

northwest

Gay Men's CampOut Planned

During the week of Aug. 18, Umpqua's Last Resort Campground in the Umpqua National Forest will host the first Gay Men's CampOut. Dustin Ashliegh and his partner, Paul Emmons, purchased the 12-acre campground, which had been logged, weed-infested and unused for more than two years. Ashliegh, an electrical engineer, and Emmons, a software engineer, put their backgrounds to work at the campground doing much of the work themselves.

"They had logged the place. So much of it was

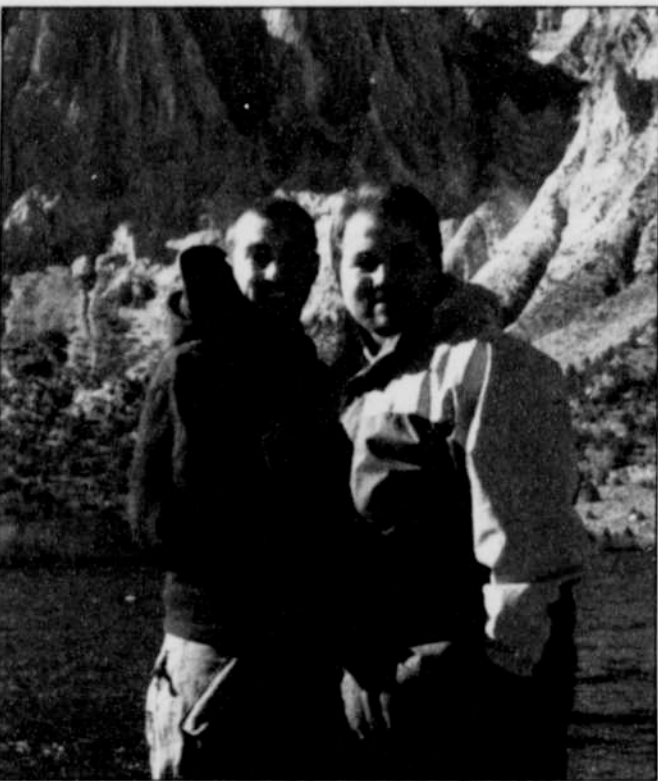
business watch

just covered in stumps and weeds and stripped. We bought a stump grinder and ground most of them down ourselves. We quarried local rocks, built walls and planted close to 200 trees," Ashliegh said with palpable pride in his voice. Only the front six acres have been developed, and they will soon boast 22 comfortable, individualized sites.

Ashliegh explained how they achieved an individualized experience in such a small area. "The sites are very private because they are on a hillside, and we staggered them vertically and horizontally. Each site has a private feel and view. You don't have to look at someone else's car or whatnot."

Plans for the other 16 acres have yet to be solidified, but Ashliegh and Emmons seem up to the challenge. Responding to a lack of outdoor-oriented places that cater to the queer community in the Northwest, Ashliegh hopes Umpqua's Last Resort will become that destination. "A lot of LGBTQ people want a place to be outdoors with their partners without fear of reprisals or dirty looks, and because it's so remote, it will draw out the adventure seekers."

The events planned for the Gay Men's CampOut will definitely appeal to adventure seekers, with activities ranging from a barbecue to guided hikes to nearby hot springs and optional whitewater rafting excursions. Plans are also in the works for a possible women's campout. Emmons and Ashliegh want Umpqua's Last Resort to be a place that is open to everyone. For more information visit www.golastresort.com.



Dustin Ashliegh (right) and his partner, Paul Emmons, welcome visitors to Umpqua's Last Resort Campground.

Storyteller Markets for a Cause

Seeking inspiration from those with "big dreams," LeAnn Locher has dedicated her life to serving nonprofit organizations. Her marketing and branding company serves the needs of agencies benefiting a range of social causes. Locher, who considers herself a storyteller in her marketing business, works for local and national nonprofit organizations that are usually socially or environmentally conscious. Her direction helps clients stay grounded in strategy. She provides them tools to find and expand their audience and align values with their audience. Most of her clients have a mission that is wrapped in passion.

One of Locher's bigger clients is the Funders for Lesbian and Gay Issues, which focuses on increasing institutional giving to sexual minority causes.

Locher began in this field 13 years ago at the Metropolitan Group. She was finally drawn to the "thriving buzz of the creative community" of the Portland area.

Locher began her private business with the dream to make a difference. It was always a fear that she would have to ultimately choose between having a creative, fun job or one that would make a difference in the community. Locher found that she did not have to choose between her two passions.

Locher took her talent to Q Center. She has been on the board of directors for the past two years and created the center's "brand identity." The mission was for the community to be transparent and open, diverse and reflective of the "big spectrum." The new identity was all about "connecting the spectrum."

Thus far, Locher finds herself most proud of the



LeAnn Locher created Q Center's open and reflective brand.

work she accomplished for Funders of Gay and Lesbian Issues. Another successful note is her ability to take a traditional field and change it by instilling a new, creative turn that truly involves a client in their brand.

Despite her accomplishments, Locher still looks ahead to future goals. She wants to continue her work, "intensely and personally." Through her marketing, she will connect with many more clients and hopefully be able to bring new technology to help them tell their stories.

For more information call 503-860-5088 or visit www.leannlocher.com.

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