

# Brewery

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big tent policy. It's the third company to sublease space and time to brew, while three others pay for contract brewing, said Josiah Kelley, a Seven Brides owner.

"We're in a small town. If something's good for Silverton, we need to find a way to make it good for our business," Kelley said. "We don't have to be on our equipment all the time, and, if we can help a fellow brewer create their product, so much the better."

Seven Brides' collegiality extends to the ordering of ingredients at wholesale prices and the offer of a "standing tap" at the bar inside the restaurant at 990 N. 1st Street.

"We've been told, as long as we're brewing in Silverton, there will be a tap for us at the bar," Lesire said. "They've been kinder than we ever expected."

Keys of Belgian Underground's first batch – with a not-likely-to-be-repeated 9.7-percent alcohol rate – went out to locales starting June 21. The golden ale is in Portland at Bazi Bierbrasserie and in Salem at Archive, Capitol Taproom, Growl Movement, Venti's and Victory Club.

After the July 15 launch party, Armée Secrète will be on tap in Silverton too. Coleman and Lesire said they hope to sell in 30 locations by Christmas, and their kegs are available for private parties. Bottling could begin in 2017.

Just as they'd hoped, the pair made their journey from hobby brewers to businessmen without going into debt. Growing on their own terms took sacrifice, patience and more than a little creativity. Coleman sold his vin-



Dale Coleman and Sheldon Lesire are co-owners of Belgian Underground Brewing.

SPECIAL TO THE APPEAL TRIBUNE

tage Vespa collection, and Lesire initiated a Kickstarter campaign in 2014.

"Have you heard of the 'slow food' movement? We make 'slow beer,'" Lesire said. "Our intent was to be debt-free, and we knew from Day 1 it would take longer."

Coleman, 58, and Lesire, 34, have full-time careers – Coleman as a quality technician for Warn Winches in Clackamas, and Lesire as a Realtor and special education teacher at Silver Crest and Community Roots schools. All their brewing, distributing and marketing has been done "on the side."

In fact, the pair bought a pair of 1-gallon mini kegs from GrowlerWerks

so they can give pub owners and customers a sample anytime, anywhere. Coleman is creating a distribution route along his daily commute.

Selling strangers on his beer is an easy task for this gregarious, bearded grandfather who's been brewing for nearly two decades. A tattoo of Belgian Underground's logo decorates his right forearm, testifying to his commitment to the company.

Lesire – tall and dark like his Belgian father – sports a matching tattoo and a slightly shy demeanor. This doesn't keep him from also plugging his product in the Willamette Valley. It's his love of Belgian beers that first prompted Coleman help

him make one and eventually collaborate on the golden ale, porter, farmhouse ale, lager and fruit and sour beers.

The company's title pays tribute to Lesire's grandfather, or "Opa," who died in 1985, and was part of the Belgian Resistance during the Nazi occupation of his country. He was 19 when Belgium was invaded and was working for the railroad. He kept track of train schedules and German troop movements and passed this information along the Underground.

"We also know – though we don't know the details – that he was arrested three times. He was released all three times. Maybe he was able to tell

convincing enough lies to divert suspicious," Lesire said.

When Coleman and Lesire first started their company, "Belgian Underground" was a tongue-in-cheek reference to the fact they brewed in a basement. Then they seized upon the idea of tying the branding into a tribute to Lesire's Opa and resistance fighters like him with drinks such as "Long Last Kiss," "Safe House" and "Het Vrige Woord," after a clandestine newspaper.

Everyone knows a beer and a story go together,

and Belgian Underground paired the best kind – true stories – with its offerings. Silverton supporters liked the idea – and the company's beer too.

That Kickstarter campaign Lesire created? It generated \$17,000 in donations by January of 2015. More recently, investors bought into 12 percent of the company, and the company has more than 1,200 "likes" on Facebook.

"We originally planned to be a microbrewery – no, a nano-brewery – but now we're brewing on a much bigger scale," Lesire said.

# Chat

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al map to match the location of a foreign or out-of-state visitor. "By February or March, there's no room for any more pins for people from California or Washington," Jim said.

Visitors often prefer to make purchases from local artists, Janet said. The store has a generous consignment policy that pays vendors 60 percent of each sale. But the consignment deal jumps to 70 percent if the provider volunteers in the park.

Funds generated from the store support an array of park needs, under the auspices of the Friends organization.

The shop is located within the historic log cabin on the grounds. The landmark was completed in 1936.

Patti needs only two words to describe a valuable volunteer candidate: "Being dependable."

If that sounds like you, call Alison at 503-873-8735.

## Singing Praise for Ben Rue

Son of Silverton **Ben Rue** is in the running for a \$50,000 brand ambassador contract with Eckrich and the chance to record a single with producer Dave Brainard.

On June 13, Ben won a qualifying event in Nashville and now moves on to the finals of the contest. One of the judges at the qualifying was Scotty McCreery, winner of Season 10 of "American Idol."

Ben and three other qualifiers will face a final round of singing on Oct. 12 in Nashville at Tootsies World Famous Orchid Lounge.

But Ben will be singing for a hometown crowd long before that at a benefit concert set for Thursday night, Aug. 18 at Vanderbeck Valley Farms. Also on the bill that night will be the bluegrass-influenced band Syco Billy's.

Benefit organizers **Sue Roessler** and **Beth Davison** came by the Silver Creek Coffee House to share the good news about Ben and remind concertgoers that the 500 tickets

will disappear quickly. Act now or regret it later, they said.

Thankfully, purchasing admission is easy-peasy. Just visit [benrueasap-benefitconvert.eventbrite.com](http://benrueasap-benefitconvert.eventbrite.com).

If you would prefer to pay by check, make it out to ASAP, c/o Immanuel Lutheran Church, 303 N. Church St. in Silverton, 97381.

Tickets for 18 and older are \$50 for lawn seats. It will be \$75 for VIP seating on a picnic bench in a reserved area.

Birds and summer insects get in free.

The beneficiary for the concert is Silverton's growing After School Activities Program (ASAP), which provides enriching afternoon activities for middle school students.

The concert will begin at 6 p.m. on the farm, just five miles outside Silverton and Highway 213. Organizers say that if you have reached Butte Creek School you should lower the radio volume and turn around. You've gone too far.

## Taking History to the Streets

Architect **Victor Madge** has earned our profound respect for single-handedly lugging in what only could be described as a major historical piece.

We have no idea how much it weighed, but just admiring its heft and grandeur almost gave us a hernia.

"Our idea is to take history out of the books and onto the streets," said Victor, who gave birth to the idea of creating permanent historical markers on the sidewalks outside notable buildings. Atop a pedestal for each one will be a laser-engraved vintage photograph of the building, with a description of its historical record.

"We want the pedestal to be right where the picture was taken," Victor said, hoping that it will add a before-and-after level of enjoyment for passersby.

He said the concept is for 20 of these elegant installations to eventually be spotted across Silverton. He estimates it will take roughly \$800 to create and install each.

The sample he brought

to Creekside Chat, donated by Walt Pelett, will be placed at the corner of First and Main streets. A second will be installed at Main and Water streets.

"There already are little x's on the sidewalk," he said proudly.

You guessed it: They mark the spot.

## Countdown to Davenport Days

Were he still with us, political cartoonist Homer Davenport would be flooded with ideas for satire this summer, would he not?

Regardless of which political party flag you fly – or even if you fly no flag at all – you would have to admit that our contemporary political climate is ripe for puncturing.

Each summer, Silverton honors the man who proved his drawing pen was mightier than the sword with a festival like none other.

**Gus Frederick** drew up a chair and reminded us that this year's Homer Davenport Community Festival is set for Aug. 5-7. For those new to the area or recovering from alien abduction, the festival includes a grand parade, a fun-run, a crafts fair, music, beer and, of course, the world-famous Davenport races.

Gus is the promotional chair for all the frivolity, and he wants you know that special attention will be given this year to Silverton's long-time love affair with bicycles. In the early years of the 20th Century, "Silverton was at the forefront of the bicycle boom," Gus said.

We'll have plenty more to say about the festival, but for now, circle that kitchen calendar and get ready to greet perhaps 10,000 visitors to town in early August.

## Touting Technical Education

**Butch Stetson** has a bone-crunching grip and winning smile, a suitable combination for a vocational education teacher.

The career military man turned educator came by Creekside Chat to raise awareness of a November upcoming ballot measure that would increase funding for technical and vocational education in an effort to keep students in school and on a path toward employment.

Stetson, a deeply experienced engine expert, teaches mechanical technology at Silverton High School.

Working closely with former Gov. Ted Kulongoski, a chief petitioner and supporter of Initiative Petition 65, Stetson has been stumping for IP 65. If approved, every school district in the state would be in line to offer vocational and technical education, supporters say.

A major thrust of the measure would be reverse Oregon's dismal graduate rate of 73.8 percent.

Supporters of the measure hope funds redirected to vocational and technical education will make good programs better and better programs great.

Of his automobile repair program at Silverton High, Stetson said, "I have enough money to run the program. I don't have enough money to build the program."

## Mr. Rasmussen Goes to Washington

Finally, this note about former **Mayor Stu Rasmussen**:

On July 1, Stu was among a list of invitees to a White House celebration of LGBT Pride Month.

For the sixth time since taking office, President Obama and First Lady Michelle Obama welcomed national, state and local leaders, grassroots activists, business leaders and others for an afternoon reception.

"I have advice for anyone who gets invited to the White House for a reception," he said. "Get there early and find your way to the rope line."

Because he didn't heed his own advice, Stu says he was "30 feet back" behind "400-600 of the President's best friends."

Stu's long-time companion, Victoria Sage, "enjoyed the crab cakes," he said.

While in Washington, Stu visited the Smithsonian's Air and Space Museum Annex at Dulles International Airport. That's where the Space Shuttle Discovery, Enola Gay and a supersonic Concorde are on display.

"It's very cool," he said.

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