

2017 CEDR AWARDS

2017 WINNERS:

Entrepreneurship — Small Business:
The Wine Shack and Provisions 124

Outstanding Customer Service:
Ruth Swenson & The Hillcrest Inn

Visionary Award:
Jim DeFeo, owner of Astoria CoffeeHouse and Bistro, Cargo and Carruthers

Business Service to the Community — Small Business:
Kathleen Deland Peterson

Technological Advancement:
Gustafson Logging

Business Service — Large Business:
Coaster Construction

Job Creation Award:
Pelican Pub & Brewery

Entrepreneurship — Large Business:
LEKTRO

Economic Impact Award:
Martin Hospitality



BEST in BUSINESS

Nine businesses were honored at the 5th annual Clatsop Economic Development Resources awards at the Seaside Convention Center on March 22. Kevin Leahy, executive director of CEDR and the Small Business Development Center, announced the winners as follows:

ENTREPRENEURSHIP — SMALL BUSINESS:

It is really refreshing, to watch the development of a business as it evolves from its' previous entity, into a new and dramatically different operation. During the last four years, this business, after purchasing the business from its' original owners, has transformed itself into a multi-faceted business organization.

Under these businesses efforts, Puffin Brand Wines has been fully implemented and has achieved great acceptance. They have won 14 wine awards including numerous Platinum, Gold, and Double Gold Medals already in their first few years. With their newly instituted distribution system throughout the State of Oregon, they have focused on highly localized wine selections appealing to the destination visitor market.

That withstanding, the opportunity to take over another portion of the building they leased, the owners created a new concept, Provisions 124, a deluxe and gourmet food shop. It has proven to be very successful, so much so that they have now purchased the two buildings on their tax lot.

It's my honor to announce The Wine Shack and Provisions 124 as the winner of the Entrepreneurship Award – Small Business.

OUTSTANDING CUSTOMER SERVICE:

Several nominations started like this: I would like to nominate this individual and the business she manages for the CEDR outstanding customer service award. Some comments: "When my husband and I moved to Seaside 2 years ago, she was one of the first people that we met. Her first words are there anything she could help with? She represents her business with grace and style. And another: "I first met her at the lobby of her business 5 years ago, She welcomed my family graciously, and spent an hour of her precious time with us! We said how we adored her welcoming spirit, and that the owners were lucky to have her. My VIP treatment that day, I found out, had nothing to do with me. This is her standard, which she applies to guests, business acquaintances, and friends alike.

Except for the Seaside Visitors Bureau, she is the THE go-to person for anything happening in the area! She is also so involved in our great community, and if you ask her to volunteer somewhere, it is done! In Rotary, we call this "Service above Self"!

For her kind and diligent work, and hospitality in more than just business, we are so pleased to announce Ruth Swenson & The Hillcrest Inn for the CEDR Outstanding Customer Service Award!

VISIONARY AWARD:

The Org Committee of the Astoria Downtown Historic District Association (ADHDA) is pleased to support the nomination of this business owner and the three vibrant businesses he owns and manages in the heart of historic Downtown Astoria. His outstanding sense for designing places people want to be has led to his on-going success.

The first business project was the opening of the Astoria Coffeehouse and Bistro, which is now a hub of activity for Downtown. The block that holds the Bistro is also now home to Cargo, an eclectic collection of curiosities and gifts. (And note that 11th street in Astoria, with its "parklet, trees, and lights shows what can be done in a Downtown core with vision, passion for business, and a welcoming spirit!")

And finally, this business entrepreneur has recently opened

Carruthers restaurant, which has already become one of the most popular and talked about restaurants in our region, and was already voted the Best Fine Dining by Coast Weekend Readers! Jim DeFeo, owner of Astoria CoffeeHouse and Bistro, Cargo and Carruthers is being awarded the VISIONARY AWARD!

BUSINESS SERVICE TO THE COMMUNITY — SMALL BUSINESS:

This small business is run by an amazing person. As soon as you enter her cozy office, you are always greeted with a happy "Hello!" and a kind smile. When you are her client, you feel like her only client. She treats her clients with undivided attention and makes your vision come to life in print or website form. It is not uncommon that during her meetings with clients, laughter can be found drifting down the hallway.

And another: I am on the South County Community Food Bank Board (SCCFB) along with her. She created and maintains SCCFB's website and willingly gives a lot of her time on a volunteer basis and at her own expense. I know she does this for many other non-profits also at her own expense. She is extremely generous of her time sharing her skills and knowledge.

Her plan was to take on at least one nonprofit organization a year, but she has a soft heart and has done up to three and four in a year, giving these organizations a beautiful top of the line website that they otherwise could not afford. Some websites she created, hosted and has maintained for free: Assistance League, Seaside Rotary, Tsunami Skippers, North Coast Building Industry Association, and in production at this time: Seaside Historical Museum, The Harbor and the list goes on!

I am so honored to announce that Kathleen Deland Peterson is receiving the CEDR Business Service to the Community- Small Business award!

TECHNOLOGICAL ADVANCEMENT:

"I nominate this company a business based out of Astoria, Oregon for the CEDR 2017 Awards. Over the past 43 years, this business has made technological advancements with the changing economic, social and environmental dynamics in our community."

An example of their technological advancement is their adoption of the cable yarding system. Cable logging is a specialized logging method used on steep terrain. Their cables are capable of yarding distances up to 2,500 feet. Their logging production is about 35 million board feet/year (8,500 log truck loads). Cable yarding requires strategic planning and an understanding of the systems, equipment, and rigging requirements to meet environmental and economic goals.

Gustafson Logging Company were pioneers in developing techniques for large woody debris placement as a part of forest operations.

Gustafson Logging is an example of a company that combines recent innovations in logging methods with forest science, and on the ground ingenuity. As forestry technology advances, Gustafson Logging continues to adopt the improved tools and techniques that improve the effectiveness, and efficiency of their forest operational methods.

I am honored to announce Gustafson Logging as the winner of the Technological Advancement Award.

BUSINESS SERVICE — LARGE BUSINESS:

This business has been shaping the character of Cannon Beach since the early 70's by being very involved with the community, plus building many of the downtown structures. Cannon Beach has always been this businesses hometown, and they have done many things to help the town improve and become successful.

- Being the lead sponsor of Sandcastle and also taking their crew to do all the setup and making sure it runs smoothly.
- Involved in building the Sandcastle float for the Star Light Parade.
- Donating labor and materials to remodel the Cannon Beach Food Bank.
- Sponsor for the Coaster Theater.
- Sponsor for the local arts festivals.
- Sponsor for local baseball and soccer teams.

In the last four years, they have done many improvements to their office and shop on Elk Creek Road. To make it a place for the community to come to if we were to have a natural disaster (Tsunami)

- Some examples
- Reinforced the existing foundation and structure to give it above average rating for earth quake and flooding.
 - Backup generator for the building/back heat system for the main shop area.
 - Propane backup tanks since natural gas would be shut down with a disaster.
 - Two 500 gallon fresh water tanks
 - 2-way radio and satellite phone.
 - 150 bunks and medical supplies.
 - Outhouses with underground storage tanks.

They are working on improving with training and teaming up with Red Cross so they will be ready and hopefully it will never be used. When asked why they're doing all this, the answer was, "Our thought was to get prepared and ready and hope that we will never use it."

It's my honor and privilege to award the Business Service — Large Business to Coaster Construction!

JOB CREATION AWARD:

After the closure of the very successful Dooger's Restaurant over 5-years ago in Cannon Beach, the restaurant remained closed and empty, diminishing the economic vitality of a very vital tourism town. With the new vision and commitment that this business showed, the restaurant was purchased, torn down, and rebuilt.

It reopened in June of 2016 just a few months after the CEDR Awards ceremony. This business employed over 10 construction staff every day for over seven months. Seventy-two people were hired to fulfill their fulltime and peak season needs. They did this through two recruiting fairs. Their payroll went from nothing to over \$1,000,000 and they expect that to grow 30% in the coming fiscal year.

They are one of the fastest growing Brewers in Oregon, and dramatically increasing production every year. Their growth rate they are experiencing is over 100% year over year since their first corporate opening in 1996.

We are excited about this major new employer and business and the impact they are already having on the City of Cannon Beach, and our Clatsop County area.

Please join me in congratulating Pelican Pub & Brewery for the Job Creation Award.

ENTREPRENEURSHIP — LARGE BUSINESS:

Nomination: LEKTRO, Inc. seems to qualify in all your award areas, and would be a worthy choice in numerous categories. Customer Service: LEKTRO has the finest customer service in the industry, from sales to service, providing replacement parts for all models, and offering answers for all tech support questions. Economic Impact: Clatsop County experienced the same economic downturn as other parts of rural Oregon when the recession hit, but instead of personnel lay-offs, LEKTRO maintained and even was able to grow its employees force during this time, and recovery. Job Creation: Since Eric Paulson took ownership of LEKTRO in 1988, it has grown from a 10-person company with sales under \$1.0M to employing over 85 people and generating \$25M in annual sales.

LEKTRO recently received the Ground Support Worldwide Magazine Product Leader of the Year Award for their AP8950SDB-AL-250 tug which is the most versatile towbarless aircraft tug in the world. Its versatility, wide range of OEM certifications, and all environmentally friendly all-electric drive were deciding factors for our receiving the award, as well as our industry leading after sales support.

Entrepreneurship: To accommodate the growing demand for their airplane tugs, LEKTRO has created a global dealership and customers in nearly every country in the world!

It is my distinct honor to announce that LEKTRO is the first company in the five-year history of the CEDR awards to win a second award; the Entrepreneurship- Large Business Award!

ECONOMIC IMPACT AWARD:

In the past 10-years this company has invested over \$20 million dollars in building facilities, and renovation of hotels and restaurants that have served millions of travelers from all over the world. In just the past year they have finished renovations of the Stephanie Inn and their Dining Room (one of America's top 50 luxury boutique hotels), the Surfsand Resort, and currently the remodel of the Lumberyard Rotisserie and Grill to change it into the Public Coast Brewing Company, all amounting to \$3,100,000 of new investment. In addition to this they have just done a major redesign/remodel to the Haystack Gardens Wedding and Banquet Center's building and landscaping. (A one and a half acre garden). Also just completed, is a remodel of the incredibly popular Wayfarer Restaurant, one of the few remarkable oceanfront restaurants in Cannon Beach. This adds another \$1,000,000 capital investment to the original \$3,100,000 mentioned above. With over 200 employees here locally, the economic impact on Cannon Beach and Clatsop County is undeniable. They are one of the largest employers in our County.

The unique culture of this hospitality company can be summarized up in the saying, "We create great memories!"

Their management philosophy always please the guests first with employees held in similar regard. It doesn't get any better than that!

It's my honor and privilege to award the Economic Impact Award to Martin hospitality!



ENTREPRENEURSHIP — LARGE BUSINESS:
LEKTRO owner Eric Paulson.



ECONOMIC IMPACT AWARD WINNER
Ryan and Stephanie Snyder of Martin Hospitality with Alisa Dunlap, CEDR Board VP.



JOB CREATION AWARD WINNER
Pelican Pub and Brewery CEO Jim Prinzing.