at a time is realized) and allow the one most important item on the daily list to get your full attention. According to the book, you will most likely find, after awhile, so many of those things on your list will probably never make it to that top position. So, ask yourself the question that may change the way you get things done, the best way to gain focus on what's important

"Why are you doing things that aren't really the most important to you and aren't moving you forward in your life?" Is 2014 finally the year to let those time wasters, useless routines and quirky distractions go? Has the time arrived to, each day, finally start focusing on the most important thing, the "one thing" that brings the color and light, the freedom of movement, the quality of life we were each born to have?

How difficult will it be to get going with this new way of living? For some, more difficult in the beginning. For all, easier by the day, if we stick to the focus and expect glitches from time to time. The main problem is how we humans have come to mistakenly believe everything is a priority, or that everything on the list has equal value. Everything is NOT equal. There are few things that will make a big difference in your life and many things that will waste your time and suck the energy out of your bones. As we practice to choose the important ONE thing instead of the endless list of many things, we actually get farther and faster along, even though it may seem, as you read this, that just the opposite would be true! Remember, we have conditional ourselves to believe more is best rather than choosing to be selective. It will take time and practice to dispel this thinking fallacy. In my turn-around journey, I have borrowed this thought from the book, "The truth is that things don't matter equally and success is found in doing what matters most".

Narrow The Focus

RUSHING REFLECTIONS BO RUSHING



In paraphrasing from the book, we people with good intentions can get caught up in the feel good game of creating a long list, checking off things as we stumble along, creating an inward and outward sign that we seem to be successful. Nope, that's no real way to define success. In fact, if we subscribe to the notion that if we get the easy and simple things done first, we are clearing the slate to then work on the harder complex things. Again, nope. That "theory" just doesn't work. We usually just end up chasing ourselves around, exhausted from all the mundane, trivial stuff. As my co-author and life coach always says "It is time to stop, drop and roll - something is on fire". It's time to find a sensible way to put out those frenzied fires we light under ourselves each day. It'll take making some small and reasonable deals with ourselves (Start small and build from there). For my small start-up, I've made a commitment to begin each day by NOT checking my email account and my text messages until I've poured focus and priority on the #1 important thing on my agenda that day. I've learned how easy it is to jump

on someone else's priority and therefore allowing my own plan of action to get pushed down in rank. It leaves me less effective

"Allow the one most important item on the daily list to get your full attention."

and less resourceful. Don't misread me here - my family, associates and clients are very important to me, always

have been, always will be. I will always respond accordingly, but learning how to time my response, applying a sort of triage technique, provides good connection and service and still keeps me focused on what's important. This way of living has made such a positive difference in my daily energy and activity. My routine is stronger, more productive, and so much easier. And, I still have time to connect with others, run a business and be present, abundant and accountable to my focused plan. As quoted by author Bob Hawke, "The things which are most important don't always scream the loudest". We have to take the steps to listen

to what's really important before we can attend to what's most important.

We at Rushing Real Estate wish each of you a prosperous and fabulous 2014, one that is each day focused less on being busy and more on being productive, one important step and task at a time, allowing what matters most to drive your day. "Things which matter most must never be at the mercy of things which matter least" ~ Johann Wolfgang. Happy New Year! □

Bo Rushing in collaboration with Linda Harris. Bo Rushing, CCIM, owner and principal broker of Rushing Real Estate, Inc. (503) 588-8500, bo@rushinggroup.com, www.rushinggroup.com

Linda Harris, freelance writer and managing partner in the Employee and Process Development firm of Harris & Associates, (503) 951-0886, lharris@monitorcoop.com



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Salvation Army Reopens Lighthouse Shelter Jan. 8th



The Salvation Army Ray & Joan Kroc Corps Community Center plans to re-open its Lighthouse Shelter after completing updates on the over 50 year old structure located at 1901 Front Street in Salem. Invited guests and the media have a one-time opportunity to tour the complete facility on January 7th during an open house. Residents start moving in on January 8th.

The project, that started in August, required The Salvation Army to temporarily vacate the aged building and bring it up to code before updating bathrooms, replacing flooring, painting and completing other repair work.

"We made the decision to temporarily close the shelter because we needed to look at how we could meet the most need in the long term," said Major Kelly Pontsler, The Salvation Army's Corps Officer. "When we closed the shelter in August, we were operating at about half of the building's actual capacity. With the updated building we will be able to shelter up to 83 men and women."

In addition to building renovations, The Salvation Army has updated its resident program to include life and job skill classes, counseling, and a Christian-based recovery group.

"We are excited to collaborate with community partners and offer residents of the shelter additional resources to help them as they work to become more independent," said Melissa Baurer, Director of Community services for The Salvation Army. "We are taking a holistic approach addressing situations from a variety of perspectives."

Residents will start moving into the shelter on January 8th. Those referring a person to the program may call the Family Service Office at 503 798-4870.

The Salvation Army still has a need for funding to provide beds and other furniture before they can properly accommodate the full 83 residents. Those interested in helping or learning more about The Salvation Army may call Jo Ellen Legg, Director of Development at 503-798-4843 or visit www.salvationarmysalem.org. □

Rich Duncan Construction Remodels The Equitable Center

Rich Duncan Construction has a long-standing relationship with the management of the Equitable Center, performing several remodel and tenant improvement projects over the years.

The Equitable Center is located at 530 Center Street in downtown Salem. The lobby, restrooms, and common area on all seven floors and the Mezzanine underwent extensive improvements, upgrades, and remodel work done by Rich Duncan.

The building's design was several years outdated and was in need of new paneling, lighting, wall furnishings, and carpet. In addition, the elevators received new ceiling panels and carpeting. Our crews worked diligently to minimize the inconvenience to the tenants during the every step of building remodel, with safety and scheduling as top priorities.

"[Rich Duncan Construction] managed to minimize the inconvenience to our tenants by diligently keeping to schedule, often working late into the evening and on weekends. We certainly appreciate their hard work and attention to detail. The end result looks fantastic!" – Susan Miller, Property Manager for The Equitable Center.

The Equitable Center has 30,000 sq ft of office space available and offers full service leases and on-site management to tenants. In addition, on-site maintenance, security and janitorial staff are provided to their tenants. They are currently looking to fill the space inside the newly remodeled building. For more information, visit www.equitablecenter.com. For progress photos, visit www.richduncanconstruction.com



The Equitable Center is a seven story office tower and retail plaza located in the heart of downtown Salem, Oregon. The building is located on the southeast corner of Center and High streets, and offers outstanding views of downtown Salem and surrounding areas. Shopping, dining, banking and parking facilities are all within walking distance.

The Equitable Center's retail plaza offers shopping, indoor and outdoor dining, and a park-like setting for a quick escape from the office.

The Equitable Center is a full-service building and offers an experienced on-site management and maintenance staff to provide close attention to tenant needs. ☺



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Premier view of the Coastal Mountain Range and the West Salem Hills! This custom built, one-owner home was engineered for this site. 5 Bdrms + den, 3 Ba, 3146 SF home located in desirable South Salem. 9' ceilings throughout, SS appls, abundant storage, spacious decks with amazing views! \$425,000 (669019) Rick & Ande Hofmann 503-390-8000 #2455, RE/MAX Integrity



This recently remodeled 3664 SF home is absolutely beautiful from the minute you enter the front door! Sitting amongst trees, with it's Bamboo flooring, 19' vaulted ceilings, fireplace & wonderful picture windows, you will feel peace & serenity on this 1.29 acre parcel. Lovely views of the mountains and landscape. \$419,900 (668445) Randy Fetsch 503-881-1299 RE/MAX Integrity



Cambridge at its best!!! Nicely updated home on 0.22 acre lot with gorgeous trees! Granite & stainless in the kitchen, and newly updated 2.5 baths. 3 bedroom, 2-storey home. Living room and separate family room, formal dining. Great covered deck for year round barbecues! Kitchen remodel in 07. Vacuum system. Garage is 924 sq ft!!! South Salem, Cambridge Woods. \$284,000 (668701) Margaret Broadus, (503) 871-2741, JOHN L. SCOTT-SALEM



CLASSIC CANDALARIA! Three Bdrm, 2.5 Ba, 2806 SF home in South Salem! 2 fireplaces, updated appls, hardwood floors. Many other updates. Bonus room in basement with wet bar & media area. This home has Character! \$279,900 (669790) Rick & Ande Hofmann 503-390-8000 Code #2475, RE/MAX Integrity



Fabulous View of the Willamette River & Coast Range! 4 Bdrm, 3 Ba, 3679 SF home on 2.84 acres. Gas frplc in LR. Wet bar & bilt-in entrtmnt center in FR. Granite, SS appliances & WI pantry in Kitch. Lots of storage. Natural beauty and privacy! \$699,500 (667189) Rick & Ande Hofmann, 503-390-8000 Code #2425, RE/MAX Integrity



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We wish you a very happy and prosperous
New Year 2014!

PHOTO BY BON COOPER



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